

USMS Executive Committee Reports

President

Patty Miller

Welcome Delegates to the 2017 U.S. Masters Swimming Annual Meeting! I'm looking forward to this gathering as a time when we get to catch up with old friends, meet new people, share ideas, and become energized to further USMS's mission in our LMSCs, clubs, and pools.

There are two themes from this year that I want to amplify. The first is this convention itself. We continue to focus on refining the convention experience and making it as productive and useful as possible. In the past few years, we have provided and expanded on workshops in which delegates can learn and share their ideas about topics that they can bring back to their LMSCs and clubs. This year, you will find nine workshops. I have also heard feedback from delegates about the amount of time spent in House of Delegates sessions discussing motions, amendments, tabling, calling the question, etc. While parliamentary procedure can help keep order, I would prefer that more of our time be spent sharing substantive ideas in workshops, committee meetings and hallways than on the floor of the House of Delegates. Therefore, this year, you will see a few procedural changes suggested by a task force that recommended updates to our convention rules. Also, going forward, knowing that the convention is a large expense in the USMS budget, one of the largest expense in most LMSCs' budgets, and a big commitment of time for our volunteers, we will examine the future function of our annual meeting and the best way to align it with the USMS mission and the needs of our volunteers.

Volunteers are the second theme. USMS continues its transition from a volunteer-governed/volunteer-managed organization, to a volunteer-governed/staff-managed organization. On the Board of Directors, we are carefully conscious about the roles of volunteers and professional staff. The Board sets strategic direction and policy, and CEO Dawson Hughes and the national office staff implement that direction and manage the business of USMS. In doing so, we all operate under the rules and budget approved by the House of Delegates. This year, for example, the Board weighed in on the strategic direction of USMS's information technology infrastructure at Dawson's request. With that direction, the national office has been able to move forward with some key IT initiatives that will increase our ability to reach prospective members and provide better services to existing members.

This year we also held USMS's second LMSC Leadership Summit. This gathering that took place in March and was a great opportunity for LMSC leaders to network, learn about applying the USMS strategic plan in their LMSCs, gather ideas for attracting and retaining volunteers, and get information from their peers about ways to improve LMSC operations for the benefit of USMS members and potential members. Many thanks to the task force chaired by Paige Buehler for making the summit happen.

The focus on volunteers continues. The Futures Task Force, which addresses the future of USMS membership and volunteers, has turned its attention this year to ideas for building USMS's

USMS Executive Committee Reports

younger volunteer base. One of their ideas that you are likely to see at convention is the “star system” that rewards volunteer service *and* turnover.

Beyond these key themes, I also report that it is a good time for USMS representation internationally. USMS is unique as such a large and professionally managed Masters organization this exists independent of the main swimming national governing body. Jay Eckert, from the national office, and I represented USMS at the FINA World Aquatics Convention in December. In July, I attended the FINA Masters Technical Congress in Budapest and was able to meet Master swimming representatives from many countries. As I write, many of our members are participating in the 2017 FINA World Masters Championships in Budapest with 10,000 athletes. And we look forward to 2018 when the Union Americana de Natacion (UANA) Masters Pan-American Championships will be held here in the U.S. in Orlando.

I am excited to see you at the annual meeting in Dallas. I look forward to working with you to promote health, wellness, fitness and competition for adults through swimming.

USMS Executive Committee Reports

Vice President of Administration

Ed Tsuzuki

I am very pleased to be concluding 8 years on the USMS Board of Directors at this year's annual meeting. It has been a particularly rewarding experience for me, spending 4 years as Vice President of Local Operations followed by 4 years as Vice President of Administration. I took a look back at my annual reports over the last 8 years and the most conspicuous and important theme in these reports is the passion of our organization's volunteer spirit and the incredible dedication of our capable and enthusiastic staff. I have also been blessed to work with such knowledgeable and hard working committee chairs for almost a decade! I can't thank them enough for their tireless efforts in continuously improving our member experience.

It is hard to believe that this is the 8th annual report I am submitting! Back in 2009, Rob Butcher had just completed his first year as our new Executive Director and Jeff Moxie was elected president. During the next 8 years, I have had the honor of serving under presidents and Ransom J. Arthur Award winners Nadine Day and Patty Miller and have also been able to work very closely with our new CEO, Dawson Hughes. A lot has happened during those 8 years! Just a few of the highlights include the formation of the LMSC Development Committee and LMSC standards. While we had just launched the on-line event rankings (which now have all USMS sanctioned swims since the 2003 SCY season), the End-to-End Event Management task force developed an on-line sanction and calendar request process. We have seen the development and launch of an in-house registration system and also the development of the bi-annual LMSC Leadership Summit. And of course throughout all of this, the standing (annual) work of the committees of the Local Operations and Administration Division continued without missing a beat.

As VP of Administration, I have been extremely fortunate to have such an experienced group of veteran committee chairs who truly work very independently and accomplish so much with their hardworking committees. Jeff Roddin, assisted by Kim Crouch works around the clock in providing USMS members top notch experiences at the spring and summer national championships. The Championship committee strives to improve every event as well as their own internal work processes. Charlie Cockrell, and encyclopedic vice chair Kathy Casey run an incredibly organized Rules Committee as they have jurisdiction over Part 1 of the rulebook and the glossary – weighing in on rules related questions and providing clarification and interpretation of the (part 1) rules. The knowledge base of Charlie, Kathy and the entire committee is simply stunning. Similarly, the Legislation Committee, in considering changes to Parts 2, 4, 5 and 6 of the rulebook, is very thoughtfully and thoroughly led by chair Meg Smath, who is assisted by Richard Garza. For details of each committee's work, please refer to their annual reports and I encourage you to attend some of their meetings at convention.

While I am not running for another leadership position in 2017, I will continue to be an active USMS volunteer and member of the House of Delegates through my role with the New Jersey LMSC and devote a lot of my "USMS spirit" to my role as coach of the Somerset County YMCA Masters swim club. I have been most honored to serve on the USMS leadership team for many years and would like to thank the people who have mentored me, the committee chairs I

USMS Executive Committee Reports

have worked with, and the many volunteers we are so fortunate to have that keep this organization so vibrant and fit.

USMS Executive Committee Reports

Vice President of Local Operations

Chris Stevenson

The Local Operations division consists of four committees (Awards & Recognition, History & Archives, LMSC Development, Records & Tabulation). The Vice President of Local Operations, VPLO, is an *ex-officio* member of these four committees and also works with LMSC and Zone chairs on any local issues that might require the attention or advice of a board member. The past year has been a productive one for the four operations committees; their activities are summarized below but annual reports and meeting minutes should be consulted for more detail.

History and Archives, chaired by Barbara Dunbar, continues to do very fine work on their tasks of collecting and preserving the history of the USMS organization. Their projects tend to be multi-year efforts such as finding, digitizing and consolidating paper documents such as older registration files and USMS publications, record and Top 10 chronologies, identifying legacy swimmers with missing registration IDs, and much more. They also generate stories for publication on the USMS web site.

The **LMSC Development Committee**, chaired by Michael Moore, has had another busy year. One major project was to conduct an initial survey of LMSC for compliance with the new mandatory and target standards. Advice and remediation for LMSCs out of compliance were conducted under the supervision of the zone chairs and the VPLO. The committee has organized an excellent series of at least nine peer-to-peer (P2P) teleconferences for different LMSC offices and roles, giving volunteers across the country an opportunity to share ideas and best practices. Notes from most of these sessions have been posted in the “Meeting Minutes” section of the USMS website. The committee also organized a training webinar on running dual-sanctioned meets and is in charge of organizing Convention training workshops. Many members of the committee were heavily involved in running the LMSC Leadership Summit that took place in March. The committee has also been working with the Border, North Texas and South Texas LMSCs on the proposal to change their shared borders.

Recognition and Awards, chaired by Ray Novitske, oversees the national service awards that are so valuable for underlining the very fine efforts of our volunteer base. The committee continued efforts to increase submissions for national awards and were successful for several key awards, receiving a record number of nominations for the June Krauser Communications and the Club of the Year awards. They coordinated the selection of the Ransom J. Arthur Award recipient Michael Moore, who was honored just before Spring Nationals. The committee recommended Walt Reid for IMSHOF induction in the Honor Contributor category; although Walt was not selected this year, the committee plans to resubmit his nomination next year. The committee also writes and submits press releases to recognize award recipients, and has worked towards increasing volunteer recognition at the local (LMSC) level.

USMS Executive Committee Reports

Records and Tabulation, chaired by Jeanne Seidler, continued its excellent supervision of Top 10 lists and USMS Records, as well as the list of measured/certified competition courses. The committee includes the National Swims and the USMS Records Administrators among its members; Mary Beth Windrath currently holds both positions, after Walt Reid stepped down as Records Administrator in January. The committee also continued to formulate, refine, implement and publish policies related to these lists and records. The committee has also taken responsibility of monitoring progress and suggesting improvements on the End-to-End Event Management E2EEM system of sanctioning and results collection and processing.

In addition to acting as liaison for these committees (including serving as the point person for developing LMSC remediation plans) and serving on the Board of Directors and Executive Committees, I was also a member of the **IT Liaison Group** a committee consisting of the four VPs, the IT Director and the CEO. The goal of the group is to help prioritize IT projects and to monitor their progress. The VPs also act as liaisons to their committees who have submitted IT projects, and have advised the CEO during this time of transition to a new model of IT development at the national office.

USMS Executive Committee Reports

Vice President of Programs

Chris McGiffin

It is hard to believe that the 2017 USMS Annual Meeting is already upon us. As I close out my second term as VP of USMS Programs, I feel a mixture of melancholy and gratitude. I will miss the company and compassion of those with whom I served, but I end my term feeling enriched by what I have learned along the way. Serving others is my passion, and I am thankful for the opportunity to serve this wonderful organization with you. We are partners and teammates in our journey to serve USMS members, and I want to express my sincere thanks to you. With your contributions at every level of USMS, we are doing better every day to further the mission “to promote health, wellness, fitness and competition for adults through swimming.” Let the steps we take together help to advance that mission and encourage others to discover the fun, fitness and camaraderie of US Masters Swimming. Thank YOU!

The Long Distance Committee - Donn Livoni, Chair; Ali Hall, Vice Chair
Committee calls held - 11/27, 12/27, 1/29, 2/26, 3/26, 4/30, 5/29, 6/25, 7/16

2017 Goals:

1. Increase participation by 10 percent over 2016 in total for postal national championships
2. Identify two LDC members who will collaborate with two different USMS committees for mutual interests
3. Incorporate diversity/inclusivity language into 2019 LDNC bid documents
4. Recruit at least one 2019 festival bid
5. Identify an LDC member to generate a standard entry form (SEF) for use by OWNC hosts and liaisons

Highlights:

- Reviewed Rules & Legislation amendment proposals (~ 41 items, ~ 24 housekeeping)
- The committee supported the BOD submitted changes (for 202.1.1 and 204.1) to remove the waiver requirement for postal event participants
- A cross-committee task force was convened to review/discuss details of the proposed ePostal Modernization changes. The task force consisted of 2 members from both Fitness and Long Distance committees, as well as representatives from the National Office and the BOD. At its 6/25 meeting, the committee entertained a motion to support the task force report and recommendations. The motion failed to pass.

2017 ePostal National Championships:

★ Speedo USMS 1-Hour ePostal Nationals

January 1 – February 28, 2017

Hosted by Ohio Masters Swim Club Event director: Judi Norton

LDC Liaison: James Biles lead; backup: Mike Fanelli & Allison Ware

Stats: Total of 1862 entries (2015 = 2293; 2016 = 2335) YoY decrease of 20%

★ Speedo USMS 5K/10K ePostal Nationals (50 meter pools only)

May 15–September 15, 2017

Hosted by Swim Fort Lauderdale

USMS Executive Committee Reports

LDC Liaison: Greta van Meeteren lead; backup: Phyllis Quinn & Lorena Sims
Stats: TBD

★ Speedo USMS 3000/6000-Yard ePostal Nationals (25 yard or 25 meter pools only)
September 15–November 15, 2017

Hosted by Loveland Masters Swim Club

LDC Liaison: Jim Davidson lead; backup: Josephine Palmerin
Stats: TBD

2017 U.S. Masters Swimming Open Water National Championships

★ USMS Marathon Distance Open Water National Championship (≥ 6 and < 9 Miles) (7 miles)

Swim Around Lido Key, Sarasota, Florida, April 22, 2017

LDC Liaison: James Biles; backup: Allison Ware Safety Director: Steve Butler

National Office/BOD: Rob Copeland

Stats: Total of 140 entries (2015 = 110; 2016 = 63) YoY increase of 122%

★ USMS Middle Distance Open Water National Championship (> 1 and ≤ 3 Miles) (2.4 miles)
Chattanooga, Tennessee, June 3, 2017

LDC Liaison: Ali Hall; backup: Laurie Hug Safety Director: Peggy Grall

National Office/BOD: Rob Copeland

★ USMS Ultra-marathon Distance Open Water National Championship (≥ 9 Miles) (9.2 miles)

Chattanooga, Tennessee, June 4, 2017

LDC Liaison: Ali Hall; backup: Laurie Hug Safety Director: Peggy Grall

National Office/BOD: Rob Copeland

Stats: Total of 98 entries (2015 = 75, 2016 = 53) YoY increase of 85%

★ USMS 2-Mile Cable Open Water National Championship (2 miles)

Foster Lake, Oregon, June 24, 2017

LDC Liaison: Phyllis Quinn; backup: Melinda Grieg-Walker Safety Director: Thomas Landis

National Office/BOD: None

Stats: Total of 77 entries (2015 = 85; 2016 = 213) YoY decrease of 63%

★ USMS Long Distance Open Water National Championship (> 3 and ≤ 6 Miles) (5K)
Elk Lake, Oregon, July 30, 2017

LDC Liaison: Jill Wright; backup: Jim Davidson Safety Director: John Spence

National Office/BOD: None

Stats: TBD

★ USMS Sprint Distance Open Water National Championship (1 mile)

Angle Lake, Washington, September 23, 2017

LDC Liaison: Donn Livoni; backup: Michael Fanelli Safety Director: Jim Davidson

National Office/BOD: Sarah Welch

Stats: TBD

The Officials Committee - Brian Albright, Chair; Teri White, Vice Chair

USMS Executive Committee Reports

Committee calls held - 1/30, 3/28, 5/10, 6/26

Highlights:

- USMS Spring Nationals, Riverside, CA concluded successfully
 - Overall officials coverage went well for the 2 x 9 lane courses, though short-staffed on Friday
- USMS Summer Nationals, Minneapolis, MN - report is pending
- Teri White was selected to officiate at FINA Masters World Championships, Budapest, Hungary
- Committee is formalizing the nomination process for events like FINA Masters Worlds
- Approved a proposal to create a USMS Officials Service Award
- Proposed new committee reimbursement policy for officials that volunteer at USMS national championship meets is being reviewed by Finance. It is intended to replace the current “Stipend Guidelines” document (<http://www.usms.org/admin/lmschb/ocstipend.pdf>).
- 2017 Convention Officials workshop - Do you have the meet officials you deserve?
 - Do you have trouble finding officials for your Masters meets? Are you always scrambling for officials so that you don't have to cancel the meet? Do you think the officials you have do a good job? This workshop will discuss how you can work with the officials community to staff your meet and how to certify your own officials through the USMS officials certification program.

USMS Officials Certification program

- As of 5/4, there were 50 Stroke & Turn officials certified (26 are also Starter; 12 are current USA Swimming Officials)
- Analysis of prior Officials Survey data indicates that some of the LMSCs that reported problems finding local officials have not yet utilized the new certification program
- Committee is reviewing draft proposal for a path to achieving USMS certification as a Referee

Rule Changes

- The committee has submitted amendments to 103.4, 104.4 and 104.5.10.

USMS Championship Officials

- Committee is working with Championship to discuss options to add nominal fee to help defray or cover lodging costs for volunteer officials
- Goal is to have all N2 level S&T officials on deck
- Also want to discuss how to block rooms for officials at nationals

GTO Officials web page Review

- Committee continues to look at existing documents and making updates as needed

The Open Water Committee - Bob Bruce, Chair; James Kennedy, Vice Chair

Committee calls held - 12/11, 1/22, 3/19, 4/23, 5/21, 6/18, 7/23

USMS Executive Committee Reports

2017 Goal:

- To promote the development of and participation in open water swimming, and to support quality open water swimming experiences for adults in line with the Vision, Mission, Values, and Strategy of USMS. The measurement of this goal will be the quantity of events, swims, & splashes, the quality of those experiences, and other metrics that will help us measure our progress to accomplish these goals.

Highlights:

Nothing additional to report beyond what was submitted from the committee Chair.

USMS Executive Committee Reports

Vice President of Community Services

Frank “Skip” Thompson

Coaches Committee (Bob Jennings, Chair; Kenny Brisbin Vice Chair)

Committee Members – New members for 2017 are: Chris McPherson and Laureen Welting. Returning members: Scott Bay, Kenny Brisbin, Chris Campbell, David Clark, Matthew Edde, Dean Hawks, Bob Jennings, Mark Johnston, Andrew Le Vasseur, Jennifer Masquelier, Erin Mathews, Helen Naylor, Kerry O’Brien, Tim Waud, and Steve Weatherman. Ex Officio: Bill Brenner.

Meetings held: 12/12, 2/13, 3/13, 4/10, 5/8, 6/12, and 7/12. Meetings planned: 8/7

2017 Goals and Subcommittee Assignments:

1. National Masters Coaching Summit – USMS National Office and the USMS Coaches Committee are collaborating for this future clinic/summit to be held in the 2018 calendar year. Helen Naylor has been appointed to lead a sub-committee and there will be a discussions and ideas about hosting the clinic. A couple of LMSC’s have been contacted and have shown an interest in hosting the clinic.
2. Coach Certification – Eleven Level 1 - 2 and three Level 3 classes are completed for the first half of 2017. Bill Brenner will be working closely with the committee and providing updates on Levels 1 – 2 and Level 3 Coach Certification Classes throughout the remainder of 2017. Scott Bay will have results of the coach certification subcommittee groups: 1. Evaluating Level 4 applications, 2. Revising Level 4 applications, and 3. Possibility of creating a new level of Coaching Certification.
3. USMS High Performance Camp – This camp is a joint venture from the Triangle Sports Commission, the Greensboro Aquatic Center, and USMS. The tentative dates for the camp are 8-25-17 to 8-30-17 at the Greensboro Aquatic Center. Bob Jennings, Chris Campbell, and Steve Weatherman will be involved in the camp as a subcommittee and the committee will help in the search of coaches to work the camp. Steve Weatherman has been named the Head Coach of the HPC for 2017. Chris Campbell will be the Head Coach in 2018. Jacki Hirsty, Bill Meir, and Trey Taylor will be the other coaches for the 2017 camp.
4. LMSC Communications – Kenny Brisbin is the lead on this topic and he and Tim Waud will be surveying the needs of LMSC Coaches Chairs and sending out minutes of the USMS Coaches Committee meetings.
5. Open Water – Charlotte Brynn is assigned to be the online open water coach to post workouts on the open water forum. Mark Johnston participated recently in an Open Water teleconference and that committee is interested in becoming involved in the open water component of the coaching certification process. Mark would like to reach out to Triathlon and Open Water coaches and provide a resource guide for them. The Open Water and Long Distance Committee will be consulted for input and feedback during this process.

USMS Executive Committee Reports

6. On Deck Coaching – Erin Mathews has done an outstanding job in the past and will continue to lead this project and be responsible for setting everything up and coordinating this through Sign Up Genius at both USMS National Championship meets and with the USAS Convention in Dallas in September 2017. USMS just completed need a successful year of on deck coaching at both the spring and summer USMS Nationals.
7. Awards – Chris Campbell continues to lead this subcommittee and is a member of the USMS Recognition and Awards Committee. He will be assisted by David Clark, Kerry O'Brien, and Andrew Le Vasseur. We need to encourage individuals, coaches, and LMSC Boards to go to the Awards section of the USMS website and review the awards and their nomination process. We need to encourage more nominations this year. As of July 1, 2017 which is the deadline, the Awards Committee has 4 nominations for the USMS Coach of the Year and 7 nominations for the Kerry O'Brien Grassroots Coaching Award. Award winners will be announced at the 2017 USAS Convention in Dallas.
8. Publications – Chris McPherson will lead this subcommittee and has received 3 articles and one has been published in Streamlines in March 2017 issue. Coaches will submit favorite workouts, drills, and ideas that are successful in the USMS Coaching community. Chris has reached out to the USMS National Office and is working with Laura Hamel on a process to follow.
9. Web Workouts – Erin Mathews leads this subcommittee with assistance from Mark Johnston. The workouts have up and running on the USMS site for 6 months and have been successful since the beginning of January. There are eight different categories (5 workouts a week) which try to cover all demographics of USMS swimmers. Coaches are paid a stipend and can write workouts in one category for two years. There are no new coaches writing the workouts for 2017. In the future, a list of the coaches will be sent to Bob Jennings. In August 2017, the Coaches Committee will advertising for new coaches to write the 2018 workouts. A suggestion was to recruit individuals about being replacement coaches for the next year and the current coaches could act as mentors.
10. International Coaching – The 2017 FINA World Championships in Budapest, Hungary are scheduled from August 7 – 20, 2017 and the entry deadline closed this week. USMS has 180 athletes registered with the event being close to 10,000 athletes. Coaches have already been selected and Richard Garza has been appointed the Head Coach for USMS during this meet. The Assistant Coaches are Kata Rutherford, Martin Wagner, and Janelle Higashida. Newsletters and a dedicated facebook page have been created to help USMS swimmers attending the meet with logistics about the meet and social events planned.
11. ASCA World Clinic – Dates are August 31 – September 2, 2017 in Washington DC. USMS is scheduled to have a booth for the 2017 World Clinic Trade Show. The dedicated Masters Track at ASCA is not scheduled for 2017.

Sports Medicine Committee (Megan Carlson, Chair; Sally Berry, Vice Chair)

Committee Members – New members for 2017 are: Connor Bailey, Jim Izzì, and Eduard Tiozzo. Returning members: Sally Berry, Megan Carlson, Sally Guthrie, Jane Katz, Dr. Jim Miller MD, Jane Moore, Clare Rudd, Jessica Seaton, and Robin Tracy. Ex Officio: Laura Hamel.

USMS Executive Committee Reports

Meetings held: 1/22, 3/5 and 5/21. Meeting Planned: 7/16

2017 Goals and Subcommittee Assignments:

1. USAS Convention Presentation – Results from a USMS health survey done several years ago that was in 4 publications of scientific/sport journals will be presented with comments of the survey from respondents.
2. Sports Medicine Blog – In the past year, a non-interactive Sports Medicine Committee directed Blog to dispense sports medicine related articles and studies have proven successful. Jessica Seaton is highly involved with the blog, posting a variety of topics related to swimming, health and nutrition. The blog is updated regularly with a focus on current topics in research and the media.
3. Public Service Announcement – David Samuelson had partnered with Sports Medicine to develop a public service announcement related to the benefits of masters swimming and the importance of preventative heart care. The desire was to have a more diverse representation of ages and background and the SMC sent information and suggestions to Samuelson to incorporate this into the PSA. After multiple attempts to comprise the PSA message about the requirement about annual exams, the consensus of the SMC was the PSA content (cardiac message) does not comply with the what is the best practice as it relates to USMS and therefore the SMC is not in support of continuing with the PSA and communication has been sent and the project has been canceled.
4. Nationals Informational Booth – Sally Berry leads this project. There was no informational booth at Spring Nationals at Riverside, CA. Jasmine Hanson, an EMT, DC and ME student, and swim coach is doing a masters thesis project on kinesiology tapings effect on rounded shoulder posture and shoulder pain. A booth at Summer Nationals in Minneapolis would be set up for the research and swimmers would be tested at the warm up pool. Details are still being worked out and swimmers would be informed that taping could not be used for competition during the meet because it's against USMS rules and they could get disqualified. That will be communicated to all swimmers that are tested.
5. The SMC is looking at ideas of the launch of a comprehensive report on the health benefits of swimming that Swim England commissioned. Swim England is the NGB for swimming in England and is separate from British Swimming, which has more of a competitive elite focus. The NGB goal is providing and publicizing the benefits of swimming to further its mission focusing on learn to swim, enjoying water safety, and competing in aquatic sports. Create programs that enable everyone to be active, have fun, and stay healthy.
6. Shallow Water Blackout Video – A you tube video by Coach Bob Bowman about the dangers of underwater swimming is going to be reviewed by the SMC for recommendations to the Coaches Committee for future use in clinics and coach certification classes.

Fitness Education Committee (Mary Jurey, Chair; Brian Cummings, Vice Chair)

Committee Members – New members for 2016 are: Ruth Carter, Kelly Davis, Ina King, and Ann Marshfield. Returning members: Andrea (AJ) Block, Stacy Broncucia, Brigit Bunch, Anita Cole,

USMS Executive Committee Reports

Karen Gernert, Fares Ksebati, Lisa Ward, Lisa Watson, Karin Wegner and Ken Winterberger. Ex Officio: Kyle Deery.

Meetings held: 1/22 and 6/27.

Several USMS National Office initiatives for the 2017 year have been started for which Fitness Committee input would be helpful and items already in progress from 2016 have already been incorporated to help with this strategy. An overview of a strategy for a fitness initiative has been defined and Fitness Committee members have been invited to participate in 4 sub-groups and these will be used as resources as research and development starts and proceeds for the program throughout the 2017 year. The 4 sub-groups are defined below:

1. Fitness Initiative - A group to serve as a sounding board on the research and development that we are undertaking over the next 6-8 months.
2. (Fitness) Events - A group to look at our electronic Postals, GTD, Check-off-Challenge events and determine which should be looked at as 'fitness' vs. 'long distance'. For fitness events that are underperforming from a participation standpoint, and whether we should continue them as programs with adjustments to improve participation. With the knowledge gained this could be a group that researches and recommends new fitness oriented programs (i.e. 30 minute swim).
3. Fitness Swimming Technology - (e.g. FLOGS, Virtual Swims, mobile applications, etc.) - What do our members want? What is attractive to a prospective member that doesn't plan on competing?
4. Fitness Research/Education/Marketing- Research and provide recommendation fitness related content and marketing. How can we condense the benefits of swimming exclusively for fitness (i.e. not competitive) in simple messaging? Possibly include a sports medicine committee liaison with this group to provide technical/medical input. Example: Orange Theory<<https://www.orangetheoryfitness.com/>> is franchise interval fitness training program that is expanding rapidly. From their website: 'Backed by Science: Our heart-rate monitored, high-intensity workout is scientifically designed to keep heart rates in a target zone that spikes metabolism and increases energy. We call it the afterburn'. In conjunction with Sports Medicine expertise, can we develop this type of messaging to support the benefits of swimming in USMS programs.

2017 Ongoing Projects and Assignments:

1. An E-Postal Modernization Task Force was set up and included 2 fitness committee members. The Fitness Committee approved to create and start a Winter, Summer, and Fall Fitness Challenge swims to encourage participation from fitness swimmers at the 6-27-17 committee meeting based on the recommendations of the task force. The challenges include a 30 minute swim for the winter, 2K swim for the summer, and a 1 mile swim for the fall. These events will be pre-registered before the swim and the participation window to enter and complete the event is 14 days and the events will be run by the USMS National Office. These events will have a fundraising component, with the majority of the registration fees going to the Swimming Saves Lives foundation or a local charity. These events will start in 2018 with the Winter Fitness Challenge.

USMS Executive Committee Reports

2. Go The Distance Program – Successful and gaining popularity year after year. In 2016, over 3300 participants and this is a good event to attract Fitness swimmers and can be a model for other types of fitness events.
3. Check Off Challenge – The event is up and running and hosted by the Flow Swimmers Club (Flathead Lake Open Water Swimmers) in Montana and coaches committee member, Mark Johnston is the event director. As a coaches and swimmers incentive, for every 5 swimmers a Club enters, they get 5 t-shirts plus one extra at no charge. A discussion about how to improve participation in this event with ideas of recording swimmers who participated in the event and having results posted on the USMS website. Ideas were split on recording of times in the specific events. A host could keep score by Club like the 1 Hour Swim but the question is would you score by time, by age-group, or by participation. Currently the \$30 fee entry fee includes a custom-designed check-off challenge t-shirt, swim cap, and a certificate of completion. This will be the last year of this event.
4. LMSC Communication with LMSC Fitness Chairs on ideas that are being done with success at the LMSC level.
How to better effectively communicate fitness activities out to the LMSC and swimmer level. Improve on communicating fitness updates to the National Office and Fitness Chairs. Work to more effectively communicate with Coaches and the Coaches committee.
5. Fitness Committee Blog – In the past year, a non-interactive Sports Medicine Committee directed Blog to distribute sports medicine related articles and studies as proven successful. A possibility that has been discussed is creating a Fitness blog, where it would be live on the USMS forum and fitness committee members could contribute with articles, ideas, and studies that are going on in the fitness community.

USMS Executive Committee Reports

Secretary

Chris Colburn

Four years goes by quickly, especially when much has been accomplished and we have the chance to look back. I am grateful to so many volunteers, staff, and athletes who have made my two terms as Secretary memorable, and who have made a sometimes challenging job well worth the benefits to our membership.

As for the business of the role, this year has proceeded like many others. I have recorded meeting and conference call minutes for the Board of Directors and the Executive Committee, and posted the approved documents on the website. I also worked with committee chairs to ensure that their meeting minutes were posted as received. I have communicated with the National Office to ensure that Convention and Board Meeting materials were prepared as needed for our meetings throughout the year. Finally, I have executed documents as requested by the business in my role as corporate Secretary.

As my time in the role of Secretary draws to a close, I would like to thank the Executive Committee, Board of Directors, and Committee Chairs for their hard work and assistance this year. To the National Office staff both past and present, I offer my heartfelt gratitude for your continued support and friendship. To my successor, it is my hope that your term in office is as positive an experience as mine has been, and that the evolving role of USMS Secretary brings you as much satisfaction as it has to me.

This organization has enormous potential, and it is my continued hope that we take every opportunity to realize that potential. With a new Board in place and a National Office staff who is up to the challenge, we will be well positioned to lead U.S. Masters Swimming into a bright future.

USMS Executive Committee Reports

Treasurer

Ralph Davis

Financial condition: Our financial condition as of June 30, 2017 is very healthy with reserves in excess of \$3.8M

There are three major reasons for this unprecedented health:

- USMS is well managed in a fiscally conservative manner.
- Investment portfolio (as of 7/31/17) has grown \$219,434 for 2017 and \$877,066 since its inception in February, 2011.
- We are in the third year of our dues increase program that was adopted to invest in programs and services under a secure financial foundation.

Our financial health gives USMS the resources to support our Mission and maintain USMS as the premier resource for adult aquatic fitness in the United States and make fitness through swimming available for as many adults as possible.

Our Audit, Finance and Investment Committees continue to play significant roles in assisting the board with its fiduciary responsibilities. We have much to thank these volunteers for as their oversight of our assets contributes greatly to our organization's outstanding financial condition. Our independent accounting firm conducts an annual audit, provides a management review letter and makes an annual presentation to the Board of Directors. I am pleased to report that for the eighth year in a row there were no reported deficiencies by our auditor. Both are a direct reflection on our Chief Financial Officer, Susan Kuhlman.

The 2016 Financial Statements are complete and the certified audited financial report will be available on our website by the end of August. Our audit firm is Kerkerling, Barberios & Co. of Sarasota, Florida. The USMS tax return for 2016 is completed and approved by the Board and will be filed with the IRS by August 15th.

USMS Executive Committee Reports

Immediate Past President

Nadine Day

As immediate past president, I serve to assist the current President when needed. I am a voting member of the Executive committee and the Board of Directors.

I am serving as the president's liaison on the Diversity task force. The Diversity task force, which is chaired by Sarah Welch, presented the task force's mission, vision, core objective and strategic recommendations to the BOD. The BOD approved the plan during this Summer BOD. The task force mission: Create a culture of inclusion and opportunity for people of diverse backgrounds in support of the USMS Mission: To promote health, wellness, fitness and competition for adults through swimming.

As a member of USMS, I serve on the Swimming Saves Lives committee and the Recognition and Awards committee. I was honored to receive the Capt. Ransom J Arthur Award last year. Next year, I will be chairing the RJA subcommittee. I will continue to support recognizing individuals in our organization.

In 2016, I was appointed as the Athlete member of the UANA Masters Technical Committee. We have been very active this year. I have assisted with the bid applications, recognition and participation certificates and reviewing the current Pan Am Masters booklet.

The USA will host the UANA Pan American Masters Championships in Orlando, FL. The tentative dates for Swimming July 28-August 3, and Open Water on 8/4/18. In 2020, Medellin, Colombia will host the Pan Am Masters Championships; dates TBA.

I was able to chair the UANA Masters Swim Clinic subcommittee and created a bid application for developing Federations to host swim and coaches clinics.

The Cayman Islands hosted the first UANA Open Water Cup event for Masters this past June. This event was in conjunction with the Cayman Island "Flower Swim" event and the first time elite and Masters participated in the same open water championships. The event took place over 4 days-a relay event, masters 2.5K swim, masters 5K swim and the Flower Swim 1 mile event were held.

Next year In June, UANA Masters America's Cup Open Water Championships will be held in the Cayman Islands.

I am also assisting with the UANA Crowdfunding, which we had our initial fundraising efforts for the Haitian National Team. During Hurricane Matthew, 3 coaches and 2 athletes lost all their possessions and homes. The current fundraising effort is with NICA Nadadores sponsoring swimmers and learning to swim programs. NICA Nadadores was started by three USA college swimmers, who built a 25-meter pool with concrete blocks. They are promoting education and leadership through swimming.

USMS Executive Committee Reports

I am very blessed to be able to provide opportunities for others to participate in aquatics. I will continue to recognize and support these efforts in fulfilling the USMS mission to promote health, wellness, fitness and competition for adults through swimming.

USMS Executive Committee Reports

Legal Counsel

Maria Elias-Williams

In my second year as USMS' Legal Counsel, I continue to be most impressed by the dedication of staff and volunteers who explore all aspects of issues within their given task.

We pro-actively address and try to balance the rights and needs of all members, seeking input from our entire swim community. We also continue to build upon the guidelines to minimize any potential threats to our tax-exempt status. I have frequent telephone conferences with staff, Board members and other volunteers, as well as occasional outside counsel, to keep issues that arise at low risk. I have also reviewed numerous contracts during this past year. USMS has not been named in any lawsuit during my tenure, although we maintain continual contact with our liability provider for advice and direction to deter such.