

Minutes Kentucky LMSC October 10, 2004

Chair Bill Tingley called the meeting to order at 11:40 a.m. EDT at the Mary T. Meagher Natatorium in Louisville. Others attending were Mike Lemke—Vice Chair (CHMS), Meg Smath—Secretary (WILD), Melinda Schmitt—Treasurer (LAKE), Nancy McElwain (representing Baptist East Milestone Fitness, which will be a new SKY team), Susan Ehringer (CHMS), Gail O'Malley (WILD), Tracy Elton (WILD), Tom Mester (CHMS), Dave Burgio (WILD), Mark Rogers (WKGG), Brad Schmied (CHMS), Bob Adams (OMM), Janice Kregor (WILD), and Joan Hopkins (COLA). Bill declared a quorum was present.

Minutes of the previous meeting. The minutes of the March 7, 2004, meeting were approved.

Treasurer's report. Melinda presented a financial report (attached). **MSP to approve the financial report.** She also reported the following:

- We paid \$480 for relay entry fees at Short Course Nationals in Indianapolis. She has received \$141 from WILD, \$114 from CHMS, \$30 from AYMS, and \$90 from LAKE for a total of \$375, leaving \$105 still owed by the teams. Meg will check the results to determine which teams still owe relay fees, and if the amounts already paid are correct.
- We have sold \$375 worth of SKY shirts and caps. We paid \$1718.61 for these items. We still have a large inventory of shirts. We should try to sell these at local meets.
- Our bank is charging an excessive amount for returned checks and monthly fees. Melinda asked that anyone who could suggest a better bank contact her. Mike will talk to Jim Grubbs, one of his teammates who is a banker, and Meg will talk to her teammate, Robin Segnitz, who is also a banker.
- Melinda paid Network Solutions to register our domain name for six years instead of just one year, because that was the cheaper way to go.

MSP to approve the treasurer's report.

Registrar's report. Meg reported for Joanne Tingley, who was unable to attend. We had our most individual registrations ever this year: 518. We're getting many new smaller teams too. Bill announced that Joanne will be retiring as registrar at the end of 2005. She will formally turn in her resignation at our annual meeting next spring. Pam Luebbe has agreed to take over. Susan Ehringer has also agreed to help, if needed. Joanne has also made Mary Graves aware of the location of a backup of the registration database. This is a procedure recommended by the national Registration Committee so that the database

will be accessible in case the registrar is incapacitated or there is a disaster at the primary storage location. The LMSC felt that the simplest way to archive the database would be to ftp the database once a month to a secure server. Brad will check with Norm Schippert to see if BluegrassNet could provide this service for us, and Meg will check with Jim Matysek to see if usms.org could do it. **MSP to accept the registrar's report.**

Convention reports.

- **Bill's report.** For an LMSC of our size, we are lucky to send so many delegates. Following are some of the changes to the rules of competition that will affect all swimmers starting in 2005.

Butterfly kick. The use of the breaststroke or whip kick with butterfly has been clarified. Article 101.3.3 (butterfly kick) will now specify that "after the start and after each turn, a single breaststroke or whip kick is permitted prior to the first arm pull."

Eighteen-year-olds. Eighteen-year-olds are now eligible to compete in all USMS events (articles 102.1.1, 102.3). The youngest age group has been redefined from 19-24 to 18-24, and the youngest relay age groups from 19+ to 18+ and from 76-99 to 72-99. It was felt by all that legal adults should be able to compete in Masters swimming. The only consideration is that they can't join USMS (sign the registration form and pay the registration fee to their LMSC) until their eighteenth birthday.

Joan mentioned that EKV has started a club team, and hopes to be an NCAA team next year. She asked if there would be a problem with her team members participating in USMS events. Bill said there should be no problems while they were a club team, but that once they are part of the NCAA, they need to be careful about out-of-season coaching.

Counters for distance events. Counters may now only be used in freestyle short course distances of 400 yards and up and long course distances of 800 meters and up (article 102.10.6A).

Seed times. Swimmers who enter seed times so inaccurate that they slow the meet down may be stopped and removed from the water (article 102.15.14).

Warmup procedures. Hand paddles may not be used during warmup (article 102.4.2).

Seeding at Nationals. Several amendments were passed that will give Championship options to reduce the amount of time it takes to contest the 400 IM, 400 free, 800 free, and 1500 free at Long Course Nationals. Article 104.5.3C(2) says that the Championship Committee may limit either the 800 meter or the 1500 meter freestyle to only those who meet the national qualifying time for that event. Article 104.5.5A(4) says that events 400 yards/meters and longer may be seeded by entry time only, by age group then entry time, or by a combination of these

methods. And article 104.5.5B(3) says that for freestyle events 400 meters or longer, men and women may be seeded together. Also, competitors of the same gender may be required to swim two-to-a-lane if the meet on a particular day is projected to last longer than 12 hours.

Team scoring at Nationals. Divisions have been eliminated for team scoring at Nationals (article 104.5.6).

Pool measurement. The requirements for pool measurement have been clarified. Article 105.1.5 says that if a pool meets the measurement standards for all lanes except one, the meet can be run and the times submitted for records and Top Ten if the short lane is not used in competition. The committee also recommended that if a bulkhead is being used that the distance be measured before the meet starts.

Other notes. Since the FINA World Masters Championships will be held in Palo Alto, Calif., in 2006, there will be no USMS Long Course National Championship that year. The Short Course National Championship for 2006 was awarded to Coral Springs, Fla., for May 4–7. *Note:* This is Derby weekend.

- ***Meg's report.*** It seems every year there's one big issue that dominates the convention. This year's hot topic was our national publication. Our contract with *SWIM Magazine* is expiring at the end of the year, so it was time to put it out for bid. Our Executive Committee narrowed the bids down to three. The final three included *SWIM*. Our current arrangement with *SWIM* is that we pay them a fee per member, and they produce the magazine. We contribute some pages to the magazine, but most of the content is controlled by *SWIM*. The Executive Committee evaluated the bids and recommended we change not only publishers, but our approach to the magazine. They recommended Douglas Murphy Communications, a company that publishes magazines for associations. In this arrangement, USMS would provide all the content, and DMC would put the magazine together for us. We would pay DMC a set amount to produce the magazine instead of a per-swimmer fee. Association publishing is a new approach used by many organizations, including AARP. The advantage of association publishing is that we would own the magazine, and all the rights to articles and photographs. We would also have complete control over the content, and receive 75 percent of advertising revenue.

A financial analysis showed that the costs for *SWIM* publishing an issue and for DMC publishing an issue were approximately the same. But we have the potential with DMC to earn much more advertising income, which could offset our publishing costs, or maybe eventually cover our costs entirely. We would have complete control and ownership of the content, and, based on the prototypes provided by DMC, a much better-looking magazine.

But many of the convention delegates felt we should remain loyal to *SWIM*, with whom we've had a relationship for twelve years. They also felt that we were better off with *SWIM*, whose publishers are experts on swimming. Others felt we

would be taking a financial risk by publishing our own magazine. Many were unhappy with the process, and felt the Executive Committee did not keep them sufficiently informed.

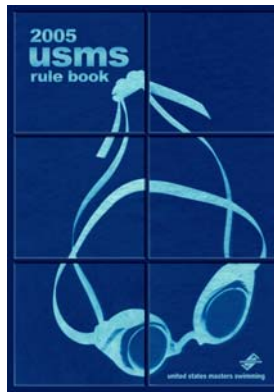
After lengthy debate, the issue finally came to a vote by secret ballot. By a very narrow margin, the House of Delegates voted to accept the Executive Committee's recommendation. So beginning with the March/April edition, we will have a new national publication. *SWIM* will finish out its contract with the November/December and January/February issues. *USMS Swimmer*, the new magazine will automatically come with your USMS membership. I have been appointed to the transition team that will get this new venture up and running. When it comes, please let me know what you like or dislike about the new magazine, and I will make sure that feedback reaches the right people. We'll need feedback to help us tailor the magazine to our members' wishes.

So what else went on at convention? We completely reorganized the executive structure of USMS! Really! In any other year, this would have been the big issue, but this year it was overshadowed by the magazine issue. The Planning Committee did a superb job of working all year to come up with a new organization for the Executive Committee and the Board of Directors. To make a long story short, the Board of Directors has, over the years, ballooned to more than forty members, and was too large to be effective. The Board will now consist of the members of the Executive Committee plus a director from each zone, resulting in a much more streamlined Board with fifteen members. The Executive Committee will consist of the president, vice president of member services, vice president of community services, vice president of national operations, vice president of local operations, secretary, and treasurer. This new structure will become effective after elections at next year's convention. Bill noted also that eventually USMS will hire a full-time director.

The Communications Committee, of which I am a member, recommended a new award be established to honor effective, consistent, reliable, innovative use of communications. It also formed two subcommittees related to the national publication: one will review the editorial calendar, and another will review content. Our webmaster, Jim Matysek, gave a preview of the redesign of the USMS website. Navigation will be improved, and the design will be updated. A new policy will be implemented that each zone or LMSC will be responsible for determining which non-USMS events are listed in the events calendar.

The Kentucky LMSC is a member of the Great Lakes Zone. The biggest development at our zone meeting was that we voted to have the Lake Erie LMSC absorb the Allegheny Mountain LMSC. The Allegheny Mountain LMSC has no leadership, and most Masters swimmers living in this area register with other nearby LMSCs (we have two from this area registered with Kentucky). Lake Erie is the closest LMSC geographically, and agreed to take over this responsibility. Legislation will be submitted to implement this change in 2005.

Finally, the eagerly anticipated report of the Publications Committee, of which I am chair! The committee chose a cover design submitted by Bill Volckening for the 2005 rule book (see below), and awarded the bid to print the 2005 and 2006 rule books to Gateway Printing, of Hamburg, N.Y. The split notification form will be added to Appendix B of the rule book. The 2005 rule book will be dedicated to Walt Reid, longtime keeper of the USMS and world records. The cost of single copies of the rule book will increase from \$8 to \$9 in order to cover the cost of publication and shipping. For multiple copies, the rule books will cost \$6 each plus the actual cost of shipping.



- ***Joanne's report.***

Registration. The first item on the agenda was for Jim Matysek, USMS webmaster, to give us an overview of how online registration could work. There are many problems to be solved, including privacy and payment issues. A meeting at the National Office is planned to begin to iron out some of these matters.

Each registrar is to form a “disaster plan” for that LMSC in case the registrar becomes incapacitated. It will include a backup location for all the registrar’s material, both in the computer and in hard copy. I have formed such a plan, and have made the KY-LMSC chair aware of the guideline. Also, there is a backup with Mary Graves. This plan is vital to the LMSC. As noted by the registrar of the largest LMSC (over 2500 swimmers), “The registrar is the glue that holds the LMSC together.”

Insurance. Legal counsel advised the committee that seventeen-year-olds may *not* sign USMS waivers and may not participate in USMS events. Media professional liability coverage is recommended. This would address USMS exposure for its website and magazine to infringement of copyright, plagiarism, invasion of privacy, slander, etc. Coverage for LMSC websites would not be included; our insurance broker, Sandi Blumit, will look into cost. Recommend that Sandi be contacted before the LMSC signs contracts in order to identify verbiage that may assume sole negligence of the other party. See www.usms.org under “Insurance” for further information.

Safety Education. USMS's fine safety record is keeping our liability insurance premiums at a good level. There will be a "Safety" section on the USMS website. Where necessary, "No Diving" signs need to be placed at meets. It is vital that all swimmers enter the pool feet first in a cautious manner during meet warmups and warmdowns, except for one-way sprint lanes. This also applies to *all* practices. The committee proposed adding a rule to the warmup/warmdown section of the rule book stating that no hand paddles are allowed. This rule was passed by the House of Delegates. For safety purposes, it is recommended that a list of emergency phone numbers be posted in the pool area.

Club mentoring workshop. This workshop was well led by Rob Copeland. The Kentucky LMSC needs to ask SKY team leaders, "What can we do for you?" It is important for the coach/leader of each Kentucky team to know the goals of the members (such as fitness, triathlon, competition) in order to establish good practice routines for all. This will facilitate the mission of USMS and SKY! Participation at biannual LMSC meetings by each team delegate keeps SKY and the KY-LMSC on a positive track.

- ***Tom's report.***

Block meeting 4. This block includes the Fitness, Insurance, Long Distance, Safety Education, and Sports Medicine Committees. The idea here is to have different committees communicate with each other to share thoughts, problems, and, with any luck, some solution. Good plan, but This meeting started a half hour late; a 9:15 p.m. start made it very unproductive.

Fitness. My first year on this committee. Chair Pam Himstreet runs a very lively and productive meeting. Fitness is charged with providing information and programs related to fitness and swimming. While we all swim for fitness, this group promotes noncompetitive events such as the 30-Minute Swim and Virtual Swim Series. The 30-Minute Swim is just that. A Virtual Swim allows a swimmer, by counting yards, to swim any body of water in the world. Each event gives a narrative describing the surroundings that you are virtually swimming. These events could be popular for those SKY members that resist meet competition. I suggest that we promote these events for our newer swimmers and triathletes. I agreed to be on a subcommittee that is putting together a "fitness handbook" that will include articles on training and health issues. Needless to say, I will be bugging some of our members for assistance.

Long Distance. No big debates this year. There was some discussion about a vendor (of wetsuits) offering a donation if Long Distance would insist all open water swims allow a wetsuit division. The committee was not in favor of forcing the event host to do so. Many do run a separate race for swimmers wearing wetsuits already. The sense that I was getting is that Long Distance does not want to start keeping two separate records, etc. On the other hand, USMS is well aware of how many triathletes our clubs register, and does not want to discourage them.

The long distance event locations for 2006 are: One-Mile Open Water (Ohio), 2-

Mile Cable (Virginia Masters), 1–3 Mile Open Water (Clemson), 3–6 Mile Open Water (Chicago), 6+ Mile Open Water (Fort Collins, Colo.). And of course the One-Hour Postal, 3000/6000 Postal, and 5/10K Postal during the year.

Sports Medicine presentation. An interesting and entertaining presentation about the heart and lifelong exercise. Dr. Jody Welborn was the moderator and had some insightful comments and research about the heart, its performance, and the ability we all have to keep it healthy and pumping. Dr. Welborn also talked about the things that can go wrong, and how we can all prevent some of these ailments and how to treat those that can't be prevented. Some of her research graphics showing the differences in heart performance levels between active and sedentary lifestyles are amazing.

Coaches. One of the hot topics at this convention was the proposal to allow eighteen-year-olds the opportunity to compete. Coaches were pretty much unanimous in favor of including this group. It gives those high school graduates a chance to compete even they don't in college. There was also a lot of discussion about the U.S. Olympic Training Center and Masters' participation in it. Not surprisingly, those who have coached or trained there support USMS's involvement. Questions were raised, however, about the cost and benefits and whether it truly has a benefit for all Masters or only a few elite swimmers. This feeling has been compounded in that no one has seen research results.

Great Lakes Zone. Although we all missed Chair Mike Lemke this year, Nadine Day did a great job. And she is definitely easier on the eyes! Anyway ... a majority of the meeting dealt with putting the Great Lakes Zone meet schedule together. It should be on the web soon. The Zone website, linked to the USMS website, was brought up again. Because most of our LMSCs already have strong sites, the consensus was to just list links to LMSCs and possibly list upcoming meets. There was no need to compile all-time zone records. Who would want to see them, and who would want to put them together!

House of Delegates. While there were two major issues before the House of Delegates (Masters magazine and restructure of the Board of Directors), by far the more passionate issue was the bid process for a Masters publication. *SWIM Magazine* has a long history with USMS and many attendees felt that we were not being loyal by not renewing our contract with them. Others felt as though the Executive Committee "pulled a fast one" because it was not discussed last year with the different committees involved. In the end we went with a different publisher for at least three years.

The other item, restructuring the Board of Directors, is still evolving. The object is to downsize the Board from the current 43 to a number around 17. Interestingly enough, the latest revision has a representative of each of the eight zones elected to serve. The sense of this author is that we are all trying to move away from the zone idea.

Overview. It was good to see the passion for issues happening again. Even if we can't all agree, it is more interesting and productive to see that passion. It also seemed that quite a few of the new USMS delegates, including our own Susan Ehringer, are gung-ho. As in any organization, new ideas and energy will keep USMS going strong.

- ***Susan's report.***

- Marketing Committee.*

- ✓ A brochure directed at facilities is being developed
 - ✓ Trade show exhibit is updated
 - ✓ Public relations contract was not renewed per Executive Committee. It was determined that USMS received increased national media attention, but did not increase membership
 - ✓ Need more exposure at events such as triathlons
 - ✓ If another PR consultant is hired, it is important to be able to better define goal
 - ✓ Develop a strategic marketing plan with short- and long-term objectives by June 2005
 - ✓ Pilot marketing program to assist struggling LMSCs with increased membership, education, and service
 - ✓ New web design is in development
 - ✓ Brainstormed the following
 - Health fair exposure
 - Over-50 health recognition
 - Utilize Olympians: "Where are they now"
 - Develop LMSC public relations chairs
 - Utilize high school and other associations for awareness of organization
 - Get cities to link to USMS website
 - Incentive program for increasing membership and membership drives
 - Establish a mentoring system for teams

- Zone Committee*

- ✓ Allegheny Mountain—No representation at convention
 - ✓ Central—Various awards announced, new registrar, new treasurer
 - ✓ Indiana—Over 800 members; Short Course Nationals was one of the reasons for the increase. Received Zone Grant to purchase a TIVO to enhance snoop camera. Persons eighty years old receive lifetime emeritus membership.
 - ✓ Kentucky—Over 500 swimmers
 - ✓ Lake Erie—Over 340 swimmers among three teams. Recognized 30-Minute Fitness Swim to assisting in membership growth.
 - ✓ Michigan—Had a membership drive, but did not see much of an impact. Michigan submitted a rule to implement the eighteen-year-old swimmer rule. Using Zone Grant to fund post-college swimmers with one year new

USMS membership. Encouraging members to utilize an online newsletter, saving over \$4500.

- ✓ Ohio—Nothing to report
- ✓ Wisconsin—Membership down a little to 340
- ✓ Continue current listing of Great Lakes meets on USMS Discussion Forum
- ✓ LMSCs all post records. Will link all records on Zone webpage.
- ✓ Interim Zone meeting—Mike Lemke
- ✓ Zone Grant program
 - Indiana purchased Snooper camera
 - Michigan marketing program
 - Mel Goldstein spoke of the \$1500 grant available from Nike for club growth
- ✓ Draft legislation to have Lake Erie absorb the Allegheny LMSC by 2005 convention
- ✓ Add all meet results to www.usms.org/results.net and www.usms.org/results/TopTimes
- ✓ New controller, Margaret Bayless of GRIN
- ✓ Interim Zone meeting before June 1

Top Ten report. Bob and Bill have finished the LCM Top Ten, and it is ready for proofreading. Bill was able to include the Northern Kentucky Masters meet results, but it was not easy. The computer used to run the meet crashed, so the database was lost, and the meet director did not retain the entry forms. Bill was able to reconstruct the results from the html version, but birthdates and USMS numbers are gone. We should all remember to keep all paper associated with a meet for at least a year.

Sanctions report. The WKGG meet will be January 29 or 30. The SCY mini-meet will be in February or March. The Owensboro meet will not be held this year because of problems with the facility. This raised the question about the date of the New Albany meet. Should we move it to November or keep it the first weekend in December? After much debate, we decided to keep it in December, but expand the SCM mini-meet on November 14 to compensate for the loss of Owensboro. In addition to the normal events of 100 breast, 100 IM, 50 free, 50 fly, 100 back, and 800 free relay, the 100 free, 50 back, and 400 medley or free relay will be added. The New Albany meet will have to be run by SKY. New Albany High School will still be able to provide the facility and timers, but SKY will have to handle meet entries and provide officials. Some sort of revenue sharing will be worked out with the NAHS Boosters.

Newsletter editor's report. Meg showed everyone a copy of the latest newsletter, which is at the printer. Susan asked if we had considered distributing the newsletter electronically, which could save us some money. Meg said it had been discussed, but the preference at that time had been to continue with hard copy. Also, the current issue includes yearly renewals, and those have to be mailed. We will add this topic to the agenda of our spring meeting.

SKY representative's report. Mike said he had registered SKY as an IGLA team. Three SKY swimmers will be attending the IGLA Championships in Ft. Lauderdale.

New business.

Senior Games. MSP to send Meg, Mike, and Bill to the Senior Games in Pittsburgh in 2005 so they can observe operations, in preparation for the Games being in Louisville in 2007.

Convention expenses. Because of the threat of Hurricane Ivan, Tom's wife did not accompany him to the convention. This left Tom in a room by himself with two beds, and Bill in a single room at a different hotel. Bill moved in with Tom, but could not cancel his room. This situation was no one's fault—truly an act of God—and it seemed unfair for Bill to have to pay for a room he didn't use and for Tom to have to pay for his wife's half of the room when she wasn't actually there. **MSP to reimburse Bill for his unused room, and Tom for the entire cost of his room.**

Announcement. Nancy announced there will be a SCY aquathon (swim and run) on November 14 in Shelby County. Contact Todd Heady, 502-895-4441, for more information.

The next meeting of the LMSC will be after the Wildcat meet on April 10, 2005.

Meeting adjourned at 2:04 p.m.