

2018 USMS Convention Special Edition Newsletter

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Message from the Chair—Mary Schneider

In September, 4 delegates from the Wisconsin LMSC, along with 2 delegates representing USMS as Committee Chairs, attended the USMS Convention in Jacksonville, FL. The Wisconsin delegates were Mary Schneider, Melodee Nugent, Mary Jo Driscoll, and Jerry Lourigan. The USMS Committee Chairs were Elyce Dilworth, and Jeanne Seidler. The following pages report some of the information we received at the convention.

House of Delegates - Mary Schneider

The House of Delegates initial meeting began with membership statistics from 2017. The largest cohort is in the 45-49 year old age group, with the average age being 50. That means the membership tends towards the older age groups. USMS is looking for ways to attract younger swimmers, and is looking for different ways to communicate with them. It was also noted that USMS had revenue of \$500,000 from partnership sponsorships. A sign of generosity from delegates raised \$12,000 in contributions for the Swimming Saves Lives Foundation.

The budget was discussed in the second House of Delegates meeting, prior to the last session, which approved the budget. It was noted that even though membership is down, assets were very strong. This is due to careful management of the reserves. The national office has also started a program to help start swim groups and programs in areas not currently served, in an effort to increase membership. The OEVT (One Event) fees were proposed to increase from \$15 to \$25, to keep the proportion of one event fees to regular membership fees in line with each other. Total membership fees account for approximately 70% of the revenues. It was also announced the 2020 USMS SCY national meet will be held in San Antonio, TX for the 50th anniversary of USMS. The first national meet was held there with 465 swimmers. The competition venue has 20 lanes for competition, with 38 warmup lanes.

Voting was held for At-Large Board of Directors positions, with one representative from each Zone. The Great Lakes Zone representative will continue to be CJ Rushman. Voting was preceded by a "meet the candidates" forum.

The last session of the House of Delegates announced that the LMSCs will be reviewed from mid-Feb to mid-March for compliance with USMS standards set for each LMSC. There will be a leadership summit for LMSC chairs in 2019. After those announcements there was voting on the rule changes. Most of the rule changes were for changes in wording to add clarification to the rule. After that, the budget was presented. There was a point of contention with the proposed OEVT fee of \$25. There was a motion to reduce the fee to \$20, which did eventually pass after discussion. The budget was amended with the new fee, and then adopted.

Great Lakes Zone Meeting - Mary Schneider

The Zone meetings are comprised of all delegates from the specified Zone. The Great Lakes Zone includes IL, IN, Lake Erie, MI, and WI. It was announced that coaching and ALTS (Adult Learn To Swim) clinics were scheduled for Oct 13-14, 2018 in Indianapolis. The 2020 Open Water Championship will be held in Lake Erie. The Michigan LMSC has created an "Injury kit" to be used at meets. There is a desire to update the Zone website, and also create a Face Book page for the Great Lakes Zone. The current url is GreatLakesZone.org. Membership numbers from each LMSC in the Zone were reported.

Officials Committee - Mary Schneider

Currently there are 130 officials credentialed for USMS, and of those, 26 are also USA certified. There will be a workshop on Saturday of convention discussing how to grow officials from within USMS. It was noted that 57 of the 130 officials are starters. Beginning Jan 1, 2019, there will be certification of USMS referee positions. To be certified as a Stroke and Turn official, online videos on the USA Swimming website are used, along with a written test. For Referee certification, there are no videos, but there is a reference guide to review prior to deck work. In addition, there are 3 tests to take: 1. USA Referee test, 2. Timing test, and 3. USA supplemental test which includes USMS rules. Deck work as a USA Referee qualifies for a USMS referee. There is a need for the LMSC Officials Chair to mentor new officials, to grow officials from within the organization. Officials are certified for 2 years. There is a web page for Officials. USMS would like to see a number of officials go to Worlds next year. There was also a request for officials for USMS National Championships, Senior Olympic Nationals in June in Albuquerque, and for the College Club Swimming Championship. One idea the Inland LMSC used was to do a clinic for new officials, then do a sprint meet so the new officials could try out their skills. This was followed by a social event.

Recognition and Awards Committee - Mary Schneider

The Committee Chair's report stated the committee would like to offer an award for Outstanding Official. After that, the committee's budget was reviewed. The Service awards all had multiple nominations. The categories are Captain Ransom J Arthur MD Award, Dorothy Donnelly Service Award, June Krauser Award, Club of the Year Award. Projects taken on in 2018 included:

1. Recognition at the local level - have an on-line recognition store, could post recognition of volunteers on public social media, could recognize timers at meet.
2. International Hall of Fame - nominated several swimmers who were inductees in 2018.
3. USMS website Awards pages - need help to identify people who received awards in the 1980s for a descriptive write up.
4. Held peer-to-peer Teleconference - minutes are on the website

Championship Committee (2 sessions) - Mary Schneider

The SCY Championships held in Indianapolis had revenues between \$73,000 and \$75,000. The next SCY Championship meet will be held in Mesa, AZ, April 25-28, 2019. The hotels are all contracted and range from 1.5 to 17 miles from the pool, and have price ranges of \$89 to \$189 per night. The hotels are listed on the website, and list of attractions, dining, and other points of interest will be posted later. There is a light rail system which goes into Mesa, and Allegiant Airlines also flies into Mesa. As for the venue, there are shaded bleachers, and 10 X 10 tents can be rented. Swimmers will be able to compete in both the 1,000 and 1,650 Freestyles, but must have the national qualifying time for the 1,650. The committee is still considering switching the 200 Back and 200 IM in the order of events. The LCM Championship meet will be Aug 7-11 in Mission Viejo, CA, hosted by the Missions Viejo Masters. Their website includes pictures of the pool. There will be warmups and cool downs in a separate diving well. The pool has a chiller system to control the water temperature. Parking will be offsite with a shuttle to the pool. There will be a 5 day format with possibly one day dedicated to just relays. There will be optional canopy rentals, and a social with music on Friday night. In 2020, Swim RVA in Richmond, Virginia will host the LCM meet. The pool is a past Olympic Trials pool. NQTs were discussed, and it was stated there was no way to enforce NQTs. It was debated whether there should still be NQTs for the 80-84 age group, and the decision was to still have them. NQTs do not exist for 85 and older.

There was discussion about deck seeding 200s, and it was decided that it doesn't really save time. There is a desire for a confirmation page to be presented to the swimmer when they check in. Several swimmers thought they had checked in in Indy, but the system didn't show it. Once someone checks in, they wouldn't be able to undeclare or scratch. On-line entry of relays worked very well, and will continue.

The Captain Ransom Arthur award will be taken out of SCY Nationals, but there will be a video recognition of past award winners. The current award will be done for the current winner, somewhere near the winner's home. This seems to be more meaningful for the winner and family.

There is a desire to trimming the meet program, since many of them end up in the garbage. That must be balanced with promoting the meet sponsors, including USMS sponsors.

For relays at nationals, all lead-off swims are considered for Top 10 times, so it is important to be sure the lead swimmer is correct.

Several other issues were discussed, such as whether EMTs should be required at the Wednesday warmup sessions, and whether the 30 min Sunday warmup should be eliminated. There was no decision on the Sunday warmup. There was also a discussion on NQTs. There is potential to eliminate NQTs from all 50s and 100s, but require them for 400's and above, and possibly the 200s.

Top 10 Recorder Workshop – Mary Schneider

For a Sanctioned meet:

- Must confirm the pool measurements or the pool must be on the USMS list of outer measured pools.
- For a pool with a bulkhead, outer lanes, and a center lane must be measured before and after each meet session.
- The online sanction system at USMS must be used, and once information is submitted, it cannot be changed.
- If there is any pool reconstruction, the pool measurements must be recertified.
- The USA Swimming list of certified pools cannot be used for USMS.

For a Top 10 time:

- Pool length must be certified
- Minimum timing used must be 2 watches, but electronic timing is preferred.
- Meet host must submit the meet results to the LMSC Top 10 Recorder, who then sends the results to USMS.

For National Records:

Pool length must be certified.

Timing must be electronic, or semi-automatic. Watch times as primary timing are not acceptable.

Application for a national record must be signed by the meet referee, and sent to the USMS Administrator with a printout from the timing system, a heat sheet with the heat and lane displaying the swimmer, proof of age from the swimmer, and pool bulkhead confirmation.

Records are published as soon as they are ratified by USMS.

World records are allowed at USMS sanctioned meets.

FINA World Records must have electronic timing, either full or semi-automatic. Petition for a world record must be done within 60 days of the event. Records are published once a month.

At USMS Nationals, all national records are taken care of.

World Records can only be achieved at a Masters meet.

For other types of meets, records can still be set, and Top 10 times achieved if the meet is in the USMS sanction system, the meet was run with USMS rules, a USMS observer was present, pools must be measured for bulkheads to be on the certified list of pools for USMS.

At a FINA Member sanctioned meet, for Top 10 or National Record swim, you must represent your USMS club, pool length must be certified at least by FINA, swimmer must bring back all required documentation and submit it to USMS.

Sports Medicine Presentation - Dr. Tanaka

Dr. Tanaka did a presentation on Aging and Frailty, by looking at Masters Athletes compared to the general population. He stated that the physical characteristics aren't different for Masters Athletes versus the general population, but athletic performance holds to a more advanced age. Currently, the gap in the fastest times don't appear until older ages. Twenty-five years ago, the gap in times started after age 40, and there was a real slow-down at age 70. Now, fast times extend until older ages. One thing swimmers can do to improve as we age, is to increase training. One other way swim helps as we age is a reduction in blood pressure. As we age, the walls of the blood vessels get stiffer. Swimming seems to help keep them a bit more pliable, that you don't see in people who walk for exercise. The conclusion of the presentation stated that if we enjoy exercise, we tend to do it more often, so swim for enjoyment.

Sports Medicine and Science Committee - Melodee Nugent

Discussed the Sports Medicine Booth at Nationals in Indiana. At the booth, there was stretching techniques/strength training, equipment available on deck, and a video created by Carlos Rodrigues created a short video about animal locomotion (not yet on website). Suggestions for studies for our committee were provided, but many of the topics included information that we could not provide with what we have available to us. Also discuss injury prevention and suggestions for yoga.

Fitness Education Committee - Melodee Nugent

Discussed **SmartyPants** Fitness event that was a success with 1,273 entries. Suggestions were provided to make this event better: link to a charity, maybe collect data to show improvement, extend time frame of event and create an app. Also discussed the Fall Fitness Challenge (1-mile) and Summer-Fitness Challenge (2K). These are great events for swimmers that don't want to compete in events, more emphasis on the fitness swimmers.

Open Water Committee - Melodee Nugent

Audience was asked to discuss what they have been doing in their LMSC at the local level regarding open water events. The goal was to discuss the biggest issues facing the development and promotion of open water events. Limitations include: not all sanctioned by USMS, low participation, issues finding volunteers, cost too much, costs are for charity, impact of weather on events, scheduling conflicts and water quality.

Presentation by Hirofumi Tanaka - Key Research Findings for Master Swimmers by Hirofumi Tanaka. - Melodee Nugent

This was an entertaining talk by Dr. Tanaka. The talk made comparisons with US presidents that were swimmers. He also made comparisons of master age athletes to other sports.

Digital Transformation - Jerry Lourigan

USMS is operating on a deficit budget for the coming year. Part of the deficit budget is being created by upgrading of USMS software. The Dawson Hughes CEO report describes the USMS 3.0 digital transformation taking place at the National Office which will allow better administrative and membership service. In the long term, there may be apps created to add in membership service and to track swimming progress. CEO link:

https://www.usms.org/-/media/usms/pdfs/2018%20convention/ceo_report.pdf?la=en&hash=0501FC95643A1096E9AD8D6BD5640F702EBC55B5

Club Swimming - Jerry Lourigan

If you have a swimmer continuing education after High School and they are not swimming at the college level or don't have the opportunity to swim because their school does not have a program, USMS has created College Club Program. If your school does not have a program, the swimmer may participate with another program or create a program at their school. This program is run out of the national office. For more information, click this link: <https://www.collegeclubswimming.com/>.

Coaches Committee - Jerry Lourigan

Coaches Committee is looking into a mentoring program to help support and grow coaches for USMS Master swimming. The discussion centered around awards for coaches and encouraging nominations.

High Performance Camp from August, coaches attended ranged in age from 35 - 73. Full days/multitude of different subjects covered. Working together with great coaches and Dr. G. From those coaches, great feedback received and well worth every bit of the money. Each year they are looking for coaches to help them at camp (mentoring). Some discussion about providing 2 a year, east coast vs west coast.

National Coaching Clinic, Multiple speakers discussions of Open Water, Swimming science, how to train someone from 100m to the mile, dry land presentation without having weight room, stroke tweaking and then in the water, which includes Open Water work.

Coaching Survey results, 280 coaches responded and concerns were vast but a few big ones were a) Clinics - stroke work, dealing with aging swimmers, b) when and how best to use gear, c) LMSCs to help with "get together" for coaches d) LMSC to help with scholarships to attend clinics for coaches.

Audit Committee - Elyce Dilworth

The Audit Committee reviewed the audit engagement letter and fee quotes for the next three years. The Committee discussed the format of the 2018 financial statements, including the treatment and classification of fund raising expenses and the revision of certain notes to the financials. The Committee also discussed the process for reviewing responses to the conflict of interest forms and the roll out of standardized financial statement templates to the LMSCs.

Finance Committee - Elyce Dilworth

The Finance Committee completed its review of the 2019 proposed budget and held two Q&A sessions where delegates could ask questions regarding specific budget line items. The final budget was submitted to the Board of Directors and House of Delegates for approval. The Committee formed two sub-committees to work on updates to USMS financial operating guidelines (an almost yearly task) and development of additional program performance metrics. The Committee also discussed the process for updating the 5-year financial plan and proposed changes to the budgeting process.

Committee Business Meetings - Mary Jo Driscoll

I attended the regular business meeting so both the Open Water and Long Distance Committees of USMS. Both were an opportunity to see how business is conducted at the National Level and meet other Open Water/Long Distance Chairs from LMSC's around the country. In the Open Water Committee meeting a discussion was held amongst various representatives of LMSC's through the country concerning their open water events and what may be holding people back or preventing the growth of USMS Open water events. I was pleased to announce that Wisconsin held 2 USMS sanctioned Open Water events this season, and several non sanctioned events. As far as factors holding back USMS Open Water events many LMSC's cited costs, the USMS sanctioning process, insurance and a variety of other factors (weather and short season being mentioned by several LMSC's). In the Long Distance Committee meetings several rule changes were proposed and discussed. These were all approved by the HOD at the Convention. These rules will be added to the USMS rule book for next year. Additionally, the locations of the 2020 National Championship events were announced and will be finalized once contracts are signed. The events include:

- One Hour ePostal – Tamalpais Masters
- 5/10k ePostal – Southern Oregon Masters
- 3/6k ePostal – Palm Beach Masters
- Long Distance (5k) – Del Valle
- Sprint Distance (1 mile) – Semana Nautica Ocean Swims
- Middle Distance (2 mile) – Brogan OW Classic
- Ultra Marathon (10 mile) – Kingdom Swim
- 2 Mile Cable – Betsy/Terry Memorial Swims
- Marathon (10k) – Lake George OWS

New Delegate Luncheon - Mary Jo Driscoll

The annual meeting provided a great opportunity for first time delegates to meet and socialize together along with seasoned USMS volunteers and staff. I took advantage of this opportunity by attending the new delegate luncheon on the first day of the convention. Surrounded at a table by new delegates such as myself and “veteran” convention attendees, I was able to get to know other LMSC volunteers from around the country, exchange ideas, and get a better understanding of US Masters Swimming as an organization and what to expect at the convention. The “veterans” were well informed and welcoming and the time spent at the luncheon was well worth it.

Digital Transformation - Mary Jo Driscoll

As you may have noticed the USMS website has been totally redesigned. This is part of a three phase IT modernization project undertaken by USMS. This digital transformation is taking place in three phases:

- Phase 1, which was completed in April, focused on the Public Web or New members. The new web platform provides USMS with significantly modernized website capabilities including mobile responsiveness, the ability to customize content based on individual preferences and location, and data analytics tools.
- Phase 2 is in progress now and the first changes will be released in the coming months. This phase focuses on Membership tools. Some enhancements include Club 2.0 a significant upgrade that will be part of Club registration this year, a new email marketing system, a modern online community that will replace the outdated and not secure discussion forums, a standardized LMSC website template, digital membership cards for Apple and Android devices, and greater integration with technology partners to simplify even registration and improve fitness logging.
- Phase 3 will be the final phase of the project and will focus on back office tools. The team will evaluate options to modernize membership, event sanctioning, and event results databases in the form of a Customer Relationship Management (CRM) system. A CRM will give USMS the ability to learn from and be significantly more responsive to current and potential members.

Swimming Saves Lives Foundation - Mary Jo Driscoll

The Swimming Saves Lives (SSL) Foundation is the charitable arm of US Masters Swimming. The purpose of the USMS Swimming Saves Lives Foundation is to raise public awareness about the problem of adult drowning and to serve as a financial and educational resource for programs that provide adult learn-to-swim lessons. This workshop provided participants with an overview of SSL, the grant process, and also allowed participants to discuss and exchange ideas for fundraisers to support SSL. Since 2012, SSLF has awarded \$430,000 in grants to programs that are providing adult learn-to-swim opportunities. SSLF is to supporting 54 adult learn-to-swim programs in 2018. Local LMSC’s can apply for grants from SSLF in May-July each year with awards announced in October. Local LMSC’s and workout groups can also participate in national and local fundraisers for SSLF. National fundraisers include the three USMS fitness events that were initiated last year and will continue in 2019. Some ideas for local fundraisers were discussed and include: add ons to meets, donation jar at a meet or other LMSC event, swim-a-thons, and online platforms such as Flip Cause. The possibilities are endless and really open to the imagination of the LMSC. The national SSL office will assist with efforts if necessary.

Star System for Volunteers and Understanding and Engaging Volunteers - Mary Jo Driscoll

Both of these sessions stressed the importance of volunteers to the success of USMS at all levels. At the National level a new system for recognizing and cultivating volunteers is being established. The “Star System for Volunteers” will provide volunteer recognition through designation on the USMS website. Volunteers will earn a “Star” for each year of service in a volunteer position. Because of the importance of cultivating new volunteers a 5th star will be awarded for those individuals who mentor a new volunteer and then turn over their position at the end of two years. While there is no requirement to earn a 5th star it is important that we recognize the need to continue to bring new volunteers into the organization at the LMSC level.

The session on Understanding and Engaging Volunteers provided a forum for discussing the impact of volunteers at each level of USMS : Club, LMSC and National. As part of a group exercise, participants worked in small groups to brainstorm and discuss the volunteer impacts. At each level communication, participation and education were listed as important contributions of volunteers.