

USMS Executive Committee Reports

President – Nadine Day

Thank you again for re-electing me as President of US Masters Swimming. It was my honor representing the USA in the FINA Masters Congress. Meeting Masters leadership around the world has been enlightening. USMS is so fortunate to have our incredible organization and professional staff. The opportunities our members have include an educated coach on deck and certified officials at competitions. I am especially proud and humbled by all the dedicated volunteers that make our organization successful.

As we gather together for our Annual Meeting; we need to remember and keep in mind why we are here. We approved the USMS Strategic Plan, which has guided us in our decision making. Now we must unite to achieve our common goals and make the strategic plan a reality.

This year the Board established four priorities including re-evaluating the goals and objectives of the Annual Meeting. At the Annual Meeting, the House of Delegates is responsible for elections, amend CODE and approve the annual budget.

The next priority was open water. The BOD/HOD decided to address the challenges associated with the financial impact of the insurance increase with open water and an open water task force was formed to determine the USMS business model for open water.

The third action item is to fulfill our fiduciary duties as Board of Directors and ensure that our constituents were educated on our five year business plan. The Board of Directors supports this business plan and recommends a two dollar dues increase that was approved by HOD last year. We have seen the benefits of investing in programs and services. We feel that this is good investment in our future.

The last issue that the Board wants to address is governance regarding education of the Board and other levels of leadership. We need to understand the roles and responsibilities of the BOD/HOD and LMSC officers to be efficient and effective leaders.

USMS Strategic Plan is our focus and drives the operations of the national office, national committees and LMSCs.

Thank you again for your dedication and sacrifice of both national and local levels of US Masters Swimming organization.

We are one team. The Number One Team

Vice President Administration – Ed Tsuzuki

While I have been on the USMS Board of Directors prior to this role for four years as the Vice President of Local Operations, my first year as Vice President of Administration has been a year full of new learnings for me. I am extremely fortunate to have such an experienced group of veteran volunteers as committee chairs leading the Championship, Legislation, Registration and Rules Committees. I have been amazed at the level of commitment and collaboration as well as the stunning depth of knowledge that these four committees have demonstrated throughout the year.

The **Championship Committee**, chaired by Jeff Roddin (vice chairs – Kim Crouch and Erin Shields) works tirelessly to ensure that the swimmers at the USMS national championship meets have an outstanding experience and also that the hosts are supported to deliver a high-quality event for all. Of course, their work gets extremely busy immediately before each (spring and summer) championship event, but they must also manage the bidding process for future events. The amount of detailed work that goes on behind the scenes in preparing for the next championships, as well as for those meets up to 2 years out is incredible. Jeff and his committee meticulously maintain exhaustive checklists and work to continuously improve each championship event.

The **Legislation Committee**, chaired by Meg Smath (vice chair – Sean Fitzgerald) considers proposed changes to Parts 2, 4, 5, and 6 of the rule book, as well as relevant changes to the Organizing Principles and Glossary. The

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committee considers changes submitted during odd-numbered years (emergency proposals in even-numbered years) so things have a bit quiet for Meg and her committee during 2014.

The **Registration Committee**, chaired by Leo Letendre (vice chairs – Susan Ehringer and George Simon), was active this year in testing and providing feedback during the conversion to the in-house registration system and advising on proposed membership options.

The **Rules Committee**, chaired by Kathy Casey (vice chair – Charlie Cockrell) has jurisdiction over Part 1 of the rule book and the glossary and since this is a “Rules year” (even-numbered years), Kathy and her august committee have been extremely busy considering proposed amendments. Sitting in on conference calls with this committee has been an eye-opener for me as I have been overwhelmed with the depth of knowledge the committee members possess on USMS, USA-S and FINA rules. As always, Kathy is extremely well-organized and chairs a very participative group of volunteers.

I am honored to continue to serve on the USMS leadership team. My first term as Vice President of Administration has been very educational thanks to all of the veterans and mentors I am fortunate to work with. It is extremely motivating to be engaged with so many passionate and hard-working volunteers. I would also like to acknowledge our equally passionate national office staff that, together with our volunteers, make an immensely productive team – team USMS!

Vice President of Local Operations – Chris Stevenson

The Local Operations division consists of four committees (Awards & Recognition, History & Archives, LMSC Development, Records & Tabulation). The Vice President of Local Operations, VPLO, is an *ex-officio* member of these four committees and also works with LMSC and Zone chairs on any local issues that might require the attention or advice of a board member. The past year has been a productive one for the four operations committees; their activities are summarized here but annual reports and meeting minutes should be consulted for more detail.

History and Archives, chaired by Meegan Wilson, continues to do very fine work on their tasks of collecting and preserving the history of the USMS organization. Their projects tend to be multi-year efforts such as finding, digitizing and consolidating paper documents such as older registration files, USMS record and Top 10 chronologies, and stories. They also generate stories for publication on the USMS web site.

The **LMSC Development Committee**, chaired by Paige Buehler, has had another busy year. They have organized an excellent series of peer-to-peer (P2P) teleconferences for different LMSC offices, giving volunteers across the country an opportunity to share ideas and best practices. Notes from these sessions have been generated and posted on the USMS Discussion Forums that were created to foster communication among LMSC volunteers. The committee also organized three training webinars and is in charge of organizing Convention training workshops. The committee collected and compiled information about LMSC performance relative to the LMSC Standards document that is maintained by the committee. The committee is in the process of reviewing the LMSC Standards document and policy. Zone chairs, who are members of the LMSC Development committee, were the main points of contact between the committee and the LMSCs.

Recognition and Awards, chaired by Ray Novitske, oversees the national service awards that are so valuable for underlining the very fine efforts of our volunteer base. The committee designed and implemented methods to increase solicitations and visibility of these awards. They coordinated the selection of the Ransom J. Arthur Award recipient Hill Carrow, who was honored at Spring Nationals. Work on other national awards continues, including those selected by other committees. The committee also collected information about awards that are given at the LMSC level, and reported increased local recognition compared to four years ago.

Records and Tabulation, chaired by Jeanne Seidler, continued its excellent supervision of Top 10 lists and USMS Records, as well as the list of measured/certified competition courses. The committee includes the National Swims and the USMS Records Administrators (Mary Beth Windrath and Walt Reid, respectively) among its members. The committee also continued to formulate, implement and publish policies related to these lists. The committee

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established an appeals policy for the Top 10 issues. The Guide to Operations and the committee's policy document were updated and published on the USMS website.

Vice President Programs – Chris McGiffin

The Programs committees are in the midst of another very productive year as they continue their efforts to support the USMS mission of delivering high-quality adult aquatic products and services.

Less than two months from the 2013 Convention, one of my first assignments as the newly elected Vice President of Programs, was to survey LMSC volunteer contacts (Chairs, Vice Chairs, Sanctions) to collect information regarding how the cost of the insurance surcharge was being managed at the local level. The feedback received covered 38 LMSCs (from 43 responses), and the data served to reveal the creative strategies and the budgetary challenges our volunteers experienced as they sought successfully or unsuccessfully to face the circumstances during the 2013 Open Water sanction season. It was a valuable exercise that set the tone for moving things forward in the direction of improving risk management and addressing how the open water product fits within our membership offerings.

The Long Distance Committee, chaired by Donn Livoni, set its sights on four committee goals this year above and beyond the ongoing work performed by its various sub-committees.

- ◆ To increase the number of qualified bids received for review for all of the Postal and Open Water National Championships.
 - 2016 Postal and OW NC bids are due by 7/15
 - New bidders, representation from all in-area regions
- ◆ To restructure the NC bid forms distribution and collection process to streamline the collection and compilation process for the LDC.
 - Complete
- ◆ Begin development of a multiple-day LD festival
 - Complete. Included with 2016 bid package.
- ◆ Increase participation in OW and Postal National Championship by 10%
POSTAL NC
2013 OHP = 2491 > 2014 = 2407
2013 5K/10K = 290 Event ends 9/15/14
2013 3000/6000 = 567 Event ends 11/15/14
2013 Total = 3274 (so + 327 or more in 2014)
OW NC
2013 Ft. Myers 5K = 118 2014 Elk Lake 5K (8/3) = 103 as of 7/26
2013 Las Vegas 10K = 66 2014 Lake George 10K (8/23) =
2013 Lake Del Valle 1mi = 290 2014 Lake Berryessa 1mi (6/7) = 270
2013 Lake Minnetonka 10mi - not held 2014 Lake Minnetonka 10mi (7/26) = 29
2013 Dana Point 2.4mi = 156 2014 Tennessee River 2.4mi (5/17)=127
2013 Lake Placid 2mi cable = 150 2014 Mirror Lake 2mi cable (8/14) =
2013 Total = 780 (so + 78 or more in 2014) 2014 Total =

One of the initial strategies employed by the committee was soliciting direct feedback from the USMS member community regarding Open Water National Championships. Led by the National Championship Bid Selection sub-committee, with support from the National Office, this effort helped the committee gain further insight into member preferences with the goal of proactively soliciting potential hosts for the Open Water National Championships based on the survey findings.

Additional priorities for the LDC in 2014 are:

- ◆ To continue to enhance the Club Assistant customized software for the Postal National Championships for improved efficiencies for both the event directors and for the LDC Committee.
- ◆ To update the tools utilized for the oversight and administration of the Postal and Open Water National Championships

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- ◆ To improve the publicity of the Postal and OW NCs (Publications Liaison working with L. Hamel)
- ◆ To create an orientation and mentoring program for the new committee members.
- ◆ Finish updating the Postal GTO

The following LDC sub-committees support other coordinated and ongoing efforts to maintain the internal processes that serve the organization and its members:

- Rules/Legislation - Bob Bruce (Chair), Rob Copeland, Lynn Hazelwood, Bruce Hopson, & Donn Livoni.
- Patches, All-Americans, Records, All-Stars (PARA) - Greta Van Meeteren (Chair), Denise Brown, Ali Hall, Robert Zeitner, Bruce Hopson, Phyllis Quinn, & Jill Wright.
- Safety - Bill Roach (Chair)
- Open Water Manual - Ann Svenson (Chair), Greta Van Meeteren, James Biles, Bob Bruce.
- Club Assistant - Susan Kirk (Chair)
- National Championship Bids - Susan Kirk, Ann Svenson, Ali Hall

The Officials Committee, led by Ed Saltzman (Chair) and Pat Baker (Vice Chair), established five goals for 2014.

- ◆ Complete refresh of Officials Section of the Guide to Operations (GTO) [OPEN as of 6/19]
- ◆ Refresh of the USA vs. USMS Rule Quick Reference Card [COMPLETE]
- ◆ Review of Section 103 of the 2014 Rule Book [by 7/1]
- ◆ Distribute 2014 USMS Rule changes to LMSC and LSC Officials Chairs as part of our continuing education efforts [COMPLETE]
- ◆ Succession planning for the position of national championship Administrative Referee/Official. [Herb S. is completing documentation for his position - to be reviewed at convention]

The Officials Committee continues to work closely with National Championship meet hosts, and is already reaching out to contacts to coordinate event coverage at San Antonio for 2015 SCY.

Ed Saltzman attended a USA Swimming Open Water Official Clinic in Fort Meyers, FL, and reported that USA Swimming, by comparison, emphasizes on-course officials and safety monitors. He expects to share the clinic materials with the OW and LD committee chairs for their reference.

For the 2014 Convention, Ed Saltzman is preparing a demonstration of the Pool Officials Certification course. The 2015 Officials Committee budget includes funding to cover the expenses of one (1) Official to represent USMS at the 2015 FINA Masters World Championships in Kazan, Russia.

The Open Water Committee, led by Lynn Hazelwood (Chair) and Rob Copeland (Vice Chair) organized its 2014 committee goals to align with the objectives of several ongoing initiatives.

- ◆ Committee Development - John Carlson
 - Goal: To energize others to contribute to committee activities.
- ◆ Safety - Jim Wheeler
 - Continue safety education projects and dissemination of safety information to event hosts including:
 - Revise OWGTO Part 2: Safety Guidelines to conform with recommendations of risk management
 - Look at the other outstanding safety issues and make recommendations on how to approach including: open water practice safety (done), potential implementation of Independent Safety Monitors (in process in rules subcommittee), implementation of Safety Observers on motorized boats (done), temperature collars (in process in rules subcommittee), safety checklists for sanctioning (done), differentiating between guidelines, recommendations and rules and when to use them.
 - Present Education Webinars (in process)
 - Revise Safety Objectives document to remove the appearance of regulations and emphasize the educational value of the document (reformatting complete—waiting risk management review)

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- ◆ OWGTO - Rob Copeland
 - Goal: Improve the usefulness of the OWGTO by defining presentation of information and updating sections as necessary including:
 - Put all OWGTO documents into a consistent format this year (done for all published and in process documents except for the Clinics Manual, which is published in its original form)
 - Ensure that necessary changes get incorporated into the appropriate documents (in process for published documents)
 - Define what information goes in which document including where we want duplication and where we need the information in only one place
 - Determine what will be part of rules, guidelines, and best practices.
 - Develop and implement Part 3: Officials Guidelines for the OWGTO (in process).
- ◆ Safety Director Education - Bill Roach [HOLD, pending the BOD OWTF findings]
 - Goal: Create and implement a SD rating program for training safety directors including:
 - Come up with a program that educates our safety directors
 - Ensure that the SDs watch the OWC webinars and read the OWGTO and pass a test based on that reading
 - Administer and keep track of people who have a current SD rating
 - Provide an identification card that says the SD has taken the course and passed the test.
- ◆ Rules & Legislation - Bob Bruce [Complete unless other topics come up for review]
 - Goal: Prepare Rules and Legislation proposals for HOD consideration at convention including:
 - Activate an OWC-LDC inter-committee subcommittee for rules and legislation
 - Propose rules that are going to be needed to support committee projects.
- ◆ Awards - Lynn Hazelwood [Two nominations received for Open Water Service Award by July 1; selection committee chose the winner by secret ballot]
 - Goal: Design and/or implement awards for USMS open water swimming including:
 - Manage OW Service Award (in process)
 - Complete the definitions of data needed for the ERDB (done)
 - Complete the definitions for an open water swimmer ranking system (done)
 - Complete the definitions for an open water swimmer challenge system for fitness swimmers (on hold until status of ERDB and ranking system determined).
- ◆ Swimmer Training - Renny Lynn Opdycke
 - Goal: Promote the development and participation in USMS open water clinics, camps and training programs including:
 - Update the clinic manual to make it current and make it a more comprehensive support document
 - Create more communication with event directors and encourage them to use the Swimmer Training subcommittee and the clinic manual as resources to include an open water clinic prior to their event (in process)
 - Create more communication with USMS teams around the country to increase open water training awareness and excitement for open water within USMS
 - Work to enhance the use of usms.org for open water swimmer development.

The Open Water Committee, under the direction of Jim Wheeler and in collaboration with the Coaches Committee, is preparing a 2014 Convention workshop on Swimming in Open Water Events (in process)

As of 7/13, Bill Roach reported that there are 56 approved Open Water event sanctions (with 2 applications pending approval). By comparison, in 2013, there were a total of 57 Sanctioned Open Water events.

In addition to the scheduled committee meetings, I organized periodic checkpoint calls with the USMS Programs committee chairs and vice chairs to review/discuss hot topics, committee goal progress, volunteer mentoring, and volunteer recognition.

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A lot has been accomplished in the first half of 2014, and I wish to express my thanks to the committee leaders and members who dedicate their time and efforts in support of the organization and its members. Thank you!!

Vice President Community Services – Jody Smith

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Treasurer – Phil Dodson

Financial condition:

Our financial condition is very healthy with unrestricted reserves in excess of \$2.2M, which cover 10 months of operating expenses, an all time high. Six months coverage is considered good. There are three major reasons for this unprecedented health:

- ◆ USMS is well managed in a fiscally conservative manner.
- ◆ Investment portfolio has grown nearly \$475k since its inception in February, 2011.
- ◆ We are in the middle of our dues increase program that was adopted to invest in programs and services under a secure financial foundation.

Budget challenges for 2015:

The membership has several budget challenges to evaluate and decide.

- ◆ There is a proposed deficit budget of nearly \$200K. This deficit is an investment in programs and services which will strategically benefit the organization's future. It does not risk the secure financial foundation we have build up: USMS reserves are more than sufficient to fund the deficit with coverage for 7 months of operating expenses projected to be in reserves at the end of 2015, budget for 2016 is expected to be at or near breakeven, and the dues increase plan provides long-term financial security to adopt these investments early.
- ◆ Another major budget challenge is evaluating and determining a fair allocation of membership's resources in support of Open Water (OW) events. Supplemental information on the nearly \$130,000 of direct OW costs will be included in the Budget. When evaluating and discussing these costs, we must remember that we are all one family with one mission. Therefore we need to balance the funding of OW costs fairly for the good of USMS, not just for the good of membership nor just for the good of OW.

Audit, Finance and Investment Committees:

Our Audit, Finance and Investment Committees continue to play significant roles in assisting the board with its fiduciary responsibilities. We have much to thank these volunteers for as their oversight of our assets contributes greatly to our organization's outstanding financial condition.

Our independent accounting firm conducts an annual audit, provides a management review letter and makes an annual presentation to the Board of Directors. I am pleased to report that for the second year in a row there were no reported deficiencies by our auditor. USMS 2013 audited financial report received an unmodified opinion from our auditors. Copy of the report can be found at http://www.usms.org/admin/policies/content/finance_policies . Both are a direct reflection on our Chief Financial Officer, Susan Kuhlman. We have much to thank her for in her role as the chief financial steward of our organization. When you see her, give her a pat on the back and a hand shake of thanks.

I'm honored to serve as the USMS Treasurer.

Secretary – Chris Colburn

“You, sir, have a thankless job.” This quote struck me as interesting for a number of reasons. My initial reaction was not the expected response: “But I have lots of people to thank!” Thanks are definitely due to the USMS House of Delegates, who elected me Secretary. I would also like to thank the Executive Committee and the Board of Directors for their patience and assistance as I learned the roles and responsibilities of the Secretary this past year. I'd also like to recognize all of the committee chairs, staff members, and volunteers with whom I work regularly to ensure that accurate minutes of all our meetings are posted on the USMS website. Most importantly, I'd like to thank former

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USMS Secretaries CJ Rushman, Meg Smath, and Betsy Durrant for the benefit of their wisdom and advice over the past year.

Based on what these and other veterans have told me, this year has been a typical one for the USMS Secretary. Following my transition into the role, I recorded minutes for the Board and the Executive Committee at all of their meetings, and posted the approved documents on the website. I worked with committee chairs to ensure that their meeting minutes were also posted on the USMS website. I have communicated with the National Office to ensure that Convention and Board meeting materials were prepared as needed for our meetings throughout the year. Finally, I have executed documents as requested by the business in my role as corporate Secretary.

In closing, I have enjoyed my first year as USMS Secretary. I look forward to a successful Convention, as well as to a great second year of my term. Thanks again to everyone who has helped me both to succeed in this role and to give back to the organization that has done so much for so many of us over the last four decades.

Legal Counsel – Patty Miller

When I first became USMS's Legal Counsel in 2002, USMS had 38,000 members, a few hundred clubs and sanctioned events, one employee, and a "national office" out of Tracy Grilli's home in New Hampshire. The legal work for USMS primarily consisted of reviewing sponsor and licensee contracts, participating on the Executive Committee, advising about changes in USMS rules, and occasionally word-smithing meeting minutes.

Today, USMS has 60,000 members; 1,500 clubs and workout groups; 500 sanctioned events; an annual budget of \$3 million; 12 employees and several contractors; a permanent headquarters in a leased municipality building; myriad communications vehicles, including a self-produced magazine, a website, social media, and multiple electronic newsletters; an in-house member registration system; on-line event registration; an active charitable giving arm; an increased focus on risk management; and a growing national and international presence.

This change in size and complexity is exciting for USMS. It means that the organization is investing in its mission to promote health, wellness, fitness and competition for adults through swimming. It is also in line with our current strategic plan and its pillars focused on supporting our volunteers, enhancing membership value, strengthening the USMS brand in targeted markets, and activating partnerships.

But it also means that the legal needs of USMS have grown tremendously. To date, I have been able to address USMS's legal needs in the volunteer role of Legal Counsel, supplemented by the assistance of USMS members who have generously provided *pro bono* legal advice in specialized areas. But this model needs to evolve.

This year, for the first time, USMS requested proposals and engaged an outside counsel firm to supplement the legal services provided by volunteers. We sought a firm that could provide legal support particularly in the areas of non-profit law, employment law, contracts, real estate, intellectual property, and insurance. We are pleased to have engaged the firm of Blalock Walters, which has offices in Sarasota, Bradenton, and St. Petersburg, Florida. We were most impressed by Blalock's expertise in non-profit representation, employment and real estate/leasing. You will see an increased amount for outside counsel fees proposed for the 2015 budget. The amount budgeted is relatively small in comparison to the cost of legal services. We will continue to rely upon volunteer services where possible and use outside counsel strategically.