
Action Item:

1. MSA to recommend to the BOD that USMS increase its portion of the one-event registration fee from \$8 to \$10.
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President Rob Copeland called the meeting to order at 8:06 p.m. EST. Also present were Mike Heather, Julie Heather, Jeff Moxie, Todd Smith, Tracy Grilli, Jim Miller, Patty Miller, Leo Letendre, Mark Gill and Meg Smath.

Introduction

Rob congratulated Jim Miller, who was called up on stage during USA Swimming's Golden Goggles Awards along with the rest of the World Championships team.

Officer reports

VP Community Services:

Mike Heather submitted the following written report:

The Fitness Committee has had its first conference call meeting and seems to like the idea. Neither Coaches nor Sports Medicine has responded to my offer to set up calls, so I presume that they have not yet scheduled any. I will be contacting the chairs and vice chairs to schedule a division call the week of November 25–December 1.

VP Local Operations:

Julie Heather submitted the following written report:

LMSC Task Force—The task force had its first conference call and has started the SWOT exercise. We have one more conference call scheduled for this year in December. The following are members of the task force: Nancy Ridout, Betsy Durrant, Michael Heather, Jeff Moxie, Kathy Casey, Chris McGiffin, Jennie Quill and Pete Palmer.

Club Development Task Force—Jim Wheeler, Tom Boyd and Mel Goldstein met in Southern California in November to develop the curriculum for the club mentoring program. They will be submitting a budget to the Finance Committee in the near future for funding of the training to be held next year.

Local Operations Division—We have scheduled a conference call between all division committee chairs and vice chairs for Dec. 9.

Records and Tabulation Committee—Ed Tsuzuki, with the help of the committee, has set up a wonderful resource site for Top 10 recorders. It contains forms, programs, instructions, etc. The committee is currently working on the Records and Tabulation section of the LMSC Handbook.

Registration Committee—In addition to online registration (which I will leave to Leo), George Simon has a substantial rewrite of the Registration section of the LMSC Handbook to complete. Much of the previous version is out of date due to the switch in registration programs. I have suggested to George that he divide the section into two parts (registration policies, and procedures), which would be his tutorial for the online

registration. The new system has brought up the need for additional policies, which the committee will address (who can get access to the new system besides registrars, when can old club abbreviations be reused, where should the workout group affiliation go on the USMS card, etc.).

Recognition and Awards Committee—Kelly Crandell requested that Ginger Pierson provide a backup of the ISHOF database. After a significant number of emails, Ginger stated that Barbara Dunbar and Gordon Gillin have backups of the database. She also stated that she had asked Records and Tabulation to be in charge of the database and they had accepted. This will be an agenda item for the divisional conference call.

History and Archives Committee—The committee is still working to find results from open water swims in the 80s and early 90s. Since many of them were at Seal Beach in Southern California, I have put a request for results in our newsletter. Barbara Dunbar will be sending the specifications for the History and Archives work that needs to be done on the USMS website to Julie and Rob Copeland, who will take it to Todd Smith for estimation and prioritization.

Zone Committee—Zone representatives have been working with those LMSCs having to split their treasurer and registrar positions. We had a question about procedure for zone reps to get reimbursement from their zone funds, which USMS holds in a custodial manner. Margaret Bayless and I came up with this proposal, which was sent to Jeff Moxie: Requests for disbursements by USMS of zone funds must be made to the controller. The following information is required: completed reimbursement request form, signed by the zone representative; invoice documentation supporting the amount requested; zone meeting or other board meeting minutes authorizing the expenditure.

VP Member Services:

Mark Gill submitted the following written report:

Communications Committee—Hugh Moore is chair, Kim Crouch is vice chair. The committee has already had their first meeting. Work is under way on the update of Places to Swim and surveying the websites of LMSCs.

Marketing Committee—Chris McGiffin is chair, Tom Boyd is vice chair. Chris is setting up the first meeting for the committee in early January.

Publications Management Committee—Heather Hagadorn is chair, Lynn Hazelwood is vice chair. The committee is busy working on their 2008 objectives. The list has been prioritized and the members have been assigned to some of the tasks.

International Committee—Anthony Thompson is chair, Wayne McCauley is vice chair. Anthony and I met by phone last week and reviewed the objectives and goals for the committee. We discussed which of the listed goals were best handled by the president or executive director and which were tasks to be tackled by the committee. We also took a preliminary round of prioritizing them. The full committee will be meeting soon.

VP National Operations:

Leo Letendre submitted the following written report:

The primary focus has been the online registration project. Please see attached details.

The Open Water and Long Distance Committee has met one time with a long list of topics to be discussed. Two items of focus coming from this office have been the

challenge of growing open water swimming. A number of ideas have been generated over email since the meeting. Additionally, efforts to lower the burden on the meet directors to produce the results in a very detailed and specific format within Excel was addressed. I have volunteered to provide a small program to translate SDIF files to the final formats the committee requires. A general meeting of committee chairs and co-chairs is planned shortly, as soon as I get responses from all chairs.

Online Registration—The system goals have been divided into two parts: registrars’ interface and member interface. The majority of the work has gone toward providing the registrars with functionality similar to that currently available. Much of the needed functions are available, while some are still in progress:

<i>Completed—Sufficient to Proceed</i>	<i>Remaining Items</i>
Individual registration—Current and previous year, including transfers	One-event registration
Club registration	Generic membership reporting function
Card printing	Administrative access to database
Some label printing	RSIND.DBF output
Some membership reports	Email functions
Financial summaries—to be verified accurate at end of month	
Some output files—RE1, CSV, mailing list	

Progress on the member interface has been slower, as we need to get the basic database functions in place. Work has been going on to define the back-office functions, which primarily deal with the financial aspects of collecting money from two types of sources (LMSCs and credit cards), tracking these amounts and reconciling the accounts at the end of the month. A number of decisions have been reached including: (1) Merchant account vendor—Paymentech and (2) Bank account—Smith Barney, new account, new Quick Books account.

Funds will be transferred electronically between LMSCs and USMS in both directions, with no netting of balance.

Remaining to be accomplished is: (1) Complete merchant account application, (2) Finish development of ACH system with Smith Barney and LMSCs, (3) Implement member online interface, which includes some additions to the registrars’ interface, (4) Test system using test accounts, (5) Test system using live data.

Legal Counsel:

Patty Miller submitted the following written report:

I have completed all new corporate partner contracts and renewal contracts requested by Mel Goldstein, with the exception of one.

The latest report on the trademark applications is that trademarks, in their respective classes, have passed the U.S. Patent and Trademark Office’s examining attorney and have been published for a 30-day period for any possible opposition.

Executive Director:

Todd Smith submitted the following written report:

Online Registration—Update from October 22, 2007. The registrar system was launched on Tuesday, November 6. Since then, Club Assistant has made small and large adjustments to the registration system. In addition, Club Assistant has added features and different types of output files. Completed tasks: LMSC settings, Clubs, Workout groups, Membership cards, Registration search, Member form, Payment form, Registration summary, Swimmer transfer. Outputs: Registration report (pending merchant account), RE1 file, *USMS Swimmer* file, RSIND file. Online Registration: Need to test accounting reports. Outstanding Tasks: One-event registration. Note: Leo Letendre will make an additional report regarding online registration.

Insurance—The general and excess liability insurance quotes have arrived and are less than budgeted for 2008. We are still waiting on quotes for crime insurance (bonding) for both the USMS policy and the LMSC policy.

Dual Sanctioning—John Peterson at Risk Management Services is developing the language to integrate the dual sanction system into the insurance programs for USMS and USA Swimming. This should be available for the 2008 competitive year.

Logo Licensing—An agreement for issuing licenses for use of the USMS logo has been developed. A process to review and approve usage requests needs to be developed.

FINA Press—Meghan Lynn with FINA Press is developing an article for *Aquatics World* magazine about the development of Masters swimming in the Americas. I contributed to this effort by answering in writing seven questions posed to me as executive director of USMS. This article should be in the December issue of the magazine.

Corporate Partnerships—Ongoing conversations with potential corporate partners/licensees continues. Mel Goldstein and I have targeted a number of companies to approach involving member programs in an attempt to add value to a USMS membership. These type of corporate relationships provide membership benefits by granting discounts for products and/or services to USMS members (airline, car rental, hotel, insurance).

Employee Handbook—I am nearing completion of a USMS Personnel Handbook. A draft will be sent to the appropriate USMS personnel for review and comments when finished.

New Hire—An announcement for the hiring of an administrative assistant will be posted the week of November 25–December 1 in a local nonprofit publication plus the Indianapolis papers. I anticipate interviews in December, with a January 2008 start date.

Status of division conference calls

Leo will meet with all the committee chairs and vice chairs in his division the week of December 2–8.

Mark said that all of his committees have already met or have a meeting scheduled. He added that Communications has already begun working on end-to-end event management. The reason this is a Communications project is that it was in response to the Current Top Times project, which has been a Communications project, although it may move to Records and Tabulation. And end-to-end event management will also impact the Calendar of Events, which is under Communications. The first step in end-to-end event management is sanctioning. Involvement from other committees will be needed.

Mike has not yet scheduled a division call, but will after following up with Sports Medicine and Coaches. He is aiming for a call in January.

Julie will have a divisional call on December 9. She noted that the chair of the Registration Committee has been busy with conference calls to registrars, so they have not yet held a committee call. Ed Tsuzuki has been accomplishing a lot by email for Records and Tabulation. The Zone Committee has already met. History and Archives and Recognition and Awards have not met yet. Julie wants to formulate a plan for moving all her committees' databases into a comprehensive, online database, rather than the current piecemeal approach. Leo asked that he be kept informed of any developments along these lines.

Meg will finalize the Committee Chair Handbook and send it to the vice presidents to distribute to their committee chairs.

Midyear meeting planning

Contracts have been signed with the hotel. We will need to supply the hotel with a rooming list; Meg will contact the Board and compile this information. Rob and Todd will work on an agenda.

Online registration

Todd and Leo reported that most registrars have gone online. A couple of reporting functions are not working correctly, including account information (e.g., who logs on and when). There have been some problems with LMSCs who were already working with Club Assistant losing some previous functionality. Leo brought up a data access "policy" from several years back, that is now in conflict with some of our planned operations. The policy was actually modified by the privacy policy passed by the Board at the last convention. The consensus was that the previous "policy" was actually merely a report, because it had never been approved by any USMS body. We will need to determine who gets access to what information from the registration database, by using the privacy policy passed by the BOD as a guidepost; this is more a procedure than a new policy. Todd and Leo will make such access decisions, and keep the EC informed. We will also need to establish a process for gaining access to the database.

2008 goals and objectives for EC

Rob said that the general outline was made during our last conference call, but he needs to find time to put them in the proper format.

FINA world championships

Rob reported that the local organizing committee is still in business, but in the process of shutting down. They have filed their request with the proper California authority, and hope to shut down by the end of the year. Once the final check to USMS has been issued, the BOD will be able to vote to declare the remainder a bad debt.

LMSC compliance with crime insurance requirements

One of the financial requirements will be separation of the registrar and treasurer functions. Tracy has a list of the LMSCs who have not yet complied. Todd and Jeff need to finish the application, which Todd estimates will take about two weeks, and then we can get a quote. Another requirement will be dual signatures on checks for more than \$5000, which should be rare after we implement online registration. LMSCs will be sent a letter asking them to affirm that they are in compliance with the requirements for crime insurance. Once they have signed off, they will be covered by the USMS policy. Julie asked that zone representatives be kept in the loop on any noncompliance.

Logo license and logo standards

Todd reported that an author has asked to use our logo, which made it evident that we did not have an agreement in place for use. Todd put one together quickly, and Patty reviewed it. We need a more permanent agreement, so we can control the use of our logo, and make sure it is used properly, and using the proper colors, fonts, etc. The Branding Task Force will be asked to write an agreement.

Year-end financial status

Jeff has contacted Margaret to ask her to send notes to all cost-center heads to remind them to submit all their reimbursements for 2007.

One-event registration fee

Rob pointed out that when we raised our annual registration fee for 2008, we neglected to consider the one-event registration fee as well. The current USMS portion is \$8. Each LMSC determines whether to use one-event registration at all, and if so, how much additional charge for the LMSC. Mark urged that we keep the USMS portion in line with what USA Triathlon charges, which is \$10. We also need to find out how LMSCs use this fee (e.g., as a tool to bring in new members). Mark will ask Marketing to look into such a survey. **MSA to recommend to the BOD that USMS increase its portion of the one-event registration fee from \$8 to \$10.** The motion passed unanimously.

Delivery of *Swimmer* magazine

The last two issues of the magazine have been late. Julie said that for LMSCs that include their newsletters in the magazine, this is a problem, because it prevents meet information from being delivered in a timely manner. If she knows in advance the magazine will be late, she can arrange alternate delivery of meet information, and asked if it was possible for the publishers to let LMSCs know when the magazine is actually shipped. Todd will call DMC to express our concern.

Open meeting policy for convention

The unwritten policy has been that unless something confidential is being discussed (e.g., employee evaluations), all convention meetings are open. We were reminded that committee chairs always have the option of not allowing comment from the audience and they also have the option to go into executive session, although that fact must be recorded

in the minutes. A better procedure might be to deal with administrative and confidential before convention with a conference call. The EC decided not to put forth a formal, written policy on open meetings, but instead issue the guideline that all convention meetings should be open, unless there is a really good reason, approved by the appropriate vice president or the EC.

Nontraditional sponsorships

Todd said that he and Mel Goldstein have been in conversation with companies who have membership program benefits; the companies would pay us a royalty fee based on usage. Todd asked if such a program would conflict with our corporate partner levels. Patty clarified that although our corporate partner program sets out levels of support, all sponsorships do not have to fit into that program. Leo asked if the corporate partner program was designed for consistency in dealing with sponsors, but Patty said that the main reason for the program was to articulate benefits for sponsors. Mark encouraged pursuing membership benefit programs as a way to give more value to our members. Mike said that USA Water Polo members receive a letter when they join explaining the discounts and benefits available to them as members. Todd suggested that our members could receive a similar letter from our president laying out the benefits of membership.

International Committee reassignment

Mike suggested moving the International Committee from the Member Services Division to Community Services. Mark had no objection, but Meg pointed out that the organization chart has already been revised and submitted for publication in the rule book. She could update it for the online version.

Olympic Training Camp information on USMS website

Mike said it had come to his attention that there is still information on our website advertising the Olympic Training Center Camp, even though we are not currently offering it. The website does not make it clear that the camp is not now available. The information had been kept online in hopes that we would be able to offer the camp again, but that does not seem likely now. The EC felt that this information was potentially deceptive and should be removed. We do want to offer an elite camp, but it may have to be at a location other than the Olympic Training Center. Patty said that she and Jim went to an excellent clinic in connection with the Golden Goggles, put on by the USA Swimming Foundation. Todd commented that a clinic or training camp might be an opportunity for a corporate partner. The Coaches Committee will be asked to look into resurrecting the camp. In the meantime, information about the camp will be removed from the website.

Website content

Several committees have asked for links to the home page and other prominence on our website (e.g., an open water link on the home page). Todd said that this will be addressed when we hire an IT consultant early next year. The consultation should include an audit of web content. The audit would be performed by USMS personnel. If the consensus is that something needs more prominence, then we should go forward. Mark said the

emphasis should be on consensus, and asked who would be responsible for the audit. He pointed out that we first need to decide what we want our website to say. Todd is working on hiring an IT consultant. We will continue this discussion at our next meeting.

Next EC meeting and adjournment

The meeting adjourned at 10:50 p.m. EST. Our next meeting will be December 19, 2007, at 8:00 p.m. EST.

Meg Smath
Secretary