

# USMS Convention — Jacksonville, Florida 2018

<b>Committee Name:</b>	Colonies Zone	<b>Session #:</b>	N/A
<b>Committee Chair:</b>	Mollie K. Grover	<b>Vice Chair:</b>	Rand Vaillancourt
<b>Minutes recorded by:</b>	Jeffrey R. Strahota	<b>Date/time of meeting:</b>	27 Sep 2018, 9:45-11:45 am

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## Actions Requiring Approval by the HOD:

1. N/A

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## Motions Passed:

1. MSA to name the Dec 7-9 NE SCM Champs @ WPI as our Zone SCM Championship (Charlie/Ally).
2. MSA to name the April 5-7 meet @ GMU as our Zone SCY Championship (Rand/Peter).
3. MSA to Endorse Jeff Strahota as our At Large Director from the Colonies Zone (Charlie/Jeff Sargent).

<b>Number of committee members present: 42</b>	<b>Absent: N/A</b>	<b>Number of other delegates present: 2</b>
<b>Committee members present (list all, including chair and vice chair):</b>		
<ul style="list-style-type: none"><li>• VA – Kirk Clear, Patty Miller, Charlie Cockrell, Shirley Loftus-Charley, Rebecca Latimer</li><li>• PV – Mollie Grover, Jeff Strahota, Jeff Roddin, Natalie Taylor, Dave Robinson, Charlie Tupitza, Ray Novitske, Peter Lee</li><li>• MD – Rand Vaillancourt, Kristina Henry, John Zarkowsky</li><li>• DV – Dave Diehl, Steve Dougherty, Laurie Hug, Kimmie Inverso, Jeremy Gross</li><li>• NJ – Chris McGiffin, Ed Tsuzuki, Susan Q. Kirk, Marie Vellucci</li><li>• MR – RC Saint-Amour, Jayne Saint-Amour, Charles Leeroy Smith, Bob Kolanowski, Craig Saint-Amour</li><li>• NI – Greg Danner</li><li>• AD – Sarah King, Bob Singer</li><li>• CT – Ally Segal, Jeff Sargent</li><li>• NE – Cristie McGrail, Doug Sayles, Alana Aubin, Emily Cook, Bill Meier, Charlotte Brynn, Leo Letendre</li></ul>		
<b>Committee Members Absent: N/A</b>		
<b>Others Present:</b>		
Steve Hall, National Office; Jay Eckert, National Office		

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## Minutes

The meeting was called to order at 9:45 am.

1. Zone members were introduced.
2. Mollie reviewed the LMSC Standards results and goings on with the LMSC Development Committee. We scored relatively well as a zone – no perfect scores, but still very high. Standards that gave us some trouble include:
  - a. Unregistered swimmers in sanctioned events. To rectify, they recommend utilizing online registrations.
  - b. LMSC board members not USMS members. To rectify, make sure all your board registers in the first few weeks of the year.
  - c. Codifying the “mandatory” positions in your bylaws. To rectify, check the LMSC Guide to Operations to see what these are, and then
  - d. (Target) Meet results uploaded within 2 weeks.
3. Upcoming Zone Championships:
  - a. MSA to name the Dec 7-9 NE SCM Champs @ WPI as our 2018 Zone SCM Championship (Charlie/Ally).
  - b. MSA to name the April 5-7 meet @ GMU as our 2019 Zone SCY Championship (Rand/Peter).

- c. For summer 2018 (LC) – no bids yet but would love to see something. NE requested something not on Aug 17 so it doesn't conflict with the Open Water Nationals in VT.
4. MSA to Endorse Jeff Strahota as our At Large Director from the Colonies Zone (Charlie/Jeff Sargent).
5. Time was given to folks to mention some upcoming meets in their areas.
6. New Business:
  - a. Ray talked about the website. He requested that chairs and meet directors ship him entry information and results.
  - b. Chris McGiffin asked folks to share some ideas for how our LMSCs are recruiting new members. Brainstorm session followed:
    - i. Rand (MD) indicated that his facility requires USA kids of 18 years old not practice with the kids anymore, so he's getting a list of these kids and contacting them. Typically, they are looking to have a couple years off and then come back to him.
    - ii. Charles (MR) made a few suggestions:
      1. Mentioned that he's engaging folks in more of a learn-to-swim program
      2. Suggested streaming videos at social events – but maybe not feature the fastest swimmers.
      3. Reach out to some other related (triathletes, nutritionists) programs
    - iii. Crystie (NE) talked about holding a LTS event and finding that most of the attendees actually knew how to swim but, in reality, were unsure of their skill level – and got 3 to start workouts that week.
    - iv. Charlie (VA) talked about using events as the mechanism for getting folks more engaged and how to get swimmers involved.
    - v. Alana (NE)'s team used "Bring a Friend" month to get people this past summer.
    - vi. Bill (NE) talked about selling our teams, as so many people swim alone, and we need to sell the value of a team and community to folks trying our teams. Emily (NE) echoed the sentiment, especially from a younger perspective.
    - vii. Kirk and Rebecca (VA) talked about a LMSC grant program they used to try to encourage folks to host some sort of social event, which they used to bring a friend, etc., and used that to recruit folks.
    - viii. Natalie (PV) is a registered master swimmer but hasn't been to a masters practice in years. Encourage the social and fun aspect more!
    - ix. Kimmie (DV) talked about mock meets as a way to draw folks in.
    - x. Steve (National Office) plugged the fitness series events as a great way to get folks to segue into both joining USMS/teams and competing into meets.
      1. Crystie and Natalie mentioned that a lot of their fitness swimmers are not looking to get more engaged than they already are.
    - xi. Bob (AD) talked about looping in the triathletes – and got some swim workshops set up.
    - xii. Kristina (MD) mentioned that the facility lifeguards pulled her in! See if you can get them to help identify potential swimmers and get them to try it out.

MSA to adjourn (Natalie/Dave R) at 11:08 am.

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## Tasks for the Upcoming Year

1. N/A

The meeting was adjourned at 11:08 am.

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