

Streamlines... from the National Office

Greetings from the National Office...

The 2003 Convention in San Diego has taken place and it was GREAT! (too much to tell, so little room here in this newsletter) You will find the minutes from all the meetings on the USMS website at www.usms.org/admin/conv03. I am sure I speak for all in attendance - we would like to send a special thank you out to David Lamott and the members of the San Diego-Imperial LMSC for doing such a wonderful job coordinating the USMS hospitality suite!!! THANK YOU !

Our Committee Chairs, Liaisons and Special Assignments have been appointed (announcement in this newsletter – congratulations to you all!!!). We are now in the process of forming the committees. Looks like we're ready for 2004. Are you?

As you know, we are into a new registration year as of November 1st. Therefore your 2004 LMSC Registration and 2004 Club Registrations are due! Chairmen, Registrars and Club Contacts – please note that the LMSC Registration fee is now \$30 and the Club Registration fee is now \$30. **Please note – 501.2 Mandatory Memberships (Rule Book page 83) – All members of the House of Delegates and Board of Directors and all members of any committee of the corporation shall hold an individual membership of the corporation. Please be sure that all of your LMSC Officers are currently registered!**

In this issue you will find Esther's annual "Registration Facts" for 2003 for your review. If you have any questions or would like more specific information for your LMSC, contact Esther at Registration@usms.org.

The 2004 Registration section of the LMSC Handbook (which includes the registration forms) is up on the USMS website at www.usms.org/admin/lmschb. The remaining sections of the handbook are in the process of being updated and an announcement will be e-mailed out to all officers, informing you when they are up on the website.

There are a number of other important announcements in this issue so please be sure to read it in its entirety. Feel free to put any of this information into your newsletter so that all our members are informed.

I hope all is well with you and your LMSC.

Tracy

THINGS TO DO...

Listed are **all deadlines** from the USMS Working Calendar. Please read this and use as a reminder. This 2003/2004 Working Calendar is posted in its entirety on the USMS website at: www.usms.org under **Administration**

NOVEMBER – 2003

1st

- 2004 Registration year begins
- LMSC Registrars send registration reports to National Office (Electronic Files sent to Esther at Registration@usms.org, hard copies and checks sent to Tracy at the National Office)

2nd

- Final copies of Rules/Long Distance/Legislation changes to Rule Book Editor (Meg Smath) from appropriate committee Chair (Leo Letendre, Peter Crumbine & Rob Copeland)

9th

- Records and Tabulation Chair (Pieter Cath) sends National Records to Rule Book Editor (Meg Smath)

15th

- 2004 LMSC Handbook section updates due to National Office Administrator (Tracy Grilli)
- National Office Administrator (Tracy Grilli) sends Rule Book Appendix E Committees and Chairmen to Rule Book Editor (Meg Smath)

16th

- Final proofreading of Rule Book due to Rule Book Editor

23rd

- All camera ready copy and artwork due to Rule Book printer

30th

- Deadline for LMSC Registrations to be submitted to the National Office

Other Deadlines in November ~

- Minutes of House Of Delegates, 2004 Budget and FOG sent (via e-mail/snail mail) to all who attended convention

DECEMBER ~ 2003

1st

- LMSC Registrars send registration reports to National Office (Electronic Files sent to Esther at Registration@usms.org, hard copies and checks sent to Tracy at the National Office)

8th

- Zone Reps submit events for SWIM calendar for March/April issue to Zone Chair – Lynn Hazlewood

15th

- Mailing labels for 2004 Rule Books due to printer (Board of Directors, LMSC Registrars, LMSC Officials Chairs, members of Rules, Legislation, Long Distance and Rule Book Committees, registered Clubs, Sponsors and individual orders)
- Convention Committee Chair (Michael Heather) sends out preliminary room set-up requirement information for 2004 convention to all Committee Chairs
- Editorial material due to USMS SWIM Magazine Editor for March/April issue

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30th

- Mailing of 2004 LMSC Handbooks – Full handbook is posted on the USMS website under Administration
- Mailing of USMS Directory
- First mailing of 2004 Rule Books – Full 2004 Rule Book is posted on the USMS website
- Quarterly Swim Info product sales report and payment due to USMS

31st

- End of Short Course Meter season
- End of 2003 Fiscal Year

Other deadlines this month ~

- USMS Secretary sends (via e-mail/snail mail) Working Calendar and Committee Chairman Handbook to committee chairs
- LCM Top Ten Issue sent out

JANUARY ~ 2004

1st

- HAPPY NEW YEAR!!!
- LMSC Registrars send registration reports to National Office (Electronic Files sent to Esther at Registration@usms.org, hard copies and checks sent to Tracy at the National Office)
- Signed contracts for Long Distance National Championship events due to Long Distance Committee Chair (Peter Crumbine – LongDistance@usms.org)

9-11th

- Executive Committee mid-year meeting. Location not determined at this time

15th

- Room set-up requirements for 2004 Convention due from Committee Chairs to Convention Committee Chair (Michael Heather – Convention@usms.org)
- Deadline for submission of information to be included in the Winter issue of Streamlines... from the National Office

26th

- LMSC SCM Top Ten Reports due to Top Ten Chair (Pieter Cath – TopTen@usms.org)

30th

- Open Water Clinic application distributed to clubs and LMSCs (Coaches – Bob Bruce – Coaches@usms.org)
- Winter issue of Streamlines... sent out via e-mail or snail mail

31st

- Final requests for reimbursement for 2003 expenses due to the Controller (Controller@usms.org) from all cost center heads

31st – February 4th

- USMS Olympic Training Center Camp

Other deadlines in January ~

- Bid packets sent to interested bidders for USMS 2006 SCY National Championships and Long Distance Championships from appropriate committee chairs (Championship – Barry Fasbender – Championship@usms.org, Long Distance – Peter Crumbine – LongDistance@usms.org). LCM National Championships bid packets will be sent out if the United States does not receive the bid to host the 2006 FINA Masters World Championships.
- Solicitation of information for 2004 Long Distance Calendar

FEBRUARY ~ 2004

1st

- Convention Chair (Michael Heather – Convention@usms.org) sends 2004 requirements to USAS
- 4th Quarter Financial Reports prepared by USMS Controller (Controller@usms.org)

5th

- LMSC Registrars send registration reports to National Office (Electronic Files sent to Esther at Registration@usms.org, hard copies and checks sent to Tracy at the National Office) – SWIM Magazine Label Month

8th

- Preliminary Top Ten mailed to LMSC Top Ten Chairmen and Records and Tabulation Committee members for proof reading
- Zone Reps submit list of events for SWIM calendar for May/June issue to Zone Chair (Lynn Hazlewood – Zones@usms.org)

15th

- Call for Ransom Arthur nominations sent to LMSCs and SWIM from Kathy Casey, USMS Recognition and Awards Chair – Awards@usms.org
- Editorial materials due to USMS SWIM Magazine Editor (Bill Volckening – SWIMEditor@usms.org) for May/June issue
- Long Distance All American Listing due from Long Distance Chair to USMS SWIM Magazine Editor (Bill Volckening – SwimEditor@usms.org) for May/June issue
- Deadline for submission of fiscal 2003 reimbursements or payments due to the Controller (Controller@usms.org) from all cost center heads

22nd

- Responses due from Top 10 proof-reading to Records and Tabulation Committee Chair (Pieter Cath – TopTen@usms.org)

28th

- Reports from Committee Chairs on status of projects, etc., due to Executive Committee Liaisons

Other deadlines in February ~

- Pre-meet site visit by Championship Committee liaison to SC Nationals host (IUPUI, Indianapolis, IN)

Streamlines... from the National Office

CONTACT UPDATES...

- Jean Apker, Midwestern – New e-mail is jlapker@hotmail.com
- Ralph Davis, Michigan – New address is 2683 Cades Cove, Brighton, MI 48114, 810-844-2112
- Barbara Delanois, Central – New e-mail is delanois@davis-delanois.com
- Josh Heynes, Allegheny Mountain – New w-mail is jheynes@excite.com
- John Hughes, Colorado – E-mail is johnstuarthughes@msn.com
- Leo Letendre, Ozark – New address is 3689 Arbutus Trail, Portage, MI 49024
- Stan Kroder, Metropolitan – New e-mail is kroder1@optonline.net
- Dave Radcliff, Oregon – New e-mail is dave@theradcliffs.com
- Nancy Radcliff, Oregon – New e-mail is nancy@theradcliffs.com
- Nancy Rossetti, Gulf – New e-mail is nancyrossetti@yahoo.com
- Meg Smath, Kentucky – New work e-mail is msmath@uky.edu
- Laura and Paul Smith, Colorado – New address is 4901 S Calle los Cerros #214, Tempe, AZ 85282
- Melinda Smith, Lake Erie – New address is 455 Surrey Dr, Tipp City, OH 45317, 937-667-8674
- DlcY Sellon, Missouri Valley – New e-mail is mvsswim@sunflower.com
- Erin Sullivan, Midwestern – New e-mail is erinswim@cox.net
- Jerry Stowe, Hawaii – New address is 3950 Kalai Waa Street, L101, Wailea, HI 96753, JerryTurtle@Hawaii.rr.com
- Vanessa Teitelbaum, Metropolitan – New address is 608 Mitchell St, Ithaca, NY 14850
- Joe Tesmer, New Mexico – New e-mail is jtesmer@vla.com
- Joanne Wainwright, Alaska – New e-mail is joswims@gci.net
- Jim Williams, Pacific Northwest – New e-mail is atka@comcast.net, pws@attbi.com

NEW LMSC OFFICERS...

A full list of LMSC Officers can be found at www.usms.org/usmsdirsearch.htm

Adirondack

- Chairman – Mary Field, 366 Burgoyne Rd, Saratoga Springs, NY 12866, maryfield@spacedmc.com

Alaska

- Chairman – Janet Rumble, PO Box 33336, Juneau, AK 99803-3336, 907-780-2552, rumble@alaska.net

Central

- Vice Chairman – Nadine Day

Colorado

- Webmaster – Rob Nasser, rnasser@qwest.net

Hawaii

- Webmaster – Janet Renner

Indiana

- Editor - vacant

Maryland

- Secretary – Raymond Toy, 809 D Edmondson Ave, Catonsville, MD 21228, rtoyboy@aol.com

Metropolitan

- Secretary – Abigail Falk, 46 West 95th St # 2B, New York, NY 10025, abigailfalk123@pol.net

Michigan

- Registrar – Jacque Groenendyk, 3164 Pottawatomie Trail, Saugatuck, MI 49453, 269-857-3430, jgroenen@isserv.net

New England

- Registrar – Mark Murphy, PO Box 705, Cohasset, MA 02025, 781-383-6570, mtm33_1999@yahoo.com

New Jersey

- Marketing – Rick Popper, 9 Waldeck Ct, West Orange, NJ 07052, rpopper@yahoo.com

Pacific

- Safety - vacant

Snake River

- Editor – Shannon Hamrick, sjhamrick@cableone.net

Southeastern

- Chairman – Steven Fair, 4845 Peacock Dr, Pensacola, FL 32504, swimmore@pirateswimming.com

Southern

- Chairman – Charlie Hoolihan, choolihan@myfrancos.com
- Vice Chairman – Nancy Gravel, drnancy@charter.net
- Secretary – Nancy Gravel, drnancy@charter.net
- Treasurer – Kay Haddad, 280 Evangeline Dr, Mandeville, LA 70471, 985-845-4750

10th FINA WORLD MASTERS CHAMPIONSIPS 2004 Riccione, Italy

Information is now on line at

www.masters2004.it

This website will provide you with all the necessary information regarding the organization of the Championships.

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USMS CONVENTION NOTES

From Jim Miller, MD, President

Great convention! There is no other statement to describe the experience that we shared in San Diego. USMS took several bold moves this year. Stepping forward to bid for the 2006 11th FINA World Masters Championships and coming to a conclusion with the database project were two milestones. Passing a new Part IV is another milestone. These accomplishments were not possible without a 'teaming together' of multiple committees to take on the big issues. Establishing our core objectives helps to focus our efforts to what really impacts USMS on a local as well as a national basis.

Where do we go from here? The cloud of governance is over us and attempts to address the needs of the organization have occurred on and off for years. USA Swimming tackled this last year, and it is our turn. An interdisciplinary approach will once again be used. Nothing cuts across the organization like this does. There will be frustration at times, but it will give us a better leadership direction.

USMS OFFICERS

Executive Committee

President – Jim Miller, MD
Vice President – Scott Rabalais
Secretary – Sally Ann Dillon
Treasurer – Doug Church
Past President – Nancy Ridout
Zone Chair – Lynn Hazlewood
Legal Counsel – Patty Powis

USMS Committee Chairs

Championship – Barry Faszender
Coaches – Bob Bruce *
Communications - Hugh Moore
Convention – Michael Heather
Finance – Tom Boak
Fitness – Pam Himstreet
History & Archives – Barbara Dunbar *
Insurance – Colleen Driscoll
International – Sandi Rousseau *
Legislation – Rob Copeland
Long Distance – Peter Crumbine
Marketing – Rich Burns
Officials – Dave Diehl
Planning – Betsy Durrant
Publications – Meg Smath
Recognition & Awards – Kathy Casey
Records & Tabulation – Pieter Cath
Registration – Anna Lea Roof
Rules – Leo Letendre
Safety Education – Julie Heather
Sports Medicine – Jessica Seaton

ZONE REPS

Breadbasket – Marcia Anziano
Colonies – Debbie Morrin Nordlund *
Dixie – Rob Copeland *
Great Lakes – Mike Lemke
Northwest – Doug Garcia
Oceana – Joan Alexander
South Central – Marcia Marcantonio
Southwest – Lucy Johnson *

AD HOC CHAIRS

Ad Hoc Endowment Fund – Doug Church
Ad Hoc ISHOF Nominating – Ginger Pierson
Ad Hoc Legal Counselors – Patty Powis

LIAISONS & SPECIAL ASSIGNMENTS

ASUA Rep ** – Jim Miller, MD
ASUA Rep ** – Mel Goldstein
Controller – Cathy Pennington
FINA Rep – June Krauser
IGLA Liaison – Mark Wussler*
Internal Auditor – Jeanne Ensign
ISHOF Liaison – June Krauser
National Sponsor Liaison – Mel Goldstein
Parliamentarian – Jim Wheeler
Senior Games Liaison – Bill Tingley *
USMS Liaison to USA Swimming – Ted Haartz
USMS Liaison to USOC – Hill Carrow
USMS Liaison to USOTC – Nancy Ridout
USA Swimming Liaison to USMS – John Walker
USA Triathlon Liaison – Cindy Hawkinson
USMS SWIM Magazine Editor – Bill Volckening
Webmaster/IT Director – Jim Matysek
YMCA Liaison – Stu Marvin

*denotes new to the position

*denotes new position

REQUEST FOR PROPOSALS USMS OFFICIAL PUBLICATION

United States Masters Swimming ("USMS") is accepting proposals to publish USMS's official publication. USMS is a national organization that provides organized workouts, competitions, clinics and workshops for adults aged 18 and over. The purpose of USMS's official publication, which should be in a magazine format, is to provide useful and entertaining information about swimming, fitness, health, and USMS news to the organization's more than 42,000 members.

Interested parties are invited to submit proposals to the USMS National Office by January 31, 2004. For more information about this request for proposals and USMS's requirements, contact the USMS National Office at 1-800-550-SWIM or info@usms.org.

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CORE OBJECTIVE STRATEGIES

Now that the specific core objectives of *Service, Educate and Build the Membership* have been accepted and recognized by this administration, I would like to offer some ideas for the next step in the development of USMS.

The next step, preceded by an affirmation of our mission statement and the statement of our core objectives, is a strategical plan for the implementation and accountability of the said objectives.

However, before embarking on strategical ideas, I wish to digress for a moment to comment on the possible use of GOALS in this process. Having given thought to whether specific, clear goals would benefit this plan, it is my opinion that at least at this time we do not attempt to develop general goals for these objectives. I do not see goals being of benefit in the service and education area, compared to developing a strategy for implementation of those two objectives. In terms of building the membership, it is tempting to throw out a number for us to reach, but I don't think that number is particularly motivating at many levels, including the club and LMSC.

Furthermore, as a lifelong student of the goal-setting process, I have learned that an end result can be approached just as effectively in one of two ways. Allow me to dive into the pool for my demonstration:

A) Swimmer A sets a goal to swim 59 seconds in the 100 freestyle. His best time is 1:05. He works hard developing the skills and conditioning required to achieve his goal. He has deadlines; he charts his progress and makes adjustments as necessary along the way. He's the guy with the big "59" on the refrigerator door.

B) Swimmer B is not one to look ahead and concentrates more on the process at hand. Also a 1:05 in the 100 free, she works hard day in and day out, and sets no specific goal for the year. With work on conditioning and skills, she knows she will go faster, but how much remains to be seen. She has a quote on her wall that states, "The sky is the limit!"

I have seen both thought processes work equally well. You may have seen an Olympic performance when an athlete is utterly surprised at his or her result (re: Misty Hyman), whereby another athlete had been dreaming for it and planning on it for years. It's just taking different roads to the same place, essentially. One just starts with the end in mind and works backward; the other starts with the present in mind and works forward.

In our situation with core objectives, I believe we are better off taking the route of Swimmer B, in which we do

implement strategies that lead to achievement, but refrain from setting goals for a year or more from now. I believe the effective implementation of core objectives strategies can and will lead to much success!

Strategy Through the Structure

A possible strategical plan for the implementation of core objectives would involve all levels of the USMS structure, from the Executive Committee to the local clubs and swimmers. With such involvement of all levels should come accountability to a higher or oversight level within the structure.

A) The Executive Committee, working as liaisons to various committees and special assignments, can oversee how these entities address the core objectives. In other words, the committee chairs and special assignments report to their liaisons, which in turn share information with the entire Executive Committee. Of course, committee members will report to their chair any progress made with respect to the core objectives.

I believe an effective form of accountability is for our committee chairs and special assignments to issue mid-term and annual reports with respect to the core objectives. While all of the committee business may not fall under the core objectives, asking for a core-objective-related report will help keep the focus where it is desired.

B) On another level, the Zone Representatives would report to the Zone Chair. The report of the individual Zone Reps would reflect the achievements of the LMSCs with respect to core objectives. Here again, the Zone Reps' regular reports would be aligned with the core objectives.

C) With the LMSC chairs being held accountable to the Zone Reps and Zone Chair, they will turn to the clubs for activities to promote the core objectives. Perhaps the clubs will even call on individual members to offer unique ways to service, educate and build the local membership.

D) The highest level of accountability is the President and the Executive Committee, which will have to answer to the House of Delegates and Board of Directors. All of the success at the various structural levels of USMS reflects back on the leadership of USMS, as it should. And yet, the success of this plan starts with its leadership, so we are obligated to make it work!

Working the Plan

Once we accept this strategical model, then we must put it into effect. This can be done through education and reinforcement. First, we must inform all leadership

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levels of their accountability and we must continue to inspire and motivate those in leadership positions to act on the objectives.

As the system evolves, we can look at recognition opportunities directed at those who have contributed in an extraordinarily beneficial way to each of the objectives. Who or what has done the most to further education in USMS? What area or club has experienced phenomenal growth? What service idea has had a positive impact in the quality of Masters swimming in an LMSC? What zone has the top achievements in any of these areas? The possibilities are endless!

The plan will work if we work the plan. Each Executive Committee member must be willing to focus on the objectives and convey such a focus to his or her "fellow employees." The same can be said for every level all the way to the clubs. As with a great team, we must hold each other accountable.

I believe we can start immediately with such a focus. Using Convention 2004 as a focal point, I believe we must bring awareness to all levels that the core objectives are the framework for our advancement and that we'll report on our success in Orlando. The thought of standing before the House of Delegates with nothing to report with respect to the core objectives may be just enough to jolt others into action!

It is up to us, the Executive Committee, to implement this strategy. Of course, as mentioned earlier, these are ideas for consideration. I am open to any and all ideas of how we can make the core objectives work for us. We are at a critical period in their effectiveness. Coming out of convention, our leaders are aware of them, but we have to increase their power by putting them into action. If we don't they will remain worthless on a piece of paper. I don't think any of us are interested in that approach.

I might add that once we have the appropriate strategy in place, the final step is in developing the tactics or specific actions that create the success of the plan. These tactics need not be supplied by the Executive Committee, but instead are developed "in the field," with perhaps a few suggestions from the Executive Committee. At convention next year, various clubs and LMSCs can share tactics that helped them service, educate and build their respective memberships. We, the EC, should be willing to provide time for all to hear about the successes within USMS, with regard to the core objectives, and encourage further development.

In the end, so to speak, we will have created a structure for success that begins with a **Mission Statement** (affirmed last year), promoted by the **Core Objectives** (approved recently), implemented through **Strategy** (above) and realized through **Tactics and Actions**.

I thank you for your consideration of these ideas and look forward to any feedback you wish to provide.

2005 NATIONAL CHAMPIONSHIPS

LCM – Mission Viejo, CA
SCM – TBD

One Hour Postal – YMCA Indy SwimFit, IN
3000/6000 Yd Postal – Clemson Aquatics, SC
5K/10K Postal – St Petersburg, Masters, FL
2 Mile Cable – Adirondack Masters, NY
1 Mile Open Water – Central Oregon Masters Aquatics, OR
1-3 Mile Open Water – Chicago Masters, IL
3-6 Mile Open water – La Jolla Cove, CA
6+ Mile Open Water – Swim Florida, FL

USMS PLANNER

Back by popular demand! USMS will be publishing a USMS Planner for 2004. The USMS Planner will contain a calendar with important dates, sections for monthly goals and swimming yardage, charts to record your swimming performances, and much more!

If you would like to have our own USMS Planner, please send a self-addressed, stamped 5" x 7" envelope with \$.60 postage to Tracy Grilli, USMS National Office, PO Box 185, Londonderry, NH 03053-0185

2005 WORLD MASTERS GAMES EDMONTON, ALBERTA, CANADA

For more information go to their website at
www.2005worldmasters.com

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See more information at www.hastyawards.com

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2003 REGISTRATION FACTS

Esther Lyman, USMS Database Administrator

At this time, the national office has received and booked memberships with registration dates approximately thru End-September. With the lag time between the date of registration and receipt by the national office, it is hard to say where we will end up, but we are within striking distance of last year's number and may even see some growth. Wherever we end up, it will seem that the dues increase has not affected the numbers in any major way.

Address changes are a constant battle to keep up with, but the piles from SWIM magazine with returns and/or changes seems smaller this year, while the number of phone or email contacts to the national office seems to have increased. People seem to stay more on top of keeping us informed. Perhaps because 'moving' is becoming more embedded in their lives, with the economy and all. Some swimmers have changed address up to four times, while others have stayed in place but changed affiliation that many times including some who have come back to their point of origin.

Transfers add a layer of complexity to keeping track of our people. The good news is that the new permanent ID will help manage this.

We are currently at (net) 41,497 memberships (compared to 42,171 in '02 and 40,645 in '01) registered with 513 clubs within 53 LMSCs (a few less clubs than last year's 518, but more than the 504 in 2001).

BY AGE AND SEX

The balance between male/female swimmers has kept changing ever so slightly each year since 1994 when it was about 59.6% male and 40.4% female. But when you break it up in groups by birth year (=FINA age), the average doesn't really tell us enough, as is evident from the following chart:

| BIRTH YR | Women | Men | Total | | BIRTH YR | Women | Men | |
|-------------|-------|-------|-------|----------|-------------|-----------|-------|-------|
| 1900-1928 | 351 | 553 | 904 | SuperSr | 75+ up | 1900-1928 | 38.8% | 61.2% |
| 1929-1943 | 1182 | 2180 | 3362 | Senior | 70+ 65+ 60+ | 1929-1943 | 35.2% | 64.8% |
| 1944-1958 | 5149 | 7988 | 13137 | Mid-Life | 55+ 50+ 45+ | 1944-1958 | 39.2% | 60.8% |
| 1959-1973 | 8388 | 9331 | 17719 | Career | 40+ 35+ 30+ | 1959-1973 | 47.3% | 52.7% |
| 1974-1985 | 3879 | 2496 | 6375 | Student | 25+ 19+ 18 | 1974-1985 | 60.8% | 39.2% |
| Grand Total | 18949 | 22548 | 41497 | | Average | | 45.7% | 54.3% |

The distribution of swimmers by age group (based on birth year, or FINA age) also keeps changing. Even with the expected attrition in the older age groups and continuous inflow of new swimmers in the youngest group, there still seems to be a shift from older to younger:

LOCATION

Looking at the location (by latest-known mailing address) of our swimmers, 67.8% reside in the top ten states: California, Texas, New York, Florida, Colorado, Virginia, Illinois, Washington, Massachusetts, and Maryland – same as the prior two years except for Massachusetts and Maryland trading places.

Of all female swimmers, 69.5% reside in the top ten states, while the number of male swimmers is higher in the next 25 ranked locations:

| RANK | F | M | Grand Total |
|----------------|-------|-------|-------------|
| Top Ten States | 13177 | 14967 | 28144 |
| Next Ten | 3037 | 4139 | 7176 |
| Middle Fifteen | 2064 | 2648 | 4712 |
| Lower Twenty | 671 | 794 | 1465 |
| Grand Total | 18949 | 22548 | 41497 |

| RANK | F | M | Grand Total |
|----------------|--------|--------|-------------|
| Top Ten States | 69.5% | 66.4% | 67.8% |
| Next Ten | 16.0% | 18.4% | 17.3% |
| Middle Fifteen | 10.9% | 11.7% | 11.4% |
| Lower Twenty | 3.5% | 3.5% | 3.5% |
| Grand Total | 100.0% | 100.0% | 100.0% |

Detailed breakdowns by each state is available for those who are interested.

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SOURCE OF REGISTRATIONS

If we group the LMSCs by number of members, and look at the SOURCE of this year's registrations, we again see that the plain average doesn't tell the whole story:

| LMSC SIZE | A | RC | RL | RN | Total | LMSC SIZE | A | RC | RL | RN |
|-------------|-------|------|------|-------|-------|-----------|-------|-------|------|-------|
| Over 2000 | 3015 | 781 | 183 | 8192 | 12171 | Over 2000 | 24.8% | 6.4% | 1.5% | 67.3% |
| Over 1000 | 3103 | 608 | 301 | 7084 | 11096 | Over 1000 | 28.0% | 5.5% | 2.7% | 63.8% |
| Over 500 | 3443 | 747 | 364 | 7325 | 11879 | Over 500 | 29.0% | 6.3% | 3.1% | 61.7% |
| Over 300 | 1066 | 229 | 110 | 2647 | 4052 | Over 300 | 26.3% | 5.7% | 2.7% | 65.3% |
| Over 100 | 471 | 127 | 27 | 1124 | 1749 | Over 100 | 26.9% | 7.3% | 1.5% | 64.3% |
| Over 50 | 142 | 58 | 18 | 259 | 477 | Over 50 | 29.8% | 12.2% | 3.8% | 54.3% |
| Under 50 | 17 | 11 | 2 | 43 | 73 | Under 50 | 23.3% | 15.1% | 2.7% | 58.9% |
| Grand Total | 11257 | 2561 | 1005 | 26674 | 41497 | All-USMS | 27.1% | 6.2% | 2.4% | 64.3% |

The categories are "RN" for swimmers registered with the same LMSC the year before, "RC" for swimmers who were 'reclaimed' by the same LMSC from prior years, "RL" for swimmers who have 'relocated' from a different LMSC last time they registered, and "A" (add-ons) for swimmers completely new to (full membership) with USMS since 1994, the first year we have electronic records. A detailed breakdown by LMSC is available.

Approximately 133,000 individuals have passed through the program since 1994. The 41,500 from 2003 have all been assigned a permanent ID, as has another 7,000 swimmers listed on the web page with All-American or Top Ten achievements. The permanent ID will follow a swimmer through all memberships, name changes, and locations to manage competitive activities over the past 30-some years.

Again, details of all the above reports by LMSC are available from the national office, as well as new reports drilling down to where your members live by city within 3-digit zip codes and comparing both 2001 and 2002. Several associations have taken advantage of this information to help them understand where they are losing members and where they are successful. The zip code often gives a clue to the reason. Just let us know what you need to know.

A lot more LMSCs have been invoicing for renewals this year, we hear, and the national office has assisted with generating mailing lists where the local association did not have the expertise to do this, whether doing it locally with mail-merge or sending the list to a printer. This has not been offered as a formal for-a-fee program as in years past, but the way our systems are set up it is really not a big deal to pull a current list for anybody who need it and thereby off-load the registrars. Just let us know what you need.

Esther Lyman
USMS Database Administration
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