

U. S. Masters Swimming United States Aquatic Sports Annual Convention Dallas, Texas September 13-17, 2017

All of the meetings minutes and workshop presentations can be found on USMS.org
<http://www.usms.org/admin/conv/2017/>

Richard Garza

Wednesday, September 13th

My convention experience started almost a year ago in with planning and preparations. First was finding a pool for our visiting delegates to workout in during the mornings. Coordinating food for our morning workouts, and also finding volunteers to help with occupying and helping out in the hospitality suite. Responsibilities of the hosting LMSC.

Wednesday was spent purchasing and transporting all of the food that was going to be provided in the hospitality suite. Myself, Carlos Rodriguez, Rick Norton, and Kris Barnt all helped and we purchased about \$800 worth of food from Costco, and in three different cars, transported everything into the suite. It took about 6 hours, but we got it done!

While the goal of the hospitality suite is to serve as a place to network and socialize; over the years, it's slowly turned into the "free food" room. The conversation I had with the USMS national office was to make sure that the room provided snacks, not complete meals with table service. Some complaints were expected as we did what we were supposed to do, provide snacks, while the expectation was to provide breakfast, lunch, and dinner.

The North Texas LMSC provided the volunteers and labor to keep the hospitality suite going, but USMS footed the bill for the room and for all of the food.

Thursday, September 14th

5:30am 6:30am Swim Practice LISD West Aquatics Center

The LISD Westside Aquatics Center graciously donated pool time and space to the USMS convention so that we could have a place to swim. Breakfast was catered through Taco Cabana, Einstein Bagels and Coffee, and various items from Costco. Providing breakfast tacos was a hit! Thank you Dallas Aquatics Masters for the idea! Thank you to Cindy and Elaine for being the "on site" volunteers in preparing for the visiting delegates, and in picking up and setting up the food during the morning workouts.

8:30am-9:30am House of Delegates #1

First meeting was business as usual, getting everything started, normal announcements like what the Wifi password is, where the hospitality suite is, and making sure that everyone has checked in.

9:45am-10:45am

Investment #2

The investment committee meeting had a total of 4 people in the audience. They basically just talked about three items. What investments their managers are making, how well they did, and what precautions can they put into place should another recession hit?

Real estate? And retail? Are these good investments?

They looked at their investments from the last year, they grew over 9%, making about \$200,000.

The index they have, the managers kicked out retail. Apparently, it's not going too well for the retail market. Probably as a result on online shopping.

They are discussing market emergencies. And what preparations they are going to have in place when the next market crash occurs.

The next bubble is the retail bubble.

11:00am-12:00pm

Legislation #1

As the Vice-Chair of legislation, I took the meeting minutes and contributed to the discussion of the various proposals. Which can be found here.

<http://www.usms.org/admin/minutes/leg-2017-9-14-1.pdf>

12:00pm-1:30pm

Lunch with New Delegates Parrino's Restaurant

My lunch was spent typing up the meeting minutes from Legislation, as I have a very old Laptop that wouldn't turn on during the Legislation meeting.

1:30pm-2:30pm

Registration

They talked about the role the Registrar now plays in an LMSC, and if they need to either dissolve the Registration committee, or take a close look at their job description in an LMSC and defining it based on their actions, not their intentions.

It's a very different job now. Long ago, they were responsible for registering everyone in their system, and taking care of their LMSC membership. With the move to automation and self registering systems online, they no longer serve as the "Registrar". Today, they are

membership services and technical support. They get calls and emails from brand new members looking for a place to swim, or to help resolve issues regarding their USMS membership. The role that the registrar fulfills is absolutely needed, with their intimate knowledge of the area, the clubs, coaches, pools, and sometimes their knowledge in fixing technical issues. They know they are needed, but they are not Registrars anymore.

They might put in a legislative proposal to dissolve the Registration committee next year, but need the blessings of the executive committee.

They have explored combining registrations with USAT. The Triathlon governing body.

One event registration: Is there a way to track that one time person and get them to sign up through promotional materials. Or track their one event registrations until it adds up to a membership? Not yet.

2:45pm-5:15pm

House of Delegates #2 Reunion G/H

I was running for the Vice-President of Administration position. Given that 80% of my job is administrative, I felt I was qualified for the job, and also thought it would be pretty cool to have experience on a Board of Directors before turning 30. Most of the meeting was spent at the front of the room taking questions from the audience about my values, positions, thoughts, and qualifications. The Q&A with the nominees took almost 2 hours, and was not very fun. In the end, they picked someone else.

5:30pm-7:00pm

South Central Zone Meeting

Meeting minutes can be found here

<http://www.usms.org/admin/minutes/scentral-2017-9-14-1.pdf>

7:00pm 9:00pm LMSC Social Dick's Last Resort BBQ

The social was a huge success, congratulations to Lynn for organizing the event.

Friday, September 15th

5:30am-6:30am Swim Practice LISD West Aquatics Center

The second workout was a success, but the bus ride to the pool from the hotel was a bust. Google Maps told the bus driver to take a different route, turning our 30 minute commute to the pool into a 1 hour commute. Other than that, everything went fine.

8:00am-9:30am

Championship #2

They received 1 spring bid, And 5 summer bids

Nationals

2019 spring Mesa Arizona April 25-28, Summer Mission Viejo August 7-11

2020 Summer Richmond Virginia aug 13-16

This past year, they used Club Assistant, and it was very successful.

Looking at future requirements for Nationals, They discussed making it mandatory to have a track start step? Or the Backstroke Wedge? They are not sure yet.

Meet programs are going to be available online.

Participants want coach only registration at future nationals

They are considering having texting notifications in the future.

Coaches hospitality. Have to have a minimum number of swimmers.
Coach has to be Usms certified.

People in the room wanted to know what happened to money after Nationals are over? Did the money coming in go towards benefiting local programs? The facility? Lessons? Did it help th LMSC grow in membership? Or does hosting a National meet only benefit the National Office and incur a debt for the hosting facility / club / Ismc. Where does the money go?
Unfortunately, there is no way to track what has happened, because they have never followed up with any of the hosts before.

Discussion topic. Seeding the 200s, positive check in? Or seed in advanced. With the goal of saving time and having full lanes.

9:30am-10:30am

Legislation #2

Took the meeting minutes again.

<http://www.usms.org/admin/minutes/leg-2017-9-15-2.pdf>

10:45am-11:45am

Workshop #4 - Mentoring vs. Coaching, Know the Difference

They talk a lot about how tasks are more associated with coaching, short term goals, and strategies. And mentoring is more about long term goals and relationships.

Job goals vs career goals.

Being credible doesn't mean having all the answers

Be a positive role model.

Be genuinely interested

Share your experience and insights

Act as a sounding board

Ask open ended questions

Provide a fresh perspective

Provide helpful feedback
Acknowledge achievements
Offer advice, but only if asked.

12:00pm-1:00pm

Sports Medicine

Unfortunately, I was not able to attend, as I was ordering more food for the hospitality suite.

1:15pm-2:15pm

Workshop #8 - Are Your Volunteers in Jeopardy?

The title was misleading. I attended this one thinking it would help me help the North Texas LMSC. Turns out it was a game of Jeopardy dealing with USMS trivia. Fun meeting, great execution.

Saturday, September 16th

6:00am-7:00am Swim Practice Southern Methodist University

I was not able to attend the workout. I stayed at the hotel and looked after the hospitality suite. The volunteer that originally signed up for the spot backed out, and did not find someone else to replace them. I would like to thank the Dallas Aquatics Masters for donating their pool time to the USMS delegates. Laurie, Bobby, and Jim all volunteered to help organize the food at the pool, and we received a lot of great feedback.

8:00am-10:15am House of Delegates #4

The House of Delegates approved a change in jurisdiction. Next year, the surface area that the North Texas LMSC covers is going to be reduced by half. The Border LMSC will be taking over the western half of our LMSC, and their name has been changed to West Texas. This change was first approved by the previous Chair, Ken Pipken, and I simply continued what he started. This should not have an impact on us as we only lost 6 members.

10:30am-11:30am

Speed Dating

Very few people attended the Speed Dating session. Only about 20 in the room out of 250. I mostly talked with other volunteers about various things.

Leadership Orientation

I was not able to attend the Leadership Orientation. I was called to an impromptu meeting to vote for the next year's rule book cover. We chose a man diving off the blocks. This individual is a professional truck driver, and writes about maintaining a healthy lifestyle as a truck driver. He has been featured on TV and radio, and is even coming out with his own book. He is an avid Masters swimmer, and is a great advocate for our sport.

1:30pm-5:30pm House of Delegates #5

We went over all of the various proposals from Long Distance, Rules, and Legislation. We also went through and approved the budget. Business was taken care of very quickly.

Sunday, September 17th

10:00am 12:00pm Board of Directors.

This meeting probably had a bigger impact on the North Texas LMSC than any other. USMS announced that they will be coming out with "USMS 3.0" a complete redesign of their website and how USMS works online. Registration will be different, the flow will be different, it's basically taking a system that was built 10 years ago and giving it the upgrade it desperately needs. While they are upgrading the system, they are also going to adjust and fix some things with regards to club membership.

As of right now, a club can register with USMS for about \$50 and receive all of the advertising and benefits that all other clubs receive. However, only about 66% of clubs require their membership to register with USMS. So with about 65,000 members right now, there are about 130,000-150,000 swimmers who are swimming with a registered club, but are not registered with USMS.

USMS 3.0 is going to fix that. While it has not been set in stone, they talked about giving priority to the clubs that do require USMS membership, listing them at the top of search results, and providing more benefits to them, while providing a limited number of resources to clubs that don't. They are also looking at creating a different price for clubs that choose not to require membership.

A part of the issue is not just money, it's also liability. As of right now, USMS insurance is active when all swimmers in the pool are registered with USMS. As soon as one person gets in the pool that is NOT registered with USMS, liability and coverage is void. As of right now, all of the clubs that are registered, but do not require USMS membership are not flagged as such, and a new member might join assuming they are covered by USMS insurance, when in fact, they are not. USMS is attempting to fix the misrepresentation as well.

The final discussion was where to host the convention in 2022. The USAS committee is under pressure to sign a contract with Hyatt, and needed support from the Board of Directors in only 48 hours. Not sure what happened, but it seems we will be hosting the national convention again in 5 years.

Richard Garza
Chair - North Texas LMSC

2017 USMS Convention Notes

Jenny Brown

Coaches Committee Meeting (Thur. 9/14, 9:45-10:45am)

Summary: Notes from the Coaches Committee Meeting. Highlights include details about the new Fitness Initiative/Series, safety reminders, details about the Level 4 Certification, and future goals.

Fitness Initiatives/Series

Can't run this organization without coaches

Data shows that 70% members don't participate in Masters events

Goal is to create an event that's convenient, simple, not intimidating, and can be done at a regular workout

Winter (30 min swim), July (2k), November (mile)

Make it fun event - fins, relays,

No rules like postal swims

Realistic to do training for it in 6-8 weeks

Help create training plans as motivational tool - goal is for people to not to be intimidated by our organization

Funds for winter will go towards Swimming Saves Lives - registration

Fall and summer open for you to do fundraising (USMS can help you with platform - social, to get word out, fundraise)

Designed for participation, recognition for participation and fundraising

Most likely have a cap for anyone who participate

Must be registered USMS to participate

Coaches Awards

1. Coach of year award will be presented at banquet, 7 nominees, very tight field this year
2. Grassroots level "Kerry O'Brien Award" - help develop and maintain clubs

Reminders/Helpful Ideas for Coaches

As coaches we are the first face of usms that people see

We have emergency action plans - but What do you do after handling an emergency? What is the policy?

Helpful idea committee wanted to share: Created an emergency form and swimmers had the option of filling it out and folding it (so couldn't see the information) placing in clear/laminated pocket folder, and attach to swim bag – so if there was an emergency, anyone could find the emergency form on their swim bag

No matter what, make sure you have a plan!!!

Shallow water blackout video – make sure that you watch it, and encourage your swimmers to watch it

Coaching clinics incredibly successful this year. Encourage your coaches to participate

Level 4 Coaching Certification

Available to all coaches

High standards - but can do achieve the certification even with a small team

Are also looking through levels 1-4 to make sure it is applicable and relevant

If apply for level 4 and not make it, know that it rolls over/deferred to next session – committee will show you ways can grow and develop, great opportunity

Not like undergrad, it's masters - meant to be challenging - meant to help coaches to rise to next level, will work with you, want you to be best coach possible

Looking for depth and breadth of knowledge

Idea suggested to follow up with first few classes of level 4 coaches and survey them to see has it helped, what benefits etc.

High Performance Camp

18 swimmers, 5 days intense training, testing (strength, lactate, etc)

Nutritionist, therapist - flexibility, sport psychologist

Intense 5 days, only accept 20 people

Great group of coaches

Next year going to have new category of "mentees" – can volunteer to help if want to be coach in future – will have a reduced rate, will help facilitate and see what is involved

World Championship

Worked in budget to help coaches get to Hungary, goal to take care of them financially

12 applicants, 4 selected

350 swimmers

Encourage you to apply next time - great experience

Japan next time

Outstanding reviews of the coaches from that meet

Coaches required to write a report of their experience

Richard Garza sent out survey for swimmer feedback

Coaches made themselves very visible, great communication

Pan Am - Orlando, Florida

July

Should be a lot of fun

Encourage swimmers to come

Even fitness swimmers

USMS - you go as your club, not USMS - need to make decisions and ask about how to represent self nationally and internationally (not go as USMS)

Communication

Committee has tried to do this well - posted on website each month, send out email every 4 months in hopes of not overwhelming your inbox

Sent out survey to coaches - please respond, very broad

What do well, what improve etc

In 6-8months will summarize and analyze results
Idea presented of posting their meeting minutes on USMS thread and then if update, will get an email if you subscribe (in case you want updates more often than every 4 months)

Coaches Clinic

Every other year
Last year sold out, successful
Looking at east coast for next one
2020 somewhere in the middle of the US
October/early November
Early bird special, send through email, save the date
If suggestions who you want to hear from etc. let them know

On deck coaching

Can provide assistance for warm ups at big meets (like Nationals)
Help with safety/control
Spring and summer nationals – was really helpful
Always looking for more people to help with this
Use sign up genius
Spring in Indianapolis and also at Pan Am - will have on deck coaching so consider it

Web Workouts

7 different workout groups/categories - one coach for each category will post workouts
2 year term
If interested in doing this, can apply
1 time a week post 3 or 4 workouts
Need some fresh new faces online presence
Will be 3 openings for this next year
\$1500 stipend for the year

Open Water

Hope to create open water coaching module to be attached to our current level 1-3
Help coaches working with triathletes
Option of getting away from pool and also get to lake etc.

Publications

Streamline magazine
Any coaches are welcome to submit articles to committee to publish in Streamline
Great opportunity if you have ideas you want to share
If it's worked for you, it might help someone else
They are happy to help you develop the writing - so don't hold back because you don't think you write well

Share ideas, we need content, get ideas in front of other coaches

Scholarships for Coach Education

How do you do this?

Can be included in LMSC budget, talk to your board

Also include clubs to help coaches education/certification

Safety Reminders

At meets, entries into pool – always feet first

Idea presented to create a video to teach people how to enter, do meets, etc.

Long Distance Committee Session #1 (Thur. 9/14, 11a-12p)

Summary: Committee meeting for Long Distance Committee. Discussed future championship meets for the upcoming season as well as rules that would be proposed to the House of Delegates.

Bids for 2018 and 2019 bid winners (see handout)

2018 – Notes on events

1 hour epostal, going until Feb 14th, - Indianapolis hosts

National championship heat - not wetsuit legal (Jim McDonnell lake swim)

New name – no longer “Swim the Sun” – now called “Eclipse Crossroads Open Water” June 9th with rain date of June 10th

Oregon - made a long distance festival (lots of events, same week)

2019

See handout

Cable swim championship (6-15)

1 mile non championship

Also looking into relay swim (last person has chip, hand touch, have a zone to transfer the chip, overall time wins, sum of ages) try something a little bit new - so much fun

Oregon - celebrate the clean up of the river, go under all 12 bridges of Portland, downstream

Kingdom swim - new venue, is a festival 8/16 and 8/17

Is a part of their Kingdom week (can swim in 4-6 different lakes) beautiful location

Knoxville - Championship, will also have a 1 mile fun swim, downstream, good temperature, lot of fun

2017 - Recognize event hosts and race reports

1 hour postal swim - Ohio went with new format of 2 months hoping for more participation but participation was actually less, so talked about going back to 45 day timeframe

5000, 10000 - Florida – had a good amount of participation

3000-6000 Colorado, everything right on track

Open water - Sarasota - great turnout, 27 states represented, water conditions were good, little mixup with timing but figured it out and learned a lot for future events

Chattanooga festival - 3 days, strong current, learned a lot, overall seen as a great event,

incredible volunteers

2 mile cable swim Oregon - success, great venue

5k Elk Lake - 5 swims in 3 days, really fun, great food, different water levels and temperatures which helped

Angle Lake Seattle coming September 23rd - 1 mile, have championship and non championship swims, and 500 meters for USA swimmers

Budget

No changes presented

Virtual swims

Postponed discussion so Dawson (CEO) could come present at their next session

Rules and Legislation

Forum in the House of Delegates

Make sure to do homework

Want to identify and discuss one item that might be a hot topic

LD 19

Moves away from traditional model - not touch watercraft etc. without DQ

But looking to safety and moving towards model that USAT uses

You can touch the craft and rest but cannot make forward progress

If there's a water current - idea presented have anchored boats available for rest

If water moving, kayak must to hold position in order to not have swimmer DQed

Feeding rule has not changed - cannot make contact

Race directors can choose have a tighter standard and say no touching the boats is allowed, or channel swimwear only, etc.

Not required to have this new rule, but Race Director would be allowed to include this new rule if they choose

Reports

From head chair:

Reminder that if anyone needs help putting on events, Long Distance committee has great resources

Suggest watching an event a year in advance and be mentored

New business

Idea of putting a couple championships together at same venue/dates – reasoning is to help with cost, make quality event, etc.

Maybe consider grouping certain races

Already trying to do this with festival swims, so will keep going from there

Officials Committee Meeting (Thur. 9/14, 1:30-2:30pm)

Summary: Covers the details discussed at the Officials Committee Meeting. Main topics included summary of past year, rule proposals that would be presented at the House of Delegates, discussion of USMS official certification program, and future goals.

Highlights of the past year

Nominated an official on the Officials Committee (Terry) to go to Budapest to officiate at the World Championships

Terry shared highlights of her experience: Budapest was an unbelievable host, 10 international officials, 250 Hungarian officials, 4x50m pools, world class facility, overall amazing experience, most prominent calls were false starts, officials not use head seats - had to walk over to head referee if you had a call (so question if everything was called that it should have been)

Created a process as a committee policy so USMS to select an official for Worlds so USMS will always be represented at Worlds. Appreciate USMS support.

3 Rules Proposals

1. Clarify that officials need to report to meet referee
 2. Meet referee at Nationals must now submit a report afterwards to help with future Nationals meets - so can learn and get better
 3. How committee select referees and officials for Nationals
- Not want to take over meet, but want input in this realm and to help meet host

Certification

Approve USMS Referee Certification.

At meets need at least 2 people for 4 positions.

Last year offered a USMS stroke/turn and starter certification.

Now offering certification for referee too.

Will get up on web as soon as can.

Will involve getting other 2 certifications, taking 2 more tests, and 2 meets as trainee.

Looking for buy in at local level.

Purpose is to help out LMSC's who struggle to find officials.

This allows the LMSC to recruit and train officials.

Not a high level/high experience certification

Where we are for the level we currently at

Goal is to create a structure where there's training at the local level

Hopefully more information about this during this next year

Background:

Last year USMS did not have certification program.

Had to get certified somewhere else. (USA swimming, NCAA) - so needed to make sure officials know our USMS rules

Want to bring some level of consistency which is why creating USMS certification program as an option for training

Might send out survey to see how many people this would affect.

Take a look at what we are requiring and what we are accepting for officials.

Certification would be free

No one could be grandfathered in – would have to take the test

Are discussing if they have to be USMS member - right now don't have to

So now, if they have other acceptable certifications, they're covered under insurance

But now if just USMS - will have to discuss if membership is required

In USA swimming the team that needs the official pays for the membership and they feel connected to that club

USA swimming - allowed to work a meet, but won't count as USMS certified

Will need to take the test to get certification

Currently accept USA swimming officials to work masters meets

Not just going to issue you USMS officials certification just because you're USA certified

So if down the road, you do not want to keep USA and just go USMS, then just have to take the USMS certification test

Other business

Revised policy on Nationals reimbursement (help officials traveling to nationals).

Had control in hands of referee - but wasn't happening. Was a nightmare. And no timeline.

So cleaned up policy, made digital application/submission, set deadlines

Have to apply for reimbursement week before, send emails requesting reimbursement within 2 weeks

Used at Minneapolis and worked really well.

Future

Creation of USMS award for an official (submitted to Awards Committee)

Recognizing officials for service

Not necessarily have to go to Worlds - might be recognizing someone for 20yrs of service at local meets

Feel overdue, excited to have an award to recognize officials for their service

Goals for coming year

Last year huge jump in creating officials program

If rules pass in House of Delegates would be a huge leap

Trying to get where leaps not have to be so big

Wanting to do some outreach to local LMSCs - help with training

Clinics etc

Want to create or update tools/info on webpage

Zone meeting (Thur. 9/14, 5:30-7:00pm)

Summary: Covers the topics discussed at South Central Zone meeting

USMS Education moving to 11 weekends - offer all education options on one weekend

Talk about change border - redistribute counties and change name to West Texas

Good things from past year – North Texas hosting convention, Richard Garza head coach at worlds,
Gulf hosted the Summit

Volunteer spirit award Jesse Koon - Each LMSC needs to nominate 2 people for this award by Christmas

Elect Zone Chair

Proposed legislation of zone term max at 2 terms/4yrs

Zone meets

SCY - successful, good attendance, records, good social
Could've done better job of promoting this event

LCM - helpful survey, 200 swimmers, good time, like hotel, only issue was tshirt vendor did not show

Discuss if future zones meets will have time limits for zones (200s and above)

Reminder that meets need to be ADA compliant

In meet information/announcements need to include what is available (i.e. Strobe) and who need to talk with if there are questions

Future Zones Meets:

SCY Zones - April 6-8 in Austin

LCM Zones - July 6-8; 3 weeks before Pan Am

2019 Bids

March 29-31 Woodlands

April 6-8 College Station

Reminder for your programs and meets - Think outside the box, how can you make things fun

Rules Committee Session #2 (Fri. 9/15, 8:00-9:15am)

Summary: Discussed the rules that would be up for a vote during the House of Delegates Meeting. The main rules discussed in this meeting were about changing the timing system standards for records, standards for dual sanctioned meets, and selection of officials at the national championship meet.

1. R9 – Timing Systems - Recommended

Fina is no longer accepting semi-automatic or watch times for records

Research showed that for Masters records, under 1% of records have semi automatic timing as primary timing system

Fina numbers

Worldwide 2015 and before – only 5% world records were times with watch/semi automatic
95% were set with automatic timing system

Discussion – are now saying you'll have to have touch pads at your meet if you want to be able to set records and have them count – touch pad systems are expensive. Will this rule hurt teams with less funding?

Current rules say 1 watch is just as accurate as a touch pad (since if you have 3 watches, you take the middle time)

Championship is in favor of this change to no longer allow semi-automatic or watch times to count for official records

According to Records and Tabulations committee – our Masters records have pretty much been all quality times

Keep in mind this only affects records (not top 10)

Reminder that at meets, we need to make sure have good timers - usually if there's a discrepancy, it's human error

If pad fails, WILL accept the backup button but not the 3 watches (one less human reaction time since the pad automatically starts with the starter)

2. R15 – (Amended)

Discussed when the meet directors would need to let swimmers know about whether or not the timing system meets standards to qualify for records. Suggest Meet Directors put something in meet announcement that states if the meet will have capabilities to qualify for records or not

Clarify to meet directors that they can't turn off timing pads and call it a “malfunction”

Suggestion – have swimmers assume that the timing system is good for qualifying for records, and if it is not going to be eligible, let swimmers know before hand (for records and top 10)

Also discussed what happens if the timing system malfunctions during the meet and you have to go watches etc Meet director has to let swimmers know at that point the times will no longer

count for USMS records etc.

3. R6 – Dual Sanctioned Meets - Recommend

Dual sanctioned meets

Definition - When USMS meet held in conjunction with USA swimming meet

One issue they have run into deals with rule representation

You can swim in separate meets (same venue same time) if they are truly separate (USA and Masters)

But if you're swimming in same session with USA swimmers - you must pick (either USA swimming or Masters)

Reason = Insurance – need to know which entity covers which people (so you have to choose)

If mixed/overlap - need to choose for whole meet (can't switch between sessions)

If meets are separate must actually be separate

Theoretically you could swim in a USA meet in morning and USMS in afternoon if separate meets

But 2 USMS meets will count towards event daily limit

Will discuss later if swimming in USA and USMS would count towards limit

4. R19 – Officials at Championship

Championship Committee has recommend to reconsider this rule

Reasoning is that Championship Committee also wants the chance to approve the officials

Originally, the Officials Committee wanted to choose the officials (take this task off meet host)

But meet host approves their selections

Now Championship Committee also wants to approve/nominate

Championship Committee works closely with the meet host

In theory, this would give the meet host 2 committees to bounce ideas off who are well knowledgeable in the area of officials

Goals would be to work together to find best officials for the meet

Rules Committee took a vote (Result: 7 for // 4 opposed)

Tech Crunch for the Swimming World – Workshop #3 (Fri. 9/15, 9:30-10:30am)

Summary: Brief overview of the technology available to help your swim program.

Goal is to show you how to use the tools that you already have or already exist (not just run to the next best thing)

Assume there's a tool for what you need (Do your research - don't have to create something new)

1. Hey-tek/ meet/swim manager

Being integrated with active.com

Meet manager

Database system, timing system with athlete registration

Someone other than just your meet director needs to know this system

Top ten recorder gets a free desk copy

Can maintain LMSC records for all events by creating a dummy meet file with all the events and use it to store the records

2. Meet mobile

Smart phone app

Real time splits requires meet manager to be connected to the Internet

3. Club assistant

Meet registration

Swim phone - mobile optimized website (not an app)

Club management

USMS uses it for registering members online

Interlinks between USMS member database and LMSC/clubs

Most commonly used tool for online registration for masters meets

Can make a file in Meet Manager and then import into Club Assistant

Does a live query of registration database to verify USMS membership status

4. Team unify

Find a lot in USA swimming not as much in Masters

More interest/skills you have, the more you get out of it

5. Other web systems

Less common in swimming but big in athletic world

Active.com

Event Brite

Sign me up

Can use these sites for swimming if needed

6. USMS.org

Underutilized

Mind blowing amount of information available on our site

USMS 3.0 goal is to make tools easier to find and use

Ways you can use the website

- Find place to swim
- Can use to let others know your local places to swim
- If you traveling can find places where you can swim
- Could also use to post if regular open water swim
- Online workouts - very underused (Held in the forums - because have to be registered USMS member)
- Fitness log (Huge resource for solo swimmers)
- Calendar of events
- Can do things other than meets (LMSC take ownership of posting)
- Where/how to do sanctioning
- Can access USMS records

LMSC should designate someone to keep info up to date on USMS website

Social Media and Website

Social media - Why? Connect. Engage. Share. Entertain. Growth

- Facebook

Spread news events, meets, clinic, etc

Most useful

Post stories, pictures

Build brand awareness

Posing questions to audience

Public vs Private Page

Public page – for official presence

Private Group – for small group communication

Types of updates

Share photo/video

Links to articles

Share events

Job openings

Recommended posting frequency 2-5xs per week

Maybe help by delegating posting (multiple administrators)

Can create ads and pay a little to boost ads to people who are in area, etc

- Instagram/Pinterest

- YouTube

- Twitter

These platforms are not necessarily useful for all teams depending on size (can tag USMS in posts)

- Web development

Helpful static landing spot for things like bylaws, meeting minutes, etc.

Calendar of events

Need to use a content management system (CMS) to create your site

Top 3 in general: Word Press, Joomla, Drupal

Top CMS with swim ties: Club Assistant, Active hy-tek, Team Unify

Templates free or inexpensive

A lot of sites have webinars to help you learn

Can also include Modularity - items you can easily import (i.e. Add google translate)

Want a site that is user friendly

Really want a site that is Mobile friendly - website that easy to view on mobile

Mobile usage going up

Mobile is how you reach out to more diverse populations

Can utilize Google mobile friendly testing (Can enter your website link, and it gives you green or

red to let you know if your site is mobile friendly)

Coaching vs Mentoring Workshop #4 (Fri. 9/15, 10:45-11:45am)

Summary: This workshop discussed the difference between mentoring and coaching as well as ideas on how to implement these principles.

Coaching vs mentoring

What is the difference?

Different levels of support

Instructing → coaching → advising → mentoring (move to more long term, more independent)

Coaching

- Often more task oriented, teach specific skills
- Can be short term
- Last as long as needed
- Performance driven (goal to improve performance)

Mentoring

- more relationship oriented
- Requires time
- Successful mentoring relationship last a year or more
- Development driven

When mentoring...

Figure out our 'why' vs their 'why'

Goal is to teach them skills but also for them to be able to teach them to others

Help them see life lessons that apply everywhere

Create long term relationship

Let them be who they are, help them find what they do well

Similar to parenting (beginning is a lot of instructing no/yes, specific, simple but as the relationship matures begin to ask questions, give choices, allow them to consider and think through, have patience - let them have experiences, let them fall and make mistakes - be there - for victories and falls)

10 Ways to Mentor

1. Be credible

Not mean having all the answers

2. Be positive role model

Watch how they/you behave

3. Be genuinely interested

Get to know them, care,

4. Share your experience and insights
Share what's helpful (in neutral way)
Be open to sharing mistakes
5. Act as a sounding board
Good listener
Explore ideas
6. Ask open ended questions
Identify real needs
Help them think through
Let them make their decision
7. Provide a fresh perspective
8. Provide helpful feedback
Deliver in way they can receive
9. Acknowledge their achievements
Highlight, help build their confidence
10. Offer advice, but only if asked
Tempted to jump in - but allow them learn too

Where coaching and mentoring mix
Aim is to help
Based on past experiences

Traits of Good Mentee

Be open
Be committed and invested to learn
Be professional
Approach everything as learning opportunity

Traits of a Good Mentor

Be all in
Commit and invest
Be direct and honest

Contact Daniel Cox if interested in helping with 35 and under in USMS

Getting Your Fitness Swimmers Off the Blocks - Workshop #6 (Fri. 9/15, 1:15pm-2:15pm)

Summary: This workshop discussed ideas on how to build a cohesive team that serves the needs of a variety of swimmers (fitness swimmers triathletes, competitive swimmers, etc.)

Presenters: Coaches Scott Bay and Tim Wald

Coaching philosophy

Keep in mind that if you come from competitive swimming background, you are probably coming from different background than your fitness swimmers

You tend to coach the way you were coached

Remember that for you as a competitive swimmer, it was always in competitive environment

Ask what your values are and how this plays out as you coach

Why are fitness swimmers important? More important than bringing in revenue?

Swimmers have different needs and wants - look around you, take notice

Find out the reasons they are swimming

Why are they coming? What do they want to achieve?

As we age, can't recover as fast - so some people come to swimming looking for a new activity because of an injury or their body can't take the pounding on bones/muscles any more

Remember that competitive swimmers can intimidate fitness swimmers

Fitness swimmers can require more attention/time (not want them to injure themselves)

Where you spend your time when you coach shows your values

Environment has got to be positive

Ideas on How to Include Everyone On Your Team

= Create a healthy team culture

How create healthy team culture?

Who are you outside the pool? What kind of team are you?

Create Swag, have a brand, make it fun, look like a team

Who are you in your community?

People want to belong to something

What social events do you do?

Create awards that aren't based on speed/who is the fastest

Goal is for your team to feel like a family

Want a group of people that care about each other

Almost creates this accountability - people ask where you are if you miss a practice

Fitness swimmers need to know they can approach even fast people

Idea to have a lane leaders/team captains in lane – help include and instruct anyone new who joins the team

- Communicate and Stay Connected

Tim sends out email every night to his team

Check in with people if miss practice

Stay connected to them

Every other week have a newsletter (or every month) – include pictures, awards, upcoming events, technique corner, new members

- Include Everyone in Your Training Plans

Include swim meets and triathlons, etc. on your training plans

Have peaks and valleys in training cycles - keeps things interesting and engaging

Train as a team

Training towards meets/events - fitness swimmers do same workouts

How get them to buy in? Include triathlons on calendar as well

In your weekly email – communicate why they should keep coming/following the training plan (i.e. Triathletes going to do this...but everyone still come because good for base, need speed work, etc.)

Focus on technique - everyone want to get faster

Train them like swimmers

Hold clinics

Teach turns, strokes, etc.

At workouts...

When I say "100" and you hear "75" or "with fins" that's ok :)

Differentiate so people get what they need

Adjust workouts as needed so everyone finishes the set at the same time

Use epostals and test sets to include everyone and track progress

1 hr postal every year - something they can count on and check progress

Maybe every Wed for a whole month do something for time (200 time, 100 time, 50 time)

Other ideas - have practices where mix up the lanes and have everyone on same intervals

Make fitness swimmers feel like a part of the team

Do relays

Initiate social events - kayak, hikes, climbing wall, (no swimming - outside pool environment),

Building a TEAM. Include fitness swimmers

Coffee social, Have people bring things/potluck

Have open water swim practices

Can offer a 2 week free trial for people interested in joining, see if that works for their schedule and if they enjoy the culture

Triathletes – How get them going to meets? Ask them - what is your 500 time really?

Show them how meets can help them see their progress and get accurate times

Fitness – maybe offer 25s and waive entry fee if they agree to come back to another

meet

Final Comments and Reminders

Know that you're not going to convince them all, choose your battles

When creating your team, think of all the things you loved as an age group swimmer
Cheers, community, cheering for each other, look together, gear – how can you
incorporate this into your Masters team?

Masters swimmers are just “Age group swimmers with credit cards”

Every swimmer is an athlete

As a coach, your leadership is service to others

Don't play favorites

Create a culture where people feel included even if they never swim in a meet

Want an environment where people feel good about themselves

People long to feel a part of something bigger

If you build the community right, lends itself to camaraderie

Jenny Brown

Convention Notes...by Patsy Shropshire, sent on behalf of delegate Tracy Virant

9/14/17 Thursday

9:45-10:45 Recognition and Awards

Generally, no new projects this year. Prime concentration has been on developing the biographies of award recipients. This year there is a workshop for new volunteers. New this year is the swag that is available at the online store for volunteers. Discussion of glitches with the online store, primarily difficulties in ordering and long waits ie 6 months to receive orders. Hopefully these glitches have been cleared up.

Development of new awards to honor the meet officials. Officials Service Award. This is a national award (but not connected solely to the National Championships). Criteria: 1.a positive impact on LMSC meet 2.length of service 3.certified official.

Budget: working below budget this year. 2018...stay with same \$960 budget

Annual Projects: Capt Ransom J. Arthur MD Award...7 nominees

Dorothy Donnelly Service Award...regarding the pins. New design, so old-design pins are available to any former recipients who have lost their pin.

June Krause Communication Award...no comment. Generally, a record number of nominees.

Club of the Year Award....discussion of how often a club is eligible to receive the award. Five years...too soon? Does 5 years knock out other contenders too soon? Idea and discussion of

making Club of the Year more objective, perhaps with a point system. Example of ways points are received: by registering on time, by attending the convention, by having a certified coach.

11:00-12:00 Fitness Education

Discussion of separate areas: fitness education, fitness technology, and fitness research
Discussion of new Fitness Challenge Series...Realization that 70% of Masters swimmers do not compete. These 70% are Masters swimmers for health and fitness benefit. The Fitness Challenge Series has been developed with these swimmers in mind. 3 events: a 30 minute swim in the winter season....a 2000 m swim in the summer....and a 1 mile swim in the fall. This program a source of new revenue for LMSC.

Discussion of PSA on benefits of swimming. American Physical Therapy Association would like to be a part of PSA.

Discussion of new swim portal on website...tracking, reporting, being held accountable.
Discussion of creativity with swim workouts....doesn't have to be "lap swimming," Many childhood competitive swimmers are burnt out on pure lap swimming. Need circuit training, bungee cord swimming, etc. See Speedo Fit website.

1:30-2:30 Sports Medicine and Science

Audience asks where to find a research-based sports medicine blog. Audience wants an authority to read, review, and present relevant research findings to Masters swimmers. Panel says to email Sports Medicine Committee. Discussion of Shallow Water Blackout. Absolutely no breath-holding drills in training. (These were called "lung-busters" when I swam competitively). Idea: seems as though many Masters swimmers, primarily those in the "70% of Masters swimmers who are there for health and fitness" want education...injury prevention, anatomy, dynamic vs static stretching, HIIT benefits, posture, weight loss....On a regular interval ie once a week, take 20 minutes of workout time for dryland education on a pre-set topic. Doctors of physical therapy can do this!

9/15/2017 Friday

8:00-9:15 LMSC Development

Discussion of zoning changes...boundary changes...financial auditing vs reconciling...making sure all swimmers are registered...teleconferencing for future meetings.

9:30-10:30 LMSC Standards: Everything that you wanted to know but were afraid to ask
Why have standards? Improve the functionality. Began serious development about 10 years ago.

Have meeting standards. Have remediation. Have compliancy.

Can the treasurer of LMSC be the same person as the treasurer of a club? Is this a conflict of interest?

Discussion of zoning changes...boundary changes...financial auditing vs reconciling...making sure all swimmers are registered...teleconferencing for future meetings.

Discussion of holding meets at completely ADA compliant facilities. A wake-up call earlier this year when meet held at Highland Park High School.

10:45-11:45 Adding OOmph to Your Meet

Sorry...did not attend. Tracy getting questions from a few other attendees regarding how she got involved with Masters Swimming.

12:00-1:00 Sports Medicine Sally Guthrie, PharmD

Results of the health status of USMS swimmers survey in comparison to general public...National Health and Nutrition Examination Survey. List of 20 common medical and mental issues. Level of physical activity over last 30 days. As expected, Masters swimmers generally better scores but also more aware of health issues. 4 publications resulted from this study. **All this info good for a mention in the PSA.**

1:15-2:15 Getting Your Fitness Swimmer On and Off the Blocks!

Coaches Tim Waud and Bob Bruce discuss creative workout ideas...relays, swag, motivation emails, games, showing care and concern for each swimmer at each practice, USRPT (Ultra-Short Race-Pace Training)

Patsy Shropshire PT DPT CEEAA

Exercise like your life depends on it!

Sandy Thatcher

Report on the USMS National Convention (meeting as part of US Aquatic Sports)
Dallas, TX

September 14-16, 2017

Named as a delegate-at-large by the USMS National Office, I attended this convention for the very first time. In my half century as a publishing professional I have attended literally hundreds of conventions, so I knew more or less what to expect. But it was a pleasant surprise to find not only the delegates, who had official duties, but others in attendance participate so enthusiastically and wholeheartedly in the individual sessions as well as the main House of Delegates meetings. The engagement of masters swimmers and those who care about the sport is truly impressive. And it became clear early that they also enjoy having fun at these conventions.

The convention actually started on the 13th and ran until the 17th, but I had another obligation that prevented me from being there on the 13th and the 17th was principally set aside for meetings of the USMS Board of Directors and Board of Trustees.

To save on expenses (which are itemized on a separate sheet) I opted to drive to the convention and back home on the three days I attended. I participated in the practices at Lewisville on the mornings of the 14th and 15th and simply followed the buses to the

hotel afterward.

Having discussed with Coach Richard and the other North Texas delegates what sessions we would each attend in advance, I simply followed our predetermined plan and found my way to each of the sessions I had agreed to cover. I went to all four of the sessions of the Rules Committee so ably chaired by Charlie Cockrell. I also attended the single sessions held by the Governance and the History & Archives committees, the meeting for the South Central Zone, plus the workshop on “Do You Have the Meet Officials You Deserve?” and the noontime talk about sports medicine. The only session I skipped was the one on the SSL Foundation, but having been at the sports medicine talk, I realized I needed some sustenance before the three-hour House of Delegates session began on Friday, so got some lunch instead. I enjoyed all three of the evening offerings: the social at Dick’s Last Resort BBQ, the induction ceremony for the International Masters Hall of Fame on Friday, and the final US Aquatic Sports awards banquet on Saturday. I shall mention highlights of each in what follows.

The sessions on Rules were as interesting for their process as for their substance. Robert’s Rules of Order were in full display here, and it took a master like Charlie to keep the sessions moving forward in a constructive and productive way. Each session was focused on a particular topic or set of topics. At the first there were three items considered to begin with: 1) the language concerning the FINA rule about underwater kicking on the side off the wall in butterfly was clarified so as to reaffirm its legality; 2) the change about reverting to horizontal before kicking or pulling after the turns in the IM when coming off the wall initially on the back (the so-called Lochte rule) as adopted by FINA was approved for USMS; and 3) the new FINA rule against using watches as backups for world records when touchpad systems fail (while still allowing from one to three button timers) was also approved. The second half of this session considered two recommendations: 1) when events are sponsored by organizations other than USMS clubs, they must be open to all age groups in order to be considered as sanctioned by USMS (and FINA only accepts records from sanctioned meets); 2) short races of 25 yards or 25 meters can be included as official events in USMS sanctioned meets. The first recommendation was unanimously approved by the committee while the second recommendation was just as unanimously not approved. (It was pointed out that USMS clubs are free to include such races as “nonconforming” events.) The debate over the second recommendation was extensive and lengthy, and many members of the audience, including me, were in favor of the recommendation. The debate in the committee session foreshadowed the debate on this same proposal at the House of Delegates meeting later.

The next three Rules sessions were not as complicated as the first. In the second it was pointed out that the new rule regarding using watches as backups for world records was in keeping with what had already been happening: a recent study showed that less than 1% of world records had been set with watches used in the US and only about 5% for FINA events worldwide. And the change would have no impact on USMS Top Ten times. But a new rule was approved specifying that if the timing system used at a meet did not conform to USMS standards, the times would not qualify for world records,

USMS national records, or Top Ten times. There was also an operational rule change approved to settle the conflict about what rules to apply in a meet where both USAS and USMS swimmers are participating. The third session discussed what happens in a dual-sanctioned meet when both USAS and USMS swimmers are competing in the same heats and how the limit of six events is to be applied when a USMS swimmer competes in two different meets on the same day. The rule of six is to apply as the total limit for a day for a USMS swimmer even if competing in two separate meets, but a USMS swimmer could participate beyond that limit if the second meet is only sanctioned by USAS. Also discussed at this session was how USAS guidelines for disabled swimmers are to be applied, and it was agreed that this was to be left to the meet referee on a case by case basis. It was suggested that it would be useful to have available a one-page table summarizing differences among USMS, USAS, and NCAA rules. Chairman Cockrell pointed to the “:situations and resolutions” blog on the USMS web site (under “Streamlines”) as one useful resource for people to consult about complicated issues that arise. Finally, the committee decided that a proposal to establish a third category between male and female genders for transgender people in transition did not rise to the level of “emergency” so as to require action by the committee at this time. The fourth and final session considered an issue brought up by USAS about the grip for backstroke starts. (My notes do not illuminate what the issue was.)

The session on Governance covered several disparate topics: 1) term limits for Zone chairs (to be made the same as for other chairs); 2) education for USMS Board members (with a focus on core competencies); and 3) the role of conventions in the life of the organization (what purposes do they serve). Also discussed was how the responsibility for handling the personal stories provided by USMS members was transferred from the History & Archives Committee to the National Office. Apparently, this was one of the results of the increasing professionalization of the organization; when Laura Hamel, as editor of SWIMMER, joined the staff, it was decided to place this responsibility in her hands since she is an experienced editor who could establish procedures and formats for these stories to be submitted. One member of the audience extended the discussion of professionalization by raising the question of whether USMS should not develop a program of paid USMS staff to serve as regional managers for LMSCs. The success of the outreach to college club teams led to an extended discussion of the plans for further development of this alliance, which was aided by having Rob Copeland, whose pet project this is, at the meeting. I left my business card with Rob and indicated my interest in becoming involved with this effort as one of my Facebook friends, a former captain of the Frisco High boys team and TFA swimmer, is a member of the club swim team at Princeton, which recently participated in the national club meet held at Georgia Tech. I pursued this interest further by speaking with Onshalee Promchitmart, who is in charge of this program at the National Office, and the students who ran the national meet at Georgia Tech during the “Speed Dating” session on Saturday.

The History & Archives session was largely devoted to updates by the chair on nine

projects the committee has been pursuing for some time: 1) plugging gaps in information about past Top Ten times; 2) digitizing all the issues of June Krauser's SwimMaster newsletter from 1971 to 1991 (now completed); 3) preparing an index to that newsletter (posted in July on the USMS web site); 4) improving the records chronology (since exact dates for some records are still missing); 5) constructing a relay Top Ten database for relay events before 1990; 6) keeping the Olympians in USMS database up to date and complete (including USMS swimmers who were Olympians in other sports besides swimming); 7) adding exact dates of death for deceased USMS members; 8) locating and scanning official USMS documents (such as committee minutes); and 9) locating and scanning open-water and long-distance results for national championships only in those sports. Committee chair Barbara Dunbar went out of her way to invite participation of all USMS members in some of these projects that involve tracking down elusive records and other information like exact dates for past records and for deaths. I volunteered to help with the committee's work, initially by scanning the meet results for the East Coast Masters Invitational Meet, which was held at Princeton University for six years straight in the mid-1970s and was the most important and largest meet in the East during that period, attracting many of the best swimmers in the country including former Easterns and NCAA champions as well as some celebrities like Buster "Tarzan" Crabbe. I am the only surviving member of the three organizers of the meet. I have asked the son of the leader of our group (who has been the head men's coach at Columbia University for two decades) whether his mother left behind any files containing information about the planning and operation of these meets.

The workshop about meet officials was very enlightening. I learned that USA Swimming has about 15,000 officials (who fill the required positions of referee, starter, and two stroke-and-turn judges), and they are usually volunteers who often bring their own equipment with them to meets. Training and mentorship are common in USAS. NCAA and high school officials typically go through no training but simply take a test. These officials typically officiate at USAS meets every weekend, ten high school meets a year, a couple of college meets, and one masters meet. USMS just began a formal training program last year and has 63 officials trained so far. There needs to be more resources on the USMS web site for officials, more efforts to organize officials at the LMSC level, and more outreach to officials. Officials get certified for USMS by taking an online test, which is the same one used by USAS but includes a few questions specifically regarding masters competition. It can be risky to sign up an official too far in advance of a meet, because they forget or the meet dates change, but officials should be lined up at least a week to a week and a half before a meet. And it was stressed how important it is to communicate with officials in the weeks leading up to a meet.

As these notes reveal, this was a real educational experience for me, and I thank Richard for suggesting that I put my name in the hat for becoming a delegate and the National Office for accepting my self-nomination. Besides all the wealth of information I gained, the opportunity to meet new people was also very gratifying and rewarding. By sheer coincidence I happened to sit at lunch on successive days with Jessica Porter,

who did such a fine job of communicating with us from the National Office before the convention began, and with Hill Carrow, who is CEO of USA Masters Games. At the Hall of Fame induction I renewed my acquaintance with ISHOF executive director Bruce Wigo (with whom I had breakfast in Dallas last year when he was in town to participate in a Swimming Saves Lives meeting) and had a wonderful chat with new Hall of Fame member Hugh Wilder, who is a good friend of a faculty member at UNC who is also a good friend of mine and for whom I had handled two books he published with Princeton University Press. Before the ceremony began, I also chanced to introduce myself to a man who turned out to be the husband of another Hall of Fame inductee, Ann Hirsch, whom I met also when she joined her husband before the ceremony began. At the reception before the annual banquet, I had a long conversation with Robin Smith, who coaches the Nova Masters Swimming team and is the secretary of the Southern Pacific LMSC in California. (She also helped run the national long-course championship meet at Riverside,) We talked about college club swimming and also about dual-sanctioned meets that she has organized between her masters group and the local USAS club team—an event that I am trying to encourage the coaches at TFA to undertake.

The final banquet was quite a treat itself, and I found myself seated next to Susan Ingraham, who was USMS Coach of the Year in 2008 (as coach for the Masters of South Texas in San Antonio) and has been a mentor to Richard, he tells me. She was honored with yet another award at the recent Zone Championships at Texas A&M. We had a wide-ranging conversation, and I look forward to keeping in touch with her. I also got to meet and congratulate David Boudia, the Olympic gold medalist who won the award given by USA Diving at the banquet. I told him that my swim coach at Princeton, Bob Clotworthy, had himself won a gold medal, in the 3-meter dive, at the 1956 Olympics. He seemed a little taken aback at my having been coached in swimming by a champion diver!

For my money, the best line of the banquet came from the USMS honoree, who quipped that he was glad to see USA Swimming working so hard to get their swimmers ready for masters competition!

All in all, this was a very memorable occasion, which I hope to repeat at some time in the future. Meanwhile, I look forward to becoming involved with the work of the History & Archives Committee, as Richard thought I would, and also with the effort to bring college club swimming further under the USMS umbrella.

Sandy Thatcher

Reporting on the 2017 US Aquatic Sports Convention

September 11-17, Dallas, TX

Kris Barndt, TFAM, Frisco. North Texas LMSC.

I was fortunate to be able to attend this year as a visitor and observer! It was great to be able to do pretty much whatever, and explore different meetings and workshops, and attend the House of Delegates (as an observer). I enjoyed meeting new people in the swim world and I learned quite a lot about the inner workings of USMS. The workshops I attended were excellent, and I would like to attend more of those in the future! I believe it would be a great experience for others from our LMSC to attend the Convention! Every room was filled with very passionate aquatic people, from all walks of life, in all shapes and sizes, men, women and youth. It certainly is a lot of fun too. The social at Dick's Last Chance BBQ was a blast, and the Banquet was not to be missed.

I also participated in the ALTS Certification class in Lewisville on Wednesday (which was another great experience), and helped with the set-up of the USMS hospitality suite on Wednesday evening. A few times during the Convention, I went up there to check on the other volunteers and help out in the room as well. Due to a roommate cancellation, I was extremely fortunate to be able to stay in a room in the Hyatt with my long-time friend from New York, who has been a Synchro swimmer most of her life. She is also an Age Group Coach, a Masters Synchro swimmer, and a Delegate for her region. I was able to meet some of her people (including coaches, team manager, and student swimmers), learn more about her sport in depth, and I attended one of their House of Delegate sessions.

My schedule:

WEDNESDAY

- 8:30-4:00 ALTS Certification Program with Bill Meier, Lewisville, TX
(SpringHill Suites Marriott, and LISD Westside Aquatic Center)
- 5:00-8:00 Shopping at Costco, and setting up the USMS Hospitality Suite

THURSDAY

- 11:00-12:00 USMS/Long Distance #1 (Gaston A/B)
- 12:00-1:30 Helped in USMS Hospitality Suite, Skyline 396
- 1:30-2:30 USMS/Sports Medicine & Science (Moreno A/B)
- 2:45-5:15 USMS/House of Delegates #2 (Reunion G/H)
- 5:30-7:00 USMS/South Central Zone Meeting (Gaston A/B)
- 7:30-9:30 LMSC Social, Dick's Last Chance BBQ, Downtown Dallas

FRIDAY

- 10:45-11:45 USMS Workshop #5 – Adding Oomph to Your Meet! (Moreno A/B)

12:00-1:00	USMS/Sports Medicine (Reunion G/H) <i>(overview of USMS Health Survey, comparisons to another national survey)</i>
1:15-2:15	USMS Workshop #6 – Getting Your Fitness Swimmer on and off the Blocks! (Bryan Beeman A/B)
2:30-4:30	USMS House of Delegates #3
5:10-6:20	Dinner with Synchro group, Parrino's, Hyatt
6:30-7:00	Checked in on USMS Hospitality Suite

SATURDAY

10:00-12:30	USA Synchro House of Delegates (Reunion A/B)
12:40-1:15	Checked in and helped in USMS Hospitality Suite
1:30-5:00	USMS House of Delegates #5 (Reunion G/H)
6:30-10:00	Cocktail Reception and Aquatics Awards Banquet

OVERVIEW & HIGHLIGHTS

Long Distance #1

Highlights:

Reviews of 2018 and 2019 Long Distance National Championship bid winners (event, host or event name, location, and dates). These are open water venues. Comments in my notes describing the beauty and features of some of these venues.

Mel Goldstein spoke about a relay he saw in the Cayman Islands using a hand-touch mixed relay (where the last person of the 4 person team has the time chip). They used a 20y-25y hand-off zone. This type of relay enabled the coaches to strategize with team members (deciding team member order and placement). It was a very exciting race for spectators to watch. Willing to give this event a try at the 2-Mile Cable (also has a 1-Mile non-Champ swim) at Indianapolis, June 2019.

Then discussion... that went on and on.... The HOTTEST TOPIC of the entire USMS Convention (in my opinion)... Rule LD19. (More came up on this later...)

Sports Medicine & Science Committee

Highlights:

Overview of what this group does for USMS, and they ask "what can we do for you?"

They would like more participation on their blog (on USMS site). Please email questions, comments, or send them an article that you see (and like, or have questions about).

They are working on a video on the health benefits of swimming that will play in doctor's offices. They wish to get it into endocrinology, rheumatology and cardiology offices. If you know of any doctors you think should have this video playing in their waiting room, please let them know.

Shallow water blackout video is available. They feel this needs more media attention, and it will be included in all coaching training going forward. Committee explained this is in regards to long-term breath-holding, not so much about breathing exercises where the swimmer is breathing every 3/5/7 strokes (this question was asked from the audience). They emphasized heavily the need for every swimmer to learn how to EXHALE all their air!!!

Discussion about ideas for their booth at the Nationals. Ideas and information is needed.

Ideas for future booths, and other information that people would like to see from this committee (these ideas came from members of the audience):

- Dryland training at home using practically no equipment (instead of a gym membership) [a new Delegate may take this on as a presentation.]
- How to warm up without a pool lane (at meets, triathlons, etc.)
- Contraindicated stretches and exercises for swimmers (what we should NOT be doing!)
- Balanced exercise for aging participants (swimming and dryland)
- Fitness and sports medicine... working together more
- More research and studies on post-menopausal women athletes (info on supplementation, hormone balance, diet, etc.)
- Recovery science. Have a comprehensive resource on recovery (nutrition for recovery, recovery for different types of workouts (sprints or distance), aging and recovery, timing issues for recovery (in regards to eating, taking supplements).
- More critically-reviewed information (topics, papers). Translate them for the layman. (critical review is necessary so that bad research results are excluded).
- Everyone wants more fitness, sports medicine and nutritional information, but what's the best way to get it out there? 70%-80% of USMS members are not going to conventions, nationals, etc. Perhaps get the info out to the LMSC level; workshops, clinics, etc.

House of Delegates #2

Highlights:

Finance report

ALTS Certification classes all around the US (level III also!)

Beta testing a new Fitness Program

SSLF moves out of USMS and is self-sustaining in 2018. The new Fitness Challenge Series proceeds will go to SSLF.

Grassroots efforts are being made (individual swimmers trying to get other swimmers to join) to get other folks to join and participate in USMS – some places (such as YMCAs) don't require USMS membership!

An effort to implement new swim meet formats for “newbies;” people with Championships, etc. are not allowed to enter. This would entice newer swimmers and fitness swimmers to participate in meets that they would feel comfortable entering. [This concept is similar to the horse show world's Maiden Classes, Novice Classes and Limit Classes... see Kris if you have questions about this note.]

South Central LMSC Zone Meeting

Highlights:

ALTS education/Certification, Coaches Clinics/Certification will be coming to the Houston and Austin areas.

Growing the newly renamed West Texas LMSC (formerly Border LMSC)... growing more USMS membership and teams.

Each LMSC is to come up with 2 people to nominate for some of the awards (Dorothy Donnelly Service Award, Communications Award, Jesse B. Coon Award). Would like to set a Christmas deadline for Jesse Coon Award nominees.

Choosing new Zone Chair; need to consider a VP position (a Vice Chair in Training); 2 terms of 2 years max. Nicole elected Vice Chair for South Central Zone.

Addressed putting information for physically challenged participants into the swim meet marketing information for every meet (equipment available, facilities description, time standards). Also, to make sure there is a “meet liaison;” a person who will respond in a timely manner to a request for information about that meet (coach or other representative).

Overview of locations and dates for Zone Meets, Senior Games (San Antonio), Long Course Champ Meet, bids for South Central Zones venues (for 2019). New SMU pool will be up and running next year so will bid for a Zone Meet in 2019.

No “Nationals” per se, because of 2018 PanAm Games, in Orlando, FL.

Workshop #5 – Adding Oomph to Your Meet

Given by C.J. Rushman. This was a great workshop! He gave so many ideas! *Please see attached for my extended notes (there's quite a bit).*

Sports Medicine – Review of USMS Swimmers' Health Survey

USMS conducted a Health Survey in October/November of 2010. All USMS swimmers 21 and up could respond. The presenter made comparisons between this survey, and another national health survey (of non-swimmers).

Findings of the USMS survey:

- More women responded to this survey

- We are more educated (in the USMS group)
- We are more Caucasian than in other group survey
- We reported more chronic diseases
- We report more moderate to heavy exercise (6 times a week vs. 6 times per month)
- And more USMS respondents reported that they had good to excellent health

One of the major findings (in comparing the two surveys) was that although the USMS group reported more chronic disease, it was held better in check by fewer medications and lower doses than the other group (which took more medications and higher doses of medications to control their chronic diseases). This may be entirely due to the exercise factor.

The two chronic diseases focused on were high cholesterol (controlled with statins), and high blood pressure (mostly controlled by beta blockers). There was discussion on how these two drugs can interfere with a swimmer's workout in various ways.

Workshop #6 – Getting Your Fitness Swimmer on and off the Blocks

Given by Scott Bay, Florida, and Tim Waud, Oregon. This was a fabulous workshop and a packed room!! So many valuable ideas! *Please see attached for my extended notes (there's quite a bit)*. Later at the Banquet, Tim Waud received The Coach of the Year Award.

House of Delegates #3

Rules

R9 – Timing Systems (automatic, semi-automatic, manual starts/finishes)

FINA: World records will only be accepted w/ fully automated starts and finishes (using manual as back up only).

R3 – Adding 25y and 25m events to Conforming Events list

Any meet can offer non-conforming events but no records are kept for them. There was a lot of passionate back-and-forth commentary (for and against) adding 25s for various reasons.

House of Delegates #5

Rules

R3 was rejected (Adding 25s to list of Conforming Events)

R17 was rejected (Preventing foreign swimmers from representing USMS Clubs at Nationals)

Long Distance/Open Water

LD19 pulled (Holding on to a craft [or flotation device... added wording], and forward motion)

Mass commentary on this one... had to count votes, green/126, red/106, approved!!

LD20 pulled (approved)

LD2 pulled (approved)

LD9 pulled (approved as amended)

LD10 pulled (approved as amended)

LD44 pulled (Virtual competitions, like ePostals)

Amendment as written fails. Discussion/entire LD44. As written, motion fails.

Legislation

L2 pulled (Submissions Deadlines. Move to adopt it. Adopted "Yes" by 2/3rds vote)

L4 pulled (Unaffiliated swimmer. Rejected)

Note: In USMS, individual can transfer clubs but they will have a 60 day waiting period (before being able to swim in competitions). [in USA Synchro, it's 120 days.]

Finance

Income: Line 4350 pulled (Income from Recognized Event). There was some discussion on reducing entry fees for Senior Games (swimming); this will be addressed later inside the committee.

Expenses: No pulled line items

Budget approved in its entirety!! This was the practically the fastest-finishing segment of all.

Final Commentary on the Convention (by anyone who came up to the microphone)

Great breakfast after workout!

Thanks to Dallas Aquatic Masters for giving up their Saturday morning pool time so the workout could be at SMU.

LISD West Side Aquatics gave free pool time to the Convention workout group.

Scheduling was good (having the meeting minutes available ahead of time).

GREAT workshops!!! Nice selection, especially Adding Oomph to Your Meet! (they need more suggestions for future convention workshops)

It was great that the Sports Medicine presentation was offered without any other competing workshops in that time slot.

Rethink the Hospitality Suite and how it can be done (especially location of the room... make it more accessible, such as having it in a centrally located conference room).

A suggestion to offer boxed lunches and breakfasts for people who simply don't have time between sessions (pre-order them ahead when you sign up for the Convention).

Create a mentor program for brand new delegates (someone you can tag along with who will show you the ropes and fill you in on what is going on in sessions.)

Reopening LD19!!!!!!! For this, they amended the amendment to the amendment. After more commentary at the microphone and voting, LD19 finally passes (with the new amended wording).

Housekeeping

Please fill out the Convention Survey!!

EXTENDED NOTES FOR Workshop #5 – Adding Oomph to Your Meet

Given by C.J. Rushman. This was a great workshop! He gave so many ideas. Make your meet FUN... and make everyone want to come to your meet... and keep coming back!!

How to get people to your meet:

- Consistency (dates) and themes
- K.I.S.S.
- Thinking outside the box
- Communication (getting the word out)
- SWAG/free stuff
- Knowledge gain

Consistency of timing: Choose the same month every year and have a theme for your meet. (ex.: They have a meet every March, it has a St. Patrick's Day theme.)

Consistency of event: Have signature events to draw in specific attendees. (ex.: C.J. Rushman has a 1000 free for triathletes. It is swum in an early morning session, in 4 heats (they have use of a 6 lane pool with bulkheads). The triathletes come and do the event and then leave, the rest of the meet follows.)

K.I.S.S.:

- Keep meets under 3.5 hours. Start as early as possible. Consider the commute for participants, including those who are coming from across state lines.
- Have age-group kids be the timers. This is a great way to partner and introduce them to Masters Swimming.
- Have heat sheets available before the meet begins – send out via email.
- Use ClubAssistant.
- C.J. does NOT take DECK ENTRIES the day of their meet. He only does online pre-entries (roughly about 2-3 days out). This simplifies administration on meet day, and keeps things running fast and smooth.

NOTE: C.J.'s meet is \$30 per participant, which includes 6 events and a tee shirt (For him, the tee shirts are the biggest expense. However, he does not have to pay for pool rental fees, since they are at a YMCA pool.)

Thinking outside the box:

Add non-conforming events to your meet, such as:

- 25s of each stroke
- Crescendo relays (this is where the first swimmer does a 25, next swimmer does 50, next does 75, and last swimmer does a 100)

- Mixed relays (he will make mixed relay teams made up of people from visiting teams, as well as mixed men/women teams)
- Couples relays (husbands and wives)... very popular!!!
- Hold a meet that is all relays! Nothing but relays! Very popular, since it makes it really fun for participants and exciting for the audience as well.

Communication (Media/Local Advertising):

- Social media!!
- Have a cover story of someone attending the meet (for local paper, FaceBook, your newsletter, etc.)
- Get local businesses to provide donations and sponsorships to help defray costs of the meet. Ask Kroger, Costco, etc. for food, or other donations. C.J. puts all these sponsors on his tee shirts that are given at the meet.
- Have a social after the meet. It could be at a local bar, restaurant, pizza or BBQ place. Ask for specific menu items.

SWAG/free stuff/prizes:

- Tee shirts with fun flair (funny or cool quotes!)
- Gives prizes like bag tags, gift cards (for Swim Outlet, Starbucks, etc.), caps, goggles, swim bag, towels, water bottles. C.J. will give prizes like these for Music Heats, or certain relays, sometimes to heat winners.
- Raffles. Get donations! Travel or spa packages, swim gear, shirts, towels, shampoo and swim care stuff. C.J. gets season-end or close-out swim gear by asking swim stores or outlets; these items can be made into a nice raffle basket or bag.
- Food for participants. Get donations! Ask local stores. Or have the team bake cookies and brownies. Or have the age group swimmers run a concession stand.

Ideas: Someone suggested not to give prizes to heat winners; give it to people whose time ends in :57, for example. Think of almost any way you could give out prizes without necessarily giving them to a "heat winner." OR give a prize for whoever comes closest to their entry time.

Another idea from the audience: they have people draw playing cards out of a bucket and stick their award labels to the playing cards. Whoever has the best "poker hand" at the end wins the prize.

Brainstorming Session/Knowledge Gain:

What have you tried that hasn't worked?

C.J. had no luck with ribbons or medals awarded for prizes. They spent a lot of money on these things, and no one really wanted them. They got stuck with a lot of it after the meets. Ribbons and medals are pricey.

What did work?

C.J. had lots of luck with giving swag bags! People just loved getting a swag bag when they walked up to sign in at the meet. Get free stuff and put it in a string backpack or a similar tote bag... people like it!

What to do differently?

C.J. said he needed to do more marketing, getting the word out! Especially using social media more.

Contact USMS – talk to Zone Leaders. They have ways to do targeted marketing out of state, out of the area.

Contact Registrars, to help with out of state and out of area marketing of your meet (this idea was brought up by A.J. from Illinois).

GO CRAZY with ideas!! Get some fun local “celebrity” to come to the meet and get the resulting photos up on social media.

Hire a food truck (or get it donated).

Send a postcard out to all members with all your meet dates for the year. This can be a reminder for them and help them get the dates onto their calendars.

Have your meet be a charity event. This is a very popular concept. Partner up with a charity.

EXTENDED NOTES FOR Workshop #6 – Getting Your Fitness Swimmer on and off the Blocks

Given by Scott Bay, Florida, and Tim Waud, Oregon. This was a fabulous workshop and a packed room!! So many valuable ideas! Later at the Banquet, Tim Waud received The Coach of the Year Award.

Pearls of wisdom from the workshop:

Leadership is service to others.

Lots of humor on deck!!

The best tidbit... Tim says he’s basically an “age group swimmer with a credit card.” So many of these ideas come from high school team culture... and they work!!

Coaching Philosophy - All about you, how you approach coaching and your experience.

What is your definition of a fitness swimmer? Why are fitness swimmers important to you? What needs do you see for each of your swimmers, or groups of swimmers?

Fitness swimmers need “more help.” They need more time spent with them, teaching strokes, technique, proper movement, breathing, etc. They need more feedback. Competitive swimmers (for the most part) already know how to move (i.e. they need less help from the coach and can be more independent). Scott and Tim will often use more advanced swimmers to help nurture along the newer swimmers.

Tim has Lane Leaders. These are like “Team Captains.” Each lane has a Lane Leader who keeps the lane going, helping with timing, counting, etc. and giving help to new folks in that lane.

Identity - Tim has “branded” his team. He suggests having a team name, a mascot, etc. to foster “team identity.” (His team are called the Tankers. He has a “Tanker Towel” that any team member can win, by doing something that was set as a goal... but anybody from newbie to experienced can win it.)

Accountability – When you belong to a team “family,” swimmers and the coach ask why you didn’t make the workout... they worry about you! “Belonging” is one of the most powerful human needs... and a swim team can be like a family.

IDEA – Tim reaches out to his team members on a daily basis via email (60 swimmers), just to touch base. He’ll tell them “you need to bring your equipment with you tomorrow,” or “you don’t have to bring any toys with you to the workout tomorrow.” It is a personal touch, and a way to make everyone feel like they’re in the loop.

IDEA – (from the audience) On his team, twice a month, this coach mixes all of the team members together (from newbies, all the way up to the triathletes), and everyone does the exact same workout together!

IDEA – (from the audience) On a day when a ton of people show up for a workout and it is really crowded, this coach makes the entire workout nothing but relays. This way, everyone mixes up and has to work together.

IDEA – (from the audience) This coach has team socials that involve other physical activities, either when the pool is closed, or just to do something other than swimming. They have done climbing walls, hiking and kayaking.

IDEA – (from the audience) On the last Friday of each month, this coach holds practice at night. Afterwards, the team goes out for beer and dinner.

Including both fitness swimmers and triathletes:

How do you engage these groups at each workout and make them want to come back for more? And how do you incorporate them into your team/ID/club?

Every day is a different workout, so nothing repeats (much); uses Ultra Short Race Pace Training methods.

MORE IDEAS from Tim:

He gives people a two-week try-out period... try USMS for two weeks free to see if it fits your lifestyle. He explains that everyone has something... children, dogs, jobs, school, grandchildren, etc. He encourages people to give it a try for real for two weeks to see if it really fits into their busy schedule like they first thought. Sometimes a one day trial isn’t enough; people don’t really perceive how it can be in their weekly routine.

Teach ALTS at your pool... some of those folks move over to Masters!!

Tim DOES NOT ALLOW ANY watches or timers on wrists at any of his workouts (only heart monitors allowed). “We do it old school!” That way everyone is focused on the coach, the wall timer, the pool/the

wall they are swimming towards, their teammates... not on the tech on their wrist. This builds better team cohesion, less distraction.

Always train as a whole TEAM!

Home Pool Advantage!! Tim actually tells people that *it's required* to participate in a meet when it is at their home pool... and so people actually do it!! And they get out of their comfort zone and have fun. Then some folks get the idea that they want to do more! (they begin to work toward doing more... attending other meets, etc.)

Waive the fee for 25y events at a meet for fitness swimmers... going on the premise that everyone can do a 25!! Then you get people to try a meet.

Make sure to point out to triathletes to come swim with Masters in the early part of the year – it's a time of ramping up, and that will help them be ready for the season's triathlon events.... That they'll be farther ahead with their swimming skills.

Scott Bay suggests a HUGE calendar on the wall at the pool, with all the meets, workouts and socials written on it. It's great for swimmers to see the whole year laid out at a glance. (Speedo used to make a huge calendar, don't know if they still do?)

Tim's team has a "team culture" that includes things like the team "christening" a pool at an away meet with water from the home pool in a little ceremony. And also everyone walking around with Sharpie "tattoos!"

Tim also suggests to tell triathletes that they don't need to swim for fitness, they need to learn how to not suck at swimming (since they already bike and run for fitness... and are pretty darn fit!).

Encourage participation in events for fitness swimmers; ePostals, Postathalon, etc. Tim's team does the 1 hour ePostal every year in January.

"Fat Tire Division" – a portion of an event for triathletes or people who haven't done triathlon before... pull any bike out of the garage and dust it off (any bike, not a race bike). [I think this was an idea to create a fun event that fitness folks can participate in]

MORE IDEAS from the audience:

An idea for a workout for triathletes... one coach puts 4 triathletes in a lane and lets them learn how to draft off of one another. Instruct each person to pass, from the back to the front, one at a time, as an exercise.

All people on the team are trained as swimmers, triathletes and newbies alike – everyone learns breath control, technique, all strokes.

Carlos A Rodriguez

USMS Convention 2017

Notes

Open Water

The meeting started with a discussion on a previous email discussion about the installment of a Referee Training Module which will improve safety for future events starting 2018. This Training Module would consist of a short class of 40 slide long presentation with a 25 question test at the end of the Module. Later a discussion started over the modification on LD19 rule about not grabbing a moving boat during a sanctioned event, which would later be rejected or approved over at the House of Delegates meeting.

The meeting continued with a discussion about Sanctioning and safety for the Open Water events, requiring an updating of the liability waiver and the continuation of the course map addition and online safety application for Open Water events. This year there has been 54 sanctioned events and 8 left for the remaining of the year, with only 7 LMSCs being the main contributors (Texas is not one of these contributors).

Subsequently an Open Water Development and promotion discussion started in which they included the next ideas were stated:

1. Contacting the triathlon community and USAT for dual sanctioning and memberships
2. Contacting local authorities and local kayaker clubs/groups, thereby increasing safety and improving management for the meets.
3. Improving information delivery for new swimmers pre-race and opening registration immediately post-race.
4. Add fun events with swim equipment in a local open water venue.
5. Organizing "bring a buddy" events.

The meeting concluded with a future "host an event tool box" sent by the Committee to all LMSCs and USMS page, outlining information on sanctioning events, insurance, training and overall requirements for hosting an Open Water event.

Finance #2

The second Finance committee meeting started with removing \$5,300 for Officials at Pan Am Masters meets, since that should be an expense met by the meet host.

Then a discussion started over several aspects on the revised budget, and concluding on an estimated \$3,261 deficit for the 2018 budget.

The meeting concluded with a discussion over the SSL budget and approval with a future pending approval by the Board of Directors.

Championship #1

The meeting began with a recapitulation of the 2017 Spring Nationals meet at Riverside and the 2017 Summer Nationals in Minnesota.

The 2017 Spring Nationals was a success with 64 National Records, and a net profit of \$70k+. Also it was commented that there had been some complaints about missed check in deadlines and some complaints about the water quality of the warm up and meet pool, concluding that USMS couldn't do anything about that, and it was the sole responsibility of the meets host.

The 2017 Summer Nationals concluded with 39 World Records and overall low complaints. Making emphasis on the fact that a swimmer couldn't do the 1500 and 800 double (something to take into consideration for next Long Course Nationals. There is a need for Instructional videos for proper warm up activities and about tile deck and unexpected slippery conditions. This summary concluded with a need for the committee to describe a layout on the enforcement of broad EMT requirements for future meets.

The meeting concluded with the discussion of 2018 Spring Nationals in Indianapolis (May 10-13) and 2018 Pan Ams in Orlando (July 28- August 3rd). Spring Nationals in Indianapolis will use donated EMTs and the host stressed out the importance on booking hotels early and are already posted in the Indy Masters website. Pan Ams in Orlando will have registration of individual events and relays through Club Assistant, and all swimmers may enter 5 events, not including relays,

The meeting concluded with refusing Rule No. 17, modifications on Rule No. 13, 17, 18 and 19 of the rule book.

LMSC development

The meeting started with the discussion of Appendix D changes in which D1 and D2 comment on the adjustment on boundaries of Border/North Texas and South Texas with the rationale that certain affected counties will benefit due to proximity. There was no discussion on the name change from Border to West Texas LMSC.

On the LMSC standards: The least successful standard was the "LMSC bank accounts shall be reconciled annually by the person other than the signer". In order to follow this standard, clarification to the treasurer is needed. Next was the importance that all participants in a sanctioned event must be members and finally there will be a survey cycle change to send out on Feb 1st and return date Mar 1st, instead of June since the pros outweigh the cons.

There will be Peer to Peer Teleconference on the 1st Tuesday of each Month, the remaining teleconferences are: Registrars (Oct), Annual Meetings (Nov), Fitness Chairs (Dec). Starting 2018, meeting will be held on the Second Tuesday of each month.

All specifics will be discussed at the Workshop.

South Central Zone

The meeting started with Bruce Rollins started with giving an update on boundary changes for Border LMSC and standards. A Jesse Coon Distinguish Service award was given to Susan Ingraham, and it was requested that 2 nominees be put forward by each LMSC by Dec 25th for next year's award. Bruce was reelected as Zone Chair and Nicole Rembach was nominated and elected as Zone Vice Chair.

The outcomes for 2017 Short Course Zone meet and Long Course Zone Meet were summarized, emphasizing on increasing attendance for next year, by promoting the meets at local clubs. It was useful to create and send a survey post meet for immediate feedback. Discussion on maximum time standards for distances down to 200 or more (without an action taken) were done and the need for ADA compliant pools for meets.

Bids were made for Zones for next year: Short Course Zones at Long Horn Aquatics April 6-8, Long Course Zones at Texas A&M July 6-8. A conference call will be held on January 2018 about zone meets discussion for 2019.

Finally the meeting concluded with the need for a written medical and personal history for each swimmer attached to their on deck swim bag. This will be addressed by Bruce and forwarded to each LMSC.

Workshop #3 Tech Crunch for the Swim world

The workshops focus was the use of software to simplify the creation of a clubs website and teams contact info to attract new swimmers.

USMS.org has the benefit of making places to swim accessible for any visitor to the webpage and USMS members. You can use the online workouts made by coaches and use the fitness logs to track your progress. It also makes it accessible to users for accessing events on the calendar and databases on records, ranking and a huge amounts of information about swimming.

Hy-Tek is a meet management software for meet results, timing system data. Meet directors need to learn about the software or know someone that knows the software. Easy to use once knowing how to use it and really useful for maintaining LMSC records for all events and exporting data for easy access. It also has a meet mobile app adjunct as an end-user tool, with real time meet results, but requires Meet manager to be online. This software has a twin "Swim manager" which helps coaches build a better swim program and helps coaches and parents to access team registration, meet entries, payment submissions, communications, etc.

ClubAssistant is a software used for Club/LMSC Management (communication, finance, and memberships), interlinking information between LMSC and USMS member info. It is also used for meet registration. It doesn't have an app, but you can access it through the swimphone webpage. It is mainly data driven.

TeamUnify is a software also used for club/LMSC management, which handles billing, scheduling of facilities/groups, calendars and meet volunteer signups. It is used by most Clubs.

Other common tools used by the swimming world are: Active.com, signmeup used for athletic events but it's not specific for swimming. Eventbrite, evite and Facebook used for social activities.

Social media platforms are used for teams/clubs/LMSCs to share and promote swimming. Facebook is the main platform used to promote clubs and teams through groups and pages, to spread news, post stories, pics and videos, etc. Other platforms less used are Instagram, Youtube and Twitter.

Web development may be improved with Market share software: Wordpress, Joomla and Drupal. And other software with swimming ties: Club assistant, Hy-Tek and Team Unify. Some of them have a cost of \$25/mo or less, or maybe for free. Some software helps with mobile friendly adjustment for easier access, since there is a higher use of mobile use compared with desktop. The mobile friendliness can be tested through google.com.

Workshop #5 Adding Oomph to your Meet

The workshop started with the need to be consistent with the calendar dates for meets, events and workouts, also increase the meets theme variety, to make it exciting for masters swimmers. There is a need to think outside the box.

Follow the rule of "K.I.S.S." keep the meet under 3 ½ hours, start as early as possible, consider commute distance and use Age groupers as timers.

Have heat sheet before the meet and send info via email previous to the meet. Add non-conforming events to the meet: add 25s, crescendo relays, mixed relays between teams. Give away free stuff (SWAG) at meets.

Use social media and local advertising to promote events. Contact local businesses for sponsorships and donations. Have meet socials where everybody is invited.

Have the hosting team bake cookies and sweets, have age group team run concessions. Have raffles with supporting businesses.

After any event have brainstorming meeting with hosting team to improve meets. Send survey to improve events.

Workshop #7 Open Water Sanctioning & Long Distance National Championship Bidding

Before applying for a Sanction:

1. Identify Venue and event date
2. Secure Venue (there may be a special use permit and fee for the permit) Use the venues personell.
3. Recruit safety director and referee and have them complete USMS Certification program for both positions.

4. Develop event info and entry form (develop the package carefully and ask the Sanction Chair to approve final version).
5. Develop safety plan. When in doubt ask the USMS Safety Compliance Coordinator for help in the development of the plan.
6. Contact online entry provider.
7. Collect necessary info for applying for the sanction. Info on Event Director, Safety director and referee. Event info and short description of event. Safety plan. Attendance. Picture of venue.
8. Apply for the Sanction

Sanctioning is event quality control, USMS has to ensure safe, well-run and properly reported events. The LMSC must ensure that the events hosts follow Rule 203 which describes the Sanctioning of Open Water events.

USMS helps events hosts with safety planning, entry development, insurance coverage and promoting event information.

There should be a Sanctions Chair responsible for the process for each LMSC, that oversees the event, its results, timing and avoids event conflicts.

Rules for Long Distance and Open Water are found in Part 3 of the rule book. There should be a thorough knowledge on the rules found on this part of the rule book before the sanctioning application.

How to apply for a Sanction?

Go to usms.org.

Events & results

Sanction an Event

Follow directions.

Apply

You will receive an email receipt from USMS.

The Long Distance and Open Water committees will create a How to Sanction and Host an Open Water event "tool box" that will be posted on USMS to help LMSCs and future event hosts.