

Committee Name: Fitness Education	Session #: 2
Committee Chair: Mary Jurey	Date/time of meeting: 3/11/2020 8:30pm ET
Minutes recorded by: Kathy Englar	

Actions Taken:

1. Approved: To present to the Executive Committee Dr. Nichols, author of Blue Mind, as a speaker at the 2020 Convention.

Number of committee members present: 14	Absent: 3	Guests:
Committee members present (list all, including chair and vice chair):		
Brigid Bunch		
Chris Campbell		
Anita Cole		
Emily Cook		
Brian Cummings		
Kathy Englar		
Mary Jurey		
Ann Marshfield		
Matt Miller		
Andy Seibt		
Karin Wegner		
Kenneth Winterberger		
USMS Attending: Jay Eckert and Onshalee Promchitmart		
Not present: David Morrill, Lisa Ward, Lisa Watson		
Guests:		

Minutes

The meeting was called to order at 8:30 pm ET.

Mary Jurey led the meeting according to this agenda:

I.Mission Statement:

Mary read the current mission statement for the group and asked for input to help us use it to guide our activities and incorporate the “education” aspect of Fitness Education. Chris counseled the group to keep it high level so that it could be meaningful for many years.

Ideas suggested:

- Supporting the national office in promoting fitness events
- Solicit more engagement from swimmers (perhaps through surveys and online forums) and consider having input from the public, beyond USMS membership
- Working with other committees
- Interacting with coaches to serve needs of fitness swimmers
- Consider both current members who don’t compete and attract new fitness swimmers to the organization

-> Action Item: Mary took the action item to incorporate feedback and draft an updated mission statement for the group to review

I.Discussion of Items Submitted for Brainstorming:

- Develop materials to recruit lap swimmers to the masters programs at venues that have masters swim teams

Jay described the “Try Masters Swimming” campaign coming from the USMS national office in June, timing intended to build on interest in swimming during an Olympic year. There will be a social media campaign. In past iterations of this campaign, it has worked better to create a sense of urgency/event in a specific timeframe versus a “try anytime during the year” timeframe. Jay hopes our committee members will be ambassadors for this program, which is definitely club-centric v. appealing to independent lap swimmers.

- Fitness Events

Brigid noted that the SmartyPants Fitness Series will become old news and suggested adding more events which led to a discussion of postal events which are under the jurisdiction of the Long Distance Committee. Jay talked about how clubs can make them more fun and engaging. As with “Try Masters Swimming,” there’s a hope that this committee will serve as ambassadors. There was a discussion of who is the right contact at each LMSC to work with and Chris let us know that the Coaches Committee has a communications channel to the LMSC which our committee could leverage to reach an LMSC representative involved in fitness activities.

- Soliciting Dr. Wallace Nichols, author of Blue Mind to speak at the national convention

Link to book was posted by Emily in our forum:

The book: <https://www.amazon.com/Blue-Mind-Sur.../dp/0316252115>

The author, book, etc: <https://www.wallacenichols.org/122/bluemind.html>

Interview with USA Today (star power!): <https://www.usatoday.com/story/trave...ind/857903001/>

Fortunately, there is a procedure for suggesting a workshop with Dr. Nichols that runs through Chris Campbell and the group agreed to submit a proposal

-> Action Items:

- Emily to feel out Dr. Nichols to see if he’s available and interested
- Emily and Mary to document proposal and send to Chris

The meeting was adjourned shortly after the hour mark. There are more ideas to be vetted by the group, which we will address on our next call.

The meeting was adjourned at 9:30 pm ET.