

Pacific Masters Swimming
Conference Call
October 20, 2010

Call to order and introductions: The meeting was called to order by Michael Moore at 7:00 p.m.

Introductions: Nancy Ridout, Michael Moore, Joan Alexander, Barry Fasbender, Laura Val, John King, Caroline Lambert, Joel Wilson, Kildine Harms, Peter Guadagni, Leianne Crittenden, Joanne Berven, Jody Smith, Laura Colette, Roque Santos, Chris Campbell, Rich Burns, Cokie Lepinski, Jim Clemmons,

Officer's Reports

Approval of the minutes of 5/12 and 9/8/10 MSA

Treasurer - Kildine Harms - Attached are the PacMasters financials year-to-date September 2010 vs. September 2009.

Some of the September activities were:

- The 17K Chase CD matured and was redeemed; fund were deposited to Wells Fargo's saving account.
- We sent one coach to the ASCA clinic for \$1K
- Final convention expense will be \$21K vs. the \$22K posted in September - credits pending.
- \$500 donation to SAVE Our Shores was sent per the request of Joel Wilson, from the profits of the Santa Cruz Pier Swim.

Kildine suggested that we form a Compensation Committee to review Pacific Masters contracts. Michael asked her to come back with a proposal at the January meeting.

The preliminary budget was presented and a discussion followed. Some adjustments were made for clarification purposes.

Full report is attached.

Kildine has been invited to join the USMS Financial Committee.

Chairman - Michael Moore -

1. Annual meeting next month. All clubs are invited to send a representative. I have not seen any proposed changes to the bylaws.
2. There were two deaths at Whiskeytown, Steven Berger, a 55 year old USA Swimming, and Harvey Wurtzel who won the two mile and came in second in the one mile. From everything I have heard and the reports that I have read the Redding Masters organization and their emergency services acted in a professional manner. Remember them and their families in your prayers. A sympathy card was sent to the each of the families on behalf of Pacific Masters.
3. Personal achievement awards will be coming up soon, if you think of anyone who should get an award, please send me an email.
4. At nationals, Pacific members were achieved many awards. The Kerry O'Brien Coaching award was given to Patti Scott Bair of TCAM, Stu Kahn of DAM, Michael Lynch of PCAM, Cokie Lepinski of Marin Pirates, and Chris Campbell, The Dorothy Donnelly Volunteer award was given to Joel Wilson, Glenda Carroll, and Caroline Lambert. The June Krauser communications award was given to our communications team - Caroline Lambert, Tracy Barbutes, Joanne Berven and Michael Moore.

Northern California Aquatic Management Assoc meeting in El Dorado Hills. Nov 18 9:30 AM - Bay Area Pool Operators Assoc on November 16th 230 pm Working with Jim Wheeler about getting PacMasters on the agenda.

I met with Steve King of the Redwood City Elks lodge who is interested in making better use of their swimming pool. They have a 6 lane pool in the hills above Redwood city - I gave the information to Cokie Lepinski and Kerry. Cokie immediately followed up.

Bond - US Masters Swimming has a bond on all the LMSC officers. At the BOD meeting, Sandi Blumit when describing the coverage, said the bond limit was \$100,000. I asked how much it would be for \$500,000 as \$100,000 would not cover Pacific. She said she would get back to us. Which also bring up that we have to have someone review the Financial statements timely manner. Is there anyone here want to review the statement. Jody Smith volunteered to be the reviewer. While we have just come back from convention, next year we will have about 30 Delegates - Start to think about possible delegate for next year.

Executive Committee meeting - I have not heard from everyone, but it looks like 28 October would be the best date for meeting.

Jeff Moxie sent out a letter to LMSC Chairs and registrars.

November 1st kicks off our 2011 membership campaign. We will end 2010 with close to 55,000 registered USMS members. Our goal is to reach 100,000 members. The Board of Directors has made membership retention and membership growth our top priority. With your help, we can reach our goal.

USMS has invested significant time and resources into building our online club and membership registration platform making it easy and simple to use. We encourage all our Registrars to use this platform when sending renewal reminders. We also encourage Registrars to send renewal reminders according to the retention plan published by the Registration Committee which is posted on our website in the USMS Guide to Operations. The retention plan was developed to help Registrars do their jobs, remind members about renewal time, and help retain members. Our national staff is available to assist any Registrars who need help with these tasks.

We are also pleased to share that eight USMS sponsors are making available online gift codes to any member that renews or joins between November 1 and December 31, 2010. The total value of the gift codes exceeds the cost of an annual USMS membership. Once a member registers, they will receive an e-mail containing their gift codes. Many of the gift codes expire by the end of January, 2011. This is truly an exciting benefit to our members and underscores the need to follow the Registration Committee's membership retention plan.

Nancy gave me registration information and I did an analysis of the turnover rates of our clubs. I posted the top clubs in Pacific with the highest re-registration rate. Larger clubs have a higher re-registration rate than smaller clubs and unattached swimmers have the worst re-registration rate. I will be bringing this up to the Executive committee and hopefully next meeting we will have a plan to implement how to have a higher re-registration.

Vice Chairman Administration - Leianne Crittenden - No Report

Vice Chairman Operations - Jim Clemmons - Jim has given a report on his experience at the USMS Convention in Dallas. Full report is attached.

Secretary - Joan Alexander - No Report

At Large - Jody Smith - No Report

Committee Reports

Scheduling - Benjamin - No Report

Registration - Ridout - As of October 18th, we have registered 10,935 swimmers and 126 clubs. I sent an electronic renewal announcement to each of our clubs on October 1st. To date, 48 clubs have responded with 2011 registrations. 49er, AAM, AHSM, BAY, BMSC, BRM, CARS, CRUZ, CSSR, CVM, DAM, DC, EEE, FGST, FOG, H2O, LAMV, LODI, LVTC, MAAC, MAM, MELO, MMSW, MPM, MVM, NCAL, OAK, OAM, PPP, RAMS, RINC, SAC, SCSC, SCUS, SMMM, SMST, SNM, SST, TCAM, TEME, TOC, TUTE, TVM, UCPA, USF, VACA, WAMS, WEST. I'll follow up this week with another message and renewal encouragement.

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Top Ten & Records - Ridout - I've received the results from the SCM meets and am beginning to create the 2010 SCM Top Ten

Meet Operations - Fasbender - **Meet Management Service Fee.** Currently, a host can charge \$5 for a pool meet if they are using the PacMasters Meet Management Services vendor. PacMasters pays the Meet Management Services vendor and the meet hosts are required to pay a meet service fee to PacMasters of \$4 per swimmer. This results in larger meets subsidizing smaller meets. We should not be penalizing our larger meets. However, we should be helping out new meets and smaller meets.

My suggestion is for any meet over 200 swimmers to pay our Meet Management Services vendor (currently FastLane Tek) directly. PacMasters would pay our Meet Management Services vendor for all meets with less than 200 swimmers and the host

would reimburse PacMasters \$4 per swimmer. We would be supporting smaller meets and new meets without penalizing our larger meets. **This was tabled and will be discussed at our November meeting.**

Championship Meet Relays. At championship meets, we currently have one half of the relays one year and the other half the next year. There are five different types of relays (freestyle for 200, 400, and 800 yards/meters; and medley for 200 and 400 yards/meters). Because we have women's, men's and mixed relays, there is a total of 15 relays. We run women's and men's relays for some relays and mixed relays for the other relays in odd years and switch them for even years so that there are eight relays one year and seven the next year. Relay teams that are at the younger end of an age group don't get a chance to swim some of the relays when they would be at their best. We can fix this without making the meet much longer by running all the relays at our championship meets, but only allowing swimmers to enter either the gender relay or the mixed relay. This will be discussed at our November meeting. A committee consisting of Barry, Chris, and Jim will be relay coordinators for SCY. Deadline set for November 2010,

Communications -

Newsletter - Berven - Next newsletter deadline is November 6 for the January/February issue.

Web Master - Moore - I am in the process of setting the permissions so the Barry Fasbender and Glenda Carroll will be able to post their meet sheets on to the web. A special email account has been added for Nancy for the returns for sending out registration information and handling the "bounces."

Ad Hoc Facilities - Alexander - I have booked the Lounge room at 1375 Civic in downtown Walnut Creek from 6-10pm for our annual meeting Nov 17th. A Mapquest or Yahoo map search will direct you there.

Ad Hoc New Identity Package - Carroll - A designer was selected. His name is Stephen Cascio. If you want to see some of his work, go to www.pureidentitydesign.com. He is now in the research stage, learning more about Pacific Masters. The fine points – contract, timeline, deliverables - are still in the development stage.

Legislation - Levinson - No Report

Open Water - Carroll - No Report,,

Coaches - Lepinski - SwimFest '11. Pac Masters has submitted a bid with USMS to host Swim Fest '11. Our proposal involves using the new home of the San Mateo Marlin Masters (Coach Scott Williams), the San Mateo Athletic Club, a new facility on the campus of the College of San Mateo, 1700 W. Hillsdale Boulevard, San Mateo, CA 94402. They have two pools, an 8-lane 50 meter Olympic Pool (configurable into two 25-yard courses) and a 6-lane 25 yard instructional pool. For the Open Water segment, we plan on Parkside Aquatic Park. Complete report is attached.

Officials - King - No Report

Fitness - Shoenberger - No Report

Marketing/Public Relations - Grohe - No Report

Equipment - TBD

Health & Safety - TBD

Old Business -

New Business

Team Announcements - Joe Wilson announced that his 6-member relay completed a swim across Monterey Bay in 10 hours 39 *-minutes. TOC will hold a freestyle clinic.

Adjournment

Respectfully submitted,

Joan Alexander
Secretary

OCTOBER MEETING REPORTS – 10/20/2010

Chairman – Michael Moore

Vice Chair Administration – Leianne Crittenden, no report

Vice Chair Operations – Jim Clemmons

Informal report re: Convention:

Positives:

- Since my first convention (Greensboro, 2005) I've noticed a definite streamlining and increase in efficiency in the performance of HOD meetings, scheduling of workshops and general overall organization of the convention .
- The IMSHOF function was finally up to standards commensurate with the award itself. I realize this was a stipulation of the generous donor. Hopefully this will continue to be supported long-term in this fashion.
- Championship Committee is a very well run committee with very little, if any, conflicts between members. We got a lot of things taken care of before convention via conference calls and email correspondence so we didn't feel a lot of pressure at Convention to have to make pressured decisions.
- I'm looking forward to working on the BOD. I hope I'm at least half as effective as my predecessor was during his tenure. J

Negatives:

- Morning workouts are in need of better coordination. I realize we're there for more pressing matters and certainly not going swimming to "get in shape" but it's nice to try out new pools, different coaching and enjoying camaraderie with our fellow conventioners.
- The Insurance presentation was disappointing, at best.

Secretary – Alexander

Minutes attached.

Treasurer – Kildine Harms, verbal and attached reports.

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Some of the September activities were:

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Please submit you 2010 expenses.

Budget is enclosed . **Please review prior to the meeting.** I have incorporated the comments and amounts received to date.

Some of the open issues are:

Barry - Fastlane Mgmt Fees - comments incorporated but dollar amount not changed.

John King - Officials Registration - pending USA registration increase.

Contractors - the budgeted amount is based on 2010 compensation. I do not know when the last time the contracts and compensation were reviewed and I would like to suggest a committee be assigned to study both.

Budget will need to be approved at our annual meeting.

At Large – Jody Smith, no report

Scheduling – Marcia Benjamin, no report

Registration – Nancy Ridout

As of October 18th, we have registered 10,935 swimmers and 126 clubs. Past records indicate the following data for this point in time: 10,773 swimmers and 128 clubs as of 10/21/09; 10,018 & 122 as of 10/21/08; 9,877 & 112 as of 10/10/07; 10,091 & 117 as of 10/18/06; 9,550 & 109 as of 10/15/05; 9,281 & 113 as of 9/24/04; 9,538 & 110 as of 9/20/03; 9,835 & 119 as of 9/25/02; 9,346 and 119 as of 9/17/01; 8,904 & 112 as of 9/22/00; 8,337 & 102 as of 9/3/99; 8,096 & 101 as of 9/18/98; 7,852 & 107 as of 9/12/97; 7,400 & 108 as of 9/20/96; 6,569 & 94 as of 9/8/95; 6,509 & 94 as of 9/16/94; 6,111 & 91 as of 9/15/93; 6,084 & 80 as of 9/11/92). You can see this is our largest registration of swimmers in our history for the second consecutive year – 39 years.

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