

Pacific Masters Swimming
Conference Call
April 20, 2011

Call to order and introductions: The meeting was called to order by Michael Moore at 6:30 p.m.

Introductions: Michael Moore, Nancy Ridout, Laura Collette, Glenda Carroll, John King, Barry Fasbender, Jon Morales, Cokie Lepinski, Lidia??, Kildine Harms, Peter Guadagni, Laura Val, Maggie Tevis, Rich Burns, Leianne Crittenden, Joan Alexander, Caroline Lambert, Jody Smith, Jim Clemmons, Bob Placek

Officers' Reports

(Complete reports are at the end of the minutes)

Approval of the minutes of 3/16/2011 - MSA

Treasurer Report - Kildine Harms - report is attached separately. MSA

Chairman - Michael Moore - I would like a motion that all the reports are to be considered part of the minutes of the meeting. MSA

Bill Grohe resigned as chairman of the marketing committee.

I have asked Rich Burns to assume the Marketing chair. Rich has been the Marketing chair of US Masters Swimming, he is very familiar with master swimming and I look forward to working with him for the rest of this year.

Marcia Benjamin sent me her resignation today as chair of the scheduling. Marcia has been the chair for many years and is very familiar with the many clubs that organize events. We will miss her. I have asked John Morales to be the new scheduling chair and he has accepted.

I have been told by one of the chairs that there might be a situation where we would have to confer a Board of Review. I have asked Barbara Byrnes, an attorney who swims with USF to be the chair of the Board of Review and she has accepted

In Nancy's report, she lists the people who has said they would like to be delegates; we have eight who are delegates by the committee that they sit on

Nancy Ridout

Joan Alexander

Peter Guadagni

Leianne Crittenden

Barry Fasbender

Leon Kief

Kildine Harms

Jim Clemmons

Plus 23 other delegates. I encourage all of you to become a Pacific Masters Delegate to the USMS Convention. This year is a legislation year and we will be voting for Officers of the Corporation.

This year we are starting the two division in the Open Water Points competition. I have spoken with one swim suit company about sponsoring one part of the Open Water points division and we are in negotiations. Rich will be working on that.

I have been speaking with Terry Davis of Tri-California about how we can work together. We have agreed to put a web button on each others' web page. He said he would give a ten dollar discount to every PacMasters and USMS member who registers -

This is one thing that will provide value to our members especially our triathlete members in that they get a discount for registering.

As Terry is a proprietorship and we are an organization, he can move much faster than we can. I would like to bring this to the Exec Committee to go through the details, but this is one thing we can do to bring value to our membership.

In the new business there is the One event registration. The Exec Board will discuss this at a meeting before the May meeting. As this can be very contentious - the chair is going to handle this a little different than normal.

I will ask for three people to speak on the pro side and for three on con side. When I have speakers. I will have the first pro side speak, then the first con side speak then the second pro side speak. And cycle through six speakers. At that point I will ask for another three pro and con speakers. We will go for 20 minutes.

Vice Chairman Administration - Leianne Crittenden - No Report, but the LMSC Development Committee is wondering if the LMSCs are really in compliance.

Vice Chairman Operations - Jim Clemmons - No Report

Secretary - Joan Alexander - Many thanks to Jody, Leianne, Kildine and Peter for doing the minutes while I was out. Thank you.

At-Large - Jody Smith - Coach of the Year is Marin Pirates.

Committee Reports

Registration - Nancy Ridout - As of 4/19/2011, we have registered 8,326 swimmers and 122 clubs.

Beyond Words will do the paper invoicing if we want to send them again this year. We have budgeted for this task. Currently there are 4,245 2010 members who haven't yet renewed. MSA to do the paper invoices.

The Swimmer of the Year, Service, and Coach of the Year awards were ordered and presented at the SC Championships. Anyone who would like to serve as a delegate to the USMS Convention, September 14-18 in Jacksonville, Florida, please email me at your earliest convenience. Expenses are covered by Pacific Masters and you are expected to attend the entire time, Wednesday evening through Sunday morning. So far Cokie, Rich, Kildine, Peter, Lisa Ward, and Jim Clemmons have indicated they would like to represent us at the convention. Full report attached.

Top Ten and Records - Ridout - Report attached.

Meet Operations - Barry Fasbender - **PacMasters SC Championships.** We had a very successful Short Course Championships this year. Congratulations to the Tri Valley Masters and Walnut Creek Masters for a well run meet. We had 714 swimmers this year down from 914 last year. Over the last 10 years we have had 700+ swimmers in most years and in the low 800's in 2005 and 2006.

LCM Season. We have three LCM meets this year. San Mateo Masters Founders Day Meet on Sunday, June 26, The PacMasters Championships in Santa Cruz on July 8-10, and the Davis Aquatic Masters Aggie Aquatic Adventure on Saturday, August 13.

Coaches - Cokie Lepinski - 2011 Pacific Masters Excel Weekend Clinic

Our Pacific Masters Swimming **Excel Weekend 2011** clinic is coming along very nicely. As of 4/16/11 we have 14 coaches and 9 swimmers. Coaches – we need your help spreading the news to your swimmers! We have some big-name sponsors: Finis, TYR, Swim Outlet, along with Sports Basement, TruWest, AquaVolo, Chammyz, Tropical Penguin, Q Swimwear, Illusions, Fit 2 Race (wetsuits), and Tracy Barbutes Photography. I've sent queries out to NorCal Swim Shop, Speedo, BlueSeventy and PowerBar.

Finis is sponsoring coaches polos; TYR is sponsoring swimmer's t-shirts and these two items save us a lot of money. We're offering sponsor opportunities to cover tote bags for the swimmers; notepads for the coaches; covering our box lunch costs, our morning coffee and snacks, and our Saturday evening social.

Sponsors have been offered to set up a booth on Saturday of the clinic and we've got 5 or 6 saying they will be there.

We have moved our open water session to the pool (Sunday morning) and now we have just one venue to work, making things much simpler and keeping our group together the entire weekend.

USMS has agreed to mention our clinic in their Streamlines and Streamlines for Coaches newsletter.

Michael has promised to send out notices to his contacts for the various LMSCs in the western states.

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USMS & the 2012 Fina World Masters Champs

USMS has extended the deadline to apply for the on deck coaching positions for the 2012 Fina World Masters Champs (Riccione, Italy, June 3-17). I sent out a Coaches Newsletter on 4-13-11 with the information on how to apply. Deadline is April 25th. Contact person for USMS is Heather Howland:

heatheraleethea@yahoo.com. See: <http://www.usms.org/coach/>.

Open Water - Glenda Carroll - 1. The first open water swim of the season at Parkside has been cancelled due to a sewage spill. It will not be rescheduled this season.

2. I have made an initial outreach to 6 people who are interested in developing an open water committee. I hope to have the first conference call in May.

3. As mentioned in earlier reports, we have purchased 4 soft top paddle boards, 8 rescue tubes and a new open water trailer. Designer Stephen Casico is working on the design for the trailer. It is based on photos from our open water swims.

4. FYI: USA Swimming Open Water Development Committee has developed some recommendations for open water swimming. They are attached. Much of what is in their potential plan we already have in place. However, there are a few things which could pose a problem for including USA swimmers at our open water swims in the future if these recommendations are approved.

One is a 10/20 rule -- which is a safety rule used in pools.

3. Each race must have an appropriate number of first responders dedicated to the race, who are able to react to a need for assistance within 10 seconds, and are able to reach the swimmer within an additional 20 seconds.

The other is a temperature recommendation.

1. If the water temperature is below 16 C (60.8 F), no race can be held. (Santa Cruz Pier swim was about 58-59F in 2010.)

Again, remember these are just recommendations. They have not been approved.

Scheduling - Marcia Benjamin - No Report

Communications - Newsletter, Joanne Berven - **Newsletter** – The May-June newsletter was sent to the publisher in early March and sent out the clubs and others after the Short Course Championships.

The July-August newsletter deadline is May 6th. It looks to be quite full.

I am leaving for 3 weeks starting May 29 so the newsletter must be sent to the publisher by May 27th.

Michael's deadline has to be May 23rd.

I will not be able to be on the conference call as we will be in Southern California with my brother and sister-in-law.

Web Master – The Myfi was used at the Pacific Masters Short Course Yards Championships to send the results to the Pacific Masters website just after the event was finished. This allowed our swimmers and other who are interested in our results. In working with Fastlane Tek we now have a system where at any meet they work, the results will be instantly posted. By looking at the logs we can see that that many swimmers took advantage of the results on line.

Four editions of the update were sent to swimmers during the past month, there are nearly 14,000 swimmers on the contact list. I have established an archive folder so that swimmers to go to old editions of The Update.

Officials - John King - No Report

Legislation/rules - TBD

Equipment - Peter Guadagni - **no report** - Two shipping cases for meet equipment are being ordered this week. One will have wheels to facilitate transportation and the other will fit on top of wheeled case.

Hospitality - May, Joan Alexander - July, John King, September, Glenda Carroll

Ad Hoc Facilities - Joan Alexander - The May meeting will be in the classroom at Heather Farm.

Marketing/Public Relations - Bill Grohe

Health and Safety - TBC

Old Business - Tabled till the May meeting.

- A. Pacific Masters Hall of Fame - Ridout
- B. Pacific Masters Web site upgrading - Moore

New Business -

- A. **Annual Meeting Proposal:** Guadagni - Tabled till the May meeting.
- B. **One Event Registration Petition** - Moore

To the Pacific Master's Executive Committee:

Attached is a revised Petition to Allow One Day Registrations at Open Water Events, pursuant to Michael's request. You will see that several additional Open Water Directors have joined in sponsoring the Petition. The Petition, and the names of those in support, speaks for itself.

I am very confused about the process. I was under the impression after the last board meeting, that the issue would be presented to the membership and voted on at the next meeting on May 18 – and that call-in voting would be permitted. However, we are now less than two weeks from the next board meeting (giving little time to inform those who may want to vote), and Michael has indicated that call in voting has not been arranged and that he “does not see it happening.” This is a real problem for those of us from out of the Walnut Creek area – it is just not practical that we drive 4-5 hours to appear on a weeknight in Walnut Creek to cast a vote. I am also informed that proxy voting, and mail in voting will not be allowed – again assuring that voices are not heard. I am truly hoping that the Executive Committee can figure out a method by which the votes of the membership can be heard. Please let me know how this will be addressed.

Lydia T. Percin

Race Director

HOT AUGUST CHILL

Petition for One Day USMS Registration

The open water event directors in Pacific Masters Swimming would like to offer a one day USMS registration for our swims in the amount of 50% of the annual membership fee of \$22. We know that at this time, Pacific Masters only offers an annual membership of \$44. All of us understand that “swimming for life” is the ultimate goal of Pacific Masters. We agree with that completely. However, we believe that allowing one day registrations will actually help to introduce Pacific Master’s swimming to more athletes thereby eventually increasing membership and enhancing the sport, will improve safety at our events, will increase attendance at our events, and has the potential to substantially increase Pacific Master Swimming revenues.

For many athletes unfamiliar with swimming, membership fees have proved to be exclusionary. Getting these potential members interested is impossible when they are not permitted to try out the events with a one day registration. We have heard many anecdotes of individuals new to swimming who have tried one open water event and enjoyed the event so much that they joined Pacific Master’s the next year exclusively to participate in open water events. The benefit to these individuals, who are now indeed “swimming for life,” is immeasurable. Additionally, when potential new members are asked to pay a membership fee for just one event at the end of the summer (as many of our open water events are), the membership fee is viewed by many as too high. We would like to introduce our events as well as our sport to potential new swimmers with a one day membership.

Also, very much disconcerting to us as event directors is the problem that many of us encounter – jumping or poaching. It is very difficult to eliminate non-members who participate in a swim without registering. When poachers jump our races, it is not just a matter of fees lost, it is a paramount issue of safety to the member swimmers (who know and for the most part abide by the rules and listen to the safety talks), it adds confusion (members not knowing where the finish is if they are accidentally following a poacher), and, of course the huge problem of liability. One of the main causes for poaching is that people want to avoid the fees - When the membership fees are added to the registration fees of the event, it becomes cost prohibitive to some causing people to poach.

We would all also like to see attendance at our swims improve. Each year we are asked by potential swimmers if they can swim just one event. It is difficult to say “no” and then explain why a one day USMS membership is not available, since other sports do allow a one-time entry. It is especially difficult to explain to our own volunteers (often times parents or coaches of age group swimmers), why they cannot even participate in an event at which they are volunteering. Most of us operate these swims as fund raisers for one cause or another. A lot of volunteer man hours go into each of these events, sometimes for very little profit after the expenses are considered. We feel that offering a onetime event registration will increase our attendance. This issue alone may cause some of us to seek, albeit reluctantly, alternative insurance coverage and/or sanctioning.

Lastly, we believe that one day registrations will increase the fees generated by Pacific Master’s. Pacific Master’s charges \$44 for an annual membership (and sends \$29 to USMS). Net LMSC fee to Pacific Master’s per membership is \$15. The one day registration fee would be \$22. Of the \$22 one day registration charge, Pacific Master’s would need to give \$12 to USMS. Net to Pacific Master’s is \$10 per one day registration. This \$10 seems an adequate contribution towards Pacific Master’s expenses for one person attending only one event. The **difference** in fees received by Pacific Master’s for one day versus annual memberships is only \$5 per swimmer. A suggestion was made that allowing one-day registrations will decrease the revenues of Pacific Master’s. As discussed below, that does not seem to be the history of other LCMS who have allowed one day registrations. Even if we assume that 200 swimmers would obtain one day memberships **instead of annual memberships**, since the difference is only \$5 per swimmer, Pacific Master’s only risks loss of \$1000 in revenue. However, we believe that rather than detracting from the existing membership, there are many new swimmers who would pay the one day registration fee and swim just one event (but have historically been unwilling to pay the annual membership fee) – these are not part of the 200 swimmers who have actually paid it in the past. We believe that Pacific Master’s would actually generate revenue from swimmers who would purchase one day memberships, who have never and would never purchase annual memberships. Take, Pacific Northwest which reports that in **one OW event only** they had 75-100 one day registrations. In two others about 20% of their registrations were one day registrations. (Another appx. 40 registrations). They had additional one day registrations in one day swim clinics (not at issue here). These one day registrations are in addition to their 1500 annual members. That is 105-140 one day

registrations last year – for a population base that produces 1500 annual membership master’s swimmers (that’s additional one days members of 7-9% above the numbers of annual swimmers). We have a population base that has produced around 10,000 annual membership master’s swimmers. I view this as an opportunity for Pacific Master’s to acquire an additional 7-9% (700-900) one day registrations (with time, as word of the one day registrations gets out to our consumers) or \$7000 to \$9000 (based on \$10 net per one day registration). The one day registrations could grow even greater given that we live in California and have around 18(?) OW events; the 7-9% was generated in Washington State with only 3 OW events. As further proof of this potential, the Richmond Plunge had 39% non-members participate last year in it’s inaugural swim. If each of us event directors could generate an additional 39% in participants that pay for one-day memberships, the additional revenue to Pacific Master’s Swimming could be substantial.

Since the potential for increased revenues seems quite tangible, the question really becomes more philosophical. This issue is a perfect opportunity for Pacific Master’s Swimming to define whether it’s goal is to “support our clubs and coaches,” rather than to support events and the sport of swimming in general . By this vote, the membership can decide to be inclusive by allowing non-members to participate for one day with a one day registration fee going to Pacific Master’s Swimming. Or the membership can decide to remain an exclusive organization with events for its members only. If the membership indicates by full vote, that it does not want to allow one day registrations, then the event directors can act accordingly. If the event directors find that their communities and volunteer base want an open policy toward non-members (including many of the volunteers themselves), they will, unfortunately, have to seek out other alternatives...

We believe the fair thing to do is have an open discussion, and allow a full vote of the membership teams (not just those who can make it to Walnut Creek to vote in person, mid-week on any particular day). If Proxies are not allowed, then there should be a written ballot on the matter, or the ability for teams to call in. But it is important that not just a select few make this decision that affects all 10,000 swimmers in the membership...

Please consider trying this for two years.

Sponsored by:
Glenda Carroll
Pacific Master’s Open Water Chair

Bill McCracken (TYM)
Director, Del Valle .75/1.5 Miles

Rick Gould
Director, Santa Cruz Roughwater Swim

Laura Hanson (Sierra Nevada Masters)
Director, Donner Lake 2.7 Miles

Norm Hantzsche (Richmond Plunge Masters)
Director, Richmond Plunge

Robert Placak
Director, RCP Tiburon Mile

Kathleen Morris (DAM)
Director, Lake Berryessa Open Water Swim

David Robinson (Redwood Coast Aquatics)
Lake Sonoma & Lake Mendocino Open Water Swims

Lydia Percin (TTST)
Director, Donner Lake Hot August Chill

A discussion on the One Event Registration followed the reading of the Petition and e-mail. History of the request and how it would affect Pac Masters:

1. E-mail other sports organizations regarding events. \$\$ to Pacific???? Include all membership swimmers.
 2. USMS 1 event registration (18 years of age) can draw more people but they do not join later. Pacific is not an event driven organization, it is primarily focused on clubs, coaches, and clinics. Rules must be followed.
 3. Revenue increase (prorate fees) long term to introduce sport.
 4. Last year, USMS %27, Pacific \$0. Triathlons are aggressive, Pacific events easier and friendly.
 5. Did not gain members - nor lose them. 1 event registration requests - Safety paramount . Additional income for host, trial for 1 or 2 years.
 6. Pacific \$\$ stats - 20/8 and 22/10. Starting the 2011 season, Tahoe already closed, so maybe too late. Timing right for the 2012 season?/ We need a plan, difference in LMSCs, everyone a member.
- A straw vote was taken and there were 3 yes votes and 4 no votes.

Team Announcements - Beth Musser has passed.

Adjournment

Respectfully Submitted,

Joan Alexander
Secretary
Pacific Masters Swimming

**PLEASE NOTE
NEXT MEETING WILL BE
MAY 18, 2011 AT THE
HEATHER FARM CLASSROOM
6:30-9:00 P.M.**

APRIL MEETING REPORTS – 04/20/2011

Officer and Committee Reports - 04/20/2011

Chairman – Michael Moore, in response to OW petition (see attachment)

Hi:

I am in receipt of your petition for one event registration and I have put it on the agenda for tomorrow. As someone who has run a couple of large events, I greatly appreciate the time and attention to detail that you put in to running our open water swims. For those that attended the Open Water Safety Conference, Pacific was held up as a paragon of what to do in Open Water Swimming.

But let me give you some background. Part of the swimmers registration goes to Pacific Masters, we get \$15 per swimmer per year. This helps us run our open water events as well as the Pacific Masters Swimming office.

It is difficult to figure out how many people are swimmers who would take use of the one event registration. As an analog, what I did was to look at how many swimmers only swim one open water event per year and are not on a swim team's roster - they swim unattached. While I do not have The Trans Tahoe Relay, over the past two years just a little over 200 swimmers swam unattached and only swam one open water event. That would be about \$3,000 in lost revenue. I think that the Trans Tahoe race would add another 50 to 100 unattached swimmers.

I should also add that Pacific as a regional subdivision of United States Masters Swimming is judged on the number of members that we have and while we are five standard deviations above the mean, we are competing with ourselves to improve service to our clubs, service to our members and service to those who run our events. I believe that Masters Swimming is one of the best if not the best fitness program that is out there.

In reading your petition there are a couple of things to me that are troubling. The first is about poachers - For those who attended the safety conference, you know that USMS and Pacific are very much concerned about safety. To hear that there are events that do not control their starts is very, very troubling. At the start of the race, every swimmer should have a swim cap that matches everyone who is swimming in that heat. If a swimmer does not have the correct color cap, then that swimmer should be asked to leave the venue.

As a businessman I can understand your desire to increase attendance and the sentence. "The latter issue alone may cause some of us to seek, albeit reluctantly, alternative insurance coverage and/or sanctioning." while troubling is understandable. In your decision making matrix, do not include that Pacific just supplies insurance, we spend \$5,000 to \$10,000 a year on open water swimming equipment. Those buoys that you use are not inexpensive and have to be replaced regularly. We send out notices about your event to 15,000 swimmers on our email list and almost 10,000 swimmers in the newsletter - that is advertising that is directed to your prime audience; and we have the open water points competition where swimmers will compete at a meet just to get a few more open water points. Also we do not charge you any registration or sanctioning fee, something that other organizations would charge you.

If you are seriously thinking of pulling out, I would urge you to do the math of how many more swimmers you would get (delta swimmers) versus how much more you would spend for advertising, and equipment. I think that Pacific is the best deal that you can come up with.

Having said all of that, I believe my job is to grow the organization. If you have a business plan on how the one event registration will grow the organization. I am open to it. Let me know what the plan is, the matrices of how this is to be judged, and how do we know if it is successful.

Tomorrow night's meeting will be just for discussion. Any voting on this topic would be at the May meeting.

If you have any questions, please do not hesitate to contact me chairman@pacificmasters.org or on my phone 415 846 6431.

kind regards

-michael

Michael W. Moore, chairman
Pacific Masters Swimming

Vice Chair Administration – Leianne Crittenden

Vice Chair Operations – Jim Clemmons

Secretary – Joan Alexander

Many thanks to Jody, Leianne, Kildine and Peter for doing the minutes while I was out. Thank you.
Zone Chair Report - The survey has been completed. The latest and final convention schedule is out.

At-Large – Jody Smith

Treasurer – Kildine Harms

Report attached separately.

Registration – Nancy Ridout

As of 4/19/2011, we have registered 8,326 swimmers and 122 clubs. Past history at this point shows: 8,151 swimmers and 119 clubs as of 4/21/10; 7,639 swimmers & 119 clubs as of 4/15/09; 6,643 & 116 as of 3/31/08; 6,627 as of 4/4/07; 6492 & 108 as of 4/15/06; 6068 & 99 as of 4/13/05; 6420 & 99 as of 4/10/04; 6990 & 106 as of 4/7/03; 7620 & 108 as of 4/21/02; 7129 & 113 as of 4/19/01; 6801 & 108 as of 4/14/00; 6780 @ 98 as of 4/28/99; 6263 & 98 as of 4/16/98; 5904 & 97 as of 4/18/97; 5853 & 100 as of 4/24/96; 5194 & 83 as of 4/20/95; 5112 & 85 as of 4/22/94; 4645 & 84 as of 4/16/93; 4545 & 75 as of 4/22/92. Beyond Words will do the paper invoicing if we want to send them again this year. We have budgeted for this task. Currently there are 4,245 2010 members who haven't yet renewed.

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I am leaving for 3 weeks starting May 29 so the newsletter must be sent to the publisher by May 27th. Michael's deadline has to be May 23rd.

I will not be able to be on the conference call as we will be in Southern California with my brother and sister-in-law.

Web Master – The Myfi was used at the Pacific Masters Short Course Yards Championships to send the results to the Pacific Masters website just after the event was finished. This allowed our swimmers and other who are interested in our results. In working with Fastlane Tek we now have a system where at any meet they work, the results will be instantly posted. By looking at the logs we can see that many swimmers took advantage of the results on line.

Four editions of the update were sent to swimmers during the past month, there are nearly 14,000 swimmers on the contact list. I have established an archive folder so that swimmers to go to old editions of The Update.

Officials – John King, no report

Ad Hoc New Identity – Glenda Carroll

Logo caps, pens, and bumper stickers were given out at the SC Championships. Remaining items are being stored at the Pacific Masters Office.

Legislation/Rules – TBD

Equipment – Peter Guadagni, no report

Two shipping cases for meet equipment are being ordered this week. One will have wheels to facilitate transportation and the other will fit on top of wheeled case.

Ad Hoc Facilities – Joan Alexander

May meeting will be in the classroom at Heather Farm.

Fitness – Linda Shoenberger, no report

Marketing/Publications – Bill Grohe, no report

Health & Safety – TBD, no report

Pacific Masters Hall of Fame – Nancy Ridout, report tabled to May meeting

Old Business – Tabled to May meeting

A. Annual Meeting Proposal:

Time: Saturday or Sunday in November or early December. Location: Hotel or facility with large meeting area.

Proposed agenda:

1. Pacific Masters Annual Business

- Chairman's Message
- Financial report
- Election of new officers

2. Presentation of Pacific Masters Awards

3. Inspirational, motivational or educational speaker on health, fitness or other topic of general interest to the typical Pacific Masters member (competitor and non-competitor)

New Business