

USMS CONVENTION – DALLAS, TEXAS - 2002

Committee Name: Publications Committee

Session #: 1

Agenda item #: 15

Committee Chair: Meg Smath

Vice Chair: Steve Peterson

Number of committee members present: 3

Absent: 4

Total delegates attending this meeting: 9

Committee Members present: Cheryl Gettelfinger, Debbie Cavanaugh, Steve Peterson

MINUTES

Time Meeting Called to Order: 8:50 a.m.

1. **Cover design.** The committee had the luxury of choosing from 13 outstanding designs. This year's winner was submitted by Alison Moore of Hillsboro, Oregon.
2. **Dedication.** We decided to dedicate the 2003 rule book to Tom Boak, who was president of USMS at the time the first USMS rule book was published.
3. **Bid:** The bid to print the 2003 rule book was awarded to Gateway Printing.
4. **Ad coordinator:** Mary Lee Watson has had to give up this position because of the health of her husband. Cheryl has volunteered to try to fill Mary Lee's shoes. She will contact the Marketing Committee to ask for their expertise and assistance. Cheryl also suggested we consider personal ads in addition to merchandise ads.
5. **Project for coming year—Policy manual:** Too many policies are stored only in the memories of our members. We need to compile these policies into written form. Some committees already have policy manuals, but most do not. We recommend that all USMS committees compile such manuals, and a member of the Publications Committee will contact each committee chair and offer their assistance. Another possible project would be to work with the Rules and Officials Committees to publish case studies of rules interpretations.
6. **Project for coming year—Indexing project:** Sections of the rule book will be divided up between committee members, who will go through and insert tags for indexing. This has not been done for several years, and many of the newer sections of the rule book have not been adequately indexed.
7. **Discussion question #1—Who are we not reaching?** Eddie Ames suggested we are not reaching college kids (who are not competing for their school). We thought we could design recruiting posters to let these swimmers know about USMS. Errol Graham suggested "Be All That You Can Be In The Water" as a tagline. Ginger Pierson said we need to let youth know about USMS so that they'll know it's there when they're old enough. Maybe a pamphlet could be sent to USA swimming clubs to accomplish this. Ginger also suggested we submit articles about Masters athletes to magazines that the kids read. Eddie said the flip side of that is that we should let older people know "It's Never Too Late" to join USMS—perhaps an ad in AARP's magazine. Eddie has done research that indicates that swimming is beneficial for people with tremors, and feels that if more of these people knew about the benefit, they would want to join USMS. All of these ideas would obviously require working with the Marketing Committee.
8. **Discussion question #2—How do we communicate this?** The answer to this was covered in the previous question. One of our messages could be that you might not necessarily live longer if you're a Masters swimmer, but you'll have a better quality of life. Maybe we could have a contest to design a poster to communicate our message.
9. **Discussion question #3—How do we help LMSCs and clubs?** Publications should work with the Marketing and Communications Committees to provide "how-to" publications to LMSCs and clubs (e.g., how to run a swim meet). We should also be proactive about contacting committees to ask how we can help them. We see ourselves as a support committee for the organization.
10. **New members welcome:** We are always looking for new committee members! Please join us!

Time Meeting Was Adjourned: 9:50

TASKS FOR THE UPCOMING YEAR

1. Publish 2003 rule book
2. Begin working on compiling a USMS policy manual
3. Work with Rules and Officials Committees to investigate compiling a case studies publication
4. Update indexing of the rule book