
USMS SPECIAL ASSIGNMENTS & LIAISON REPORTS

CONTROLLER – Margaret Bayless

I officially commenced as USMS Controller on March 1, 2004. During February, I traveled to Washington DC for a handover weekend with Cathy Pennington. Doug Church, Treasurer, also joined us for a good portion of the weekend. Cathy and I had a follow-up meeting in late May. As a result of these meetings, I prepared a Controller's Manual to help memorialize in detail many of the tasks associated with the Controller position.

During the time I have been Controller, the 2003 books have been closed, and have been submitted to the independent auditors for their review. The auditor's report will be completed in time to be included in the Convention information package. The 2003 tax return is on extension, although it is mostly completed, and awaiting confirmation of final financial results from the auditors prior to filing.

The 2003 full-year financial statements and the monthly financial statements for each of January – May 2004 have been submitted with commentary to the EC and Finance Committee. The non-year-end monthly financial statements are generally issued in the third or fourth week of the following month, after receipt of the final monthly registration report from the National Office.

The 2003 full-year and the 2004 first quarter reports of expenses have been submitted to the respective committee heads and officers. The non-year-end quarterly reports of expenses are generally distributed via email by the 15th of the month following each quarter-end.

Checks are prepared and mailed every week; each Friday morning, I submit a check request report to Doug, who prepares and mails the checks.

FINA REPRESENTATIVE – June Krauser

ACTIVITY SINCE LAST REPORT: The information and Entry Booklet for the 10th Fina WORLD MASTERS CHAMPIONSHIPS to take place in Riccione, Italy and San Marino on June 3-13, 2004 is available in book form and on the web at: www.masters2004.it

You may enter either by mail or on line. When entering on line be sure you have your passport photo on a disk or in your computer. You may pay by Mastercard or VISA.

The results of the Championships in Riccione, Italy are on line at the above web site. The Organizing Committee would not put the results on line until the end of the meet as they were selling meet results. Each FINA Masters committee member is to receive a disk with all the results.

Walt Reid asked me to keep all the statistics for swimming on the number of swimmers meeting the QT, the number that did not meet the QT, the number of DQ's, the number that did not swim and the number of splashes. This I did and placed the statistics in a chart and sent the chart to Michael Moore. Walt also gave me the number of swimmers for each country and number of Open Water swimmers for each country. There were 66 countries represented in the swimming events with 258 from the USA and 48 countries represented in Open Water with 55 from the USA. Walt also has the number of individual events for swimming by country and number of relays.

During the past year a sub-committee of the FINA Masters Committee has been working on writing a FINA Handbook for Masters competition. Both Walt and I have been helping with this project. We hope to have it finalized during 2005.

The following continental organizations are recognized by FINA:

- Africa – Confederation Africaine de Natation Amateur
- Americas – Amateur Swimming Union of the Americas
- Asia – Asian Amateur Swimming Federation
- Europe – Ligue Europeenne de Natation
- Oceania – Oceania Swimming Association

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LEN in Europe has a very active Masters Committee. After several years of attempting to get a similar Masters committee in ASUA it is finally a reality. A short meeting was held in Riccione and the next meeting is scheduled for the Sunday of our convention in Orlando in September. FINA is very much in favor of adding Masters to the other committees of ASUA. For the last ten or so years, LatyCar has hosted meets for Central and South America and the Caribbean but is not a FINA recognized organization.

INTERNATIONAL LIAISON – Jim Miller, MD

This report is included within the President's report

IGLA LIAISON – Mark Wussler

As IGLA liaison I am continuing to work on the following:

1. Increase awareness and participation in IGLA events by USMS members
 2. Increase participation by IGLA members in USMS, including local, Zone and National Aquatics Championship
 3. Increase volunteer efforts by IGLA members on LMSC's
 4. Encourage continued efforts within USMS by the current 10-15 IGLA members now serving on various USMS Boards and Committees
 5. Continue to assist in resolution of issues to both organizations including international participation/ travel/ immigration
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ISHOF LIAISON – June Krauser

In January, nine aquatic Masters greats were inducted into the International Masters Swimming Hall of Fame. The 2004 inductees are swimmers Jane Asher (Great Britain), Aldo Da Rosa (USA), Paul Hutinger (USA), Yoshiko Osaki (Japan), Frank Piemme (USA) and Laura Val (USA). Also: Viola Harman Cady Krahn (diving), Mike Garibaldi (water polo) and Louise Wing (synchro).

The International Swimming Hall of Fame Board also met in January. Daytona Beach is interested in relocating ISHOF to their city. A representative from Daytona was at the meeting and pointed out the various parcels of land available.

The IMSHOF committee developed an objective method for inducting Masters swimmers. Walt Reid, FINA Masters recorder has produced statistical rankings, using a point system, which includes world records and world point categories. This type of information, as it is kept current, will be valuable to the IMSHOF Selection Committee when choosing pool-swimming inductees.

The 2005 list of nominees for IMSHOF were sent to the Selection committee. The list included 5 nominees for female swimmers, 5 nominees for male swimmers and 5 nominees including diving, synchronized swimming, water polo and contributors. The Selection committee was asked to vote for three (3) female swimmers, three (3) male swimmers and three from the five representing diving, synchronized swimming, water polo and contributor.

THE NINE (9) INDUCTEES FOR 2005: Flora Connolly (GBR) Swimmer, Betsy Jordan (USA) Swimmer, Sandy Neilson-Bell (USA) Swimmer, Burwell Jones (USA) Swimmer, Richard Reinstadler (GER) Swimmer, Richard Tod Spieker (USA) Swimming, John Deininger (USA) Diver, William McAlister (USA) Diver and Phil Witten (USA) Contributor.

The INTERNATIONAL SWIMMING HALL OF FAME 40TH ANIVERSARY & INDUCTION CEREMONY took place on May 7-8, 2004. The ISHOF Congress Meeting took place on May 7th and the ISHOF Board Meeting took place on May 8th. The luncheon on Friday was at the top of Pier 66 and the 40th anniversary celebration on Saturday was at the Hyatt. USMS President, Jim Miller was introduced as a new Congress member along with a few others. It was a very nice weekend.

During the FINA Masters World Championships in Riccione, Italy, the International Swimming Hall of Fame honored the 2003/2004 IMSHOF Inductees at the Grand Hotel Des Bains with Aperitifs, a Ceremony and

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Dinner. It was sponsored by Myrtha Pools and was a splendid evening. The Organizing Committee of the FINA Masters World Championships, Camillo Cametti, Chairman of the FINA Press Commission, Yoshihiko Osaki, President of Japan Masters and Jim Miller, President of USMS attended. Maria Lenk, Bill Mulliken, June Krauser and Tetsuo Hamuro designating ISHOF Honorees wore red sashes. IMSHOF Honorees Jane Asher, June Krauser, Mike Garabaldi, Paul Hutingger and Yoshiko Osaki wore blue neck sashes. A short video was shown of each of the Masters Honorees. A video was shown of FINA and one of all of the ISHOF Honorees. Sam Freas along with his wife Rosemary and staff member Lori, did an excellent job of putting on a superb show. There were many compliments heard about the evening. Hopefully, it will be done again in 2006 at Stanford!

NATIONAL SENIOR GAMES LIAISON – William Tingley

A meeting is been requested with NSGA event personnel, local organizing committee and swimming coordinators, is to be held in Pittsburg, PA this fall, to discuss how the two organizations might mutually assist one another in running the swimming competition at the next National Senior Games.

Some of the items for discussion brought forward from the 2003 Senior Games are accuracy and completeness of entry data, order of events posting, session lengths, and the designation of meet for national training for officials.

In February, the NSGA approved the USMS rules of competition for all local and national swimming events.

While the National Senior Games is a very popular competition for the 50-&-Over sect, the focus of USMS efforts should be on the local levels where many thousands of non-USMS members participate in State Senior Games. Our knowledgeable corps of swimmers, coaches and administrators gets involved in the Senior Olympic movement to promote Masters swimming and to offer quality competitive opportunities for the seniors.

The next National Senior Games (Summer) will be held in Pittsburg, Pa, June 3-18, 2005 with swimming being held, June 13th thru 18th.

Louisville, Ky is the site for the 2007 National Senior Games, while Houston and San Francisco are being considered for 2009. That decision will be made in October 2004.

NATIONAL SPONSOR LIAISON – Mel Goldstein



The USMS National Sponsor Liaison position was established to create a working relationship with USMS National Sponsors, USMS National Championship Meet Hosts, and to work with the USMS Marketing Committee to promote USMS and increase the organizations exposure.

This year the USMS National Sponsors contributed over \$54,000 in monetary contributions. We continue to work with the USMS National Sponsors to provide a greater value to our USMS membership. In addition to their monetary contributions the sponsors provide approximately \$16,000 in product and services to various USMS programs.

Throughout the year a great deal of time is spent working on those USMS National Sponsors whose agreements expire on December 31, 2004. All of the contracts expiring this year will be renewed for a two year term with exception of one.

We have a new USMS National Sponsor in FINIS, Inc and NIKE after a year of absence as a sponsor has renewed to be a USMS National Sponsor. The NIKE agreement includes a grant, which will be offered to Clubs or LMSC's who meet the criteria. The criteria will be announced at the USMS Convention in Orlando. While

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it is important to celebrate the new sponsors, I would be remiss by not mentioning The Victor is no longer a USMS National Sponsor and is out of business.

Promoting USMS has always been a primary function of the USMS National Sponsor Liaison. I attended the National Park and Recreation National Aquatic Conference in Charleston, South Carolina, and the American Swim Coaches Association (ASCA) in San Diego where we had very favorable response at both shows. After 10 years of trying to get on the YMCA of the USA program seminars, I was asked to talk to YMCA Coaches, Aquatic Directors, and Executive Directors on the benefits of establishing a Masters program in their YMCA's in Columbus, Ohio, as part of the YMCA of the USA Aquatic Program. Additionally, I will be attending the 2005 YMCA Aquatic Expo in Orlando.

Through the USMS National Office we distributed a CD for PBS of the USMS commercial used during the 2003 FINA World Championships in Barcelona, Spain.

With the help of Doug Garcia and the USMS Marketing Committee our USMS Tradeshow Display now has new graphics. 10 different clubs or LMSC's used our USMS Tradeshow Display throughout the year. This promotional item continues to serve clubs and LMSC's well in their effort to promote USMS and increase local membership.

One of the highlights of the year was the completion of the USMS National Sponsor "Featured Item" on the USMS website. Throughout the year we are always looking for ways to provide added value to our USMS membership. The USMS National Sponsor "Featured Item" does just that. USMS National Sponsors now have a featured product from their company on the USMS website. Members will be able to purchase featured items directly from our USMS National Sponsor. This is win-win situation, USMS Sponsor make a sale and the USMS member gets the product he or she wants at a great value.

SWIM MAGAZINE EDITOR - Bill Volckening

This year is the fifth year I have served as USMS Editor of our national publication, SWIM Magazine. It has been another tremendously productive year. In particular, this year has served as an excellent example of our successful teamwork with Sports Publications in achieving balanced editorial content.

DISCUSSIONS

1. Several discussions took place between the USMS Editor, Executive Liaison Nancy Ridout, and Sports Publications representatives regarding general content, editorial balance, and the selection of cover personalities.
2. The Executive Committee initiated a discussion regarding the procedure for proofreading.

ACTION ITEMS

1. A document was prepared outlining the proofreading process, which has evolved over the years and has been working well. Additional discussion will be planned. The Executive Committee has asked to continue discussions and fine-tune the document outlining this process.
2. Office equipment and software upgrades continued this year with additions of a G4 Powerbook Laptop with a 17" display, the latest Macintosh operating system, the Adobe Creative Suite, and a wireless network including an all-in-one printer / scanner / copier / fax machine, and a wireless keyboard and mouse. All of these upgrades have enhanced the capacity to get the job done efficiently. These purchases were made without financial assistance from USMS.
3. With the upgrade and replacement of office equipment, a barely used fax machine, originally funded by USMS, became available and was offered to the Board of Directors, It was claimed and delivered to USMS Vice President Scott Rabalais.

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USAS REPRESENTATIVE – Jim Miller, MD

This report is included within the President's report

USMS LIAISON TO USA SWIMMING – Ted Haartz

Since my mid-year report, the USA Swimming Board of Directors met in Colorado Springs, CO April 30-May 2, 2004.

Of interest to Masters were the following items:

- 1) USA Swimming is reincorporating in Colorado whose incorporation rules are more progressive than Ohio.
- 2) USA Swimming has adopted a new logo. The original 'teardrop' logo was considered as being off balance and out of date. Formal guidelines for the design, colors, inks, dimensions and various allowed uses by USA Swimming, USA Swimming clubs, LSCs, and zones are specified in a booklet, a copy of which has been provided to the USMS Executive Committee as a possible guide should USMS decide to change its logo.
- 3) USA Swimming has engaged Korn Ferry International to identify high profile leadership prospects to serve on the USA Swimming Foundation's Board of Directors.
- 4) Another Australia - USA Duel in the Pool meet is being considered for August 6 & 7, 2005 probably in Indianapolis with a return meet in Melbourne following the FINA Worlds there in 2007.

The next board meetings of the USA Swimming will be in Orlando, FL September 14, 15 and 19, 2004.

US OLYMPIC COMMITTEE LIAISON – Hill Carrow

The highlight of the year for your USOC Liaison was a trip to Colorado Springs, February 24 and 25, to meet with executives of the US Olympic Committee and several of our fellow sport governing bodies.

At the USOC I met with Jim Grice, Chief Marketing Officer, and a number of his staff. While the USOC is at an entirely different sponsorship level (sponsorships start at \$3 million) than USMS, it is beneficial to learn what the leaders in Olympic sport marketing are doing as certain concepts could translate to Masters.

I also spent time with Tammie Forster, Coordinator of Community Outreach Programs, and Lori Hamacher, of the Community Olympic Development Program (CODP) staff. (In prior years, Lori had provided some assistance to the USMS high altitude camp.) Interestingly, there is currently no CODP program in the U.S. for the sport of swimming.

Finally, with the USOC, I met with Chris Vidala, from the Sport Resources division. Chris' division is charged with providing financial, marketing, and administrative support to Olympic sport governing bodies, while also insuring that their Olympic programs are on track to be the most productive possible. Chris has specific responsibility for all the aquatic sports, so he was very interested in USMS.

I visited, too, with John Walker and Chuck Wielgus at USA Swimming. John Walker is our high altitude camp liaison and both USA Swimming and USMS have given John and the organizations kudos for the excellent way our camp continues to run.

Chuck Wielgus is CEO of USA Swimming and he and I spent time discussing potential partnership opportunities for USAS and USMS. USAS is very focused on trying to broaden swimming's reach and appeal, including getting new facilities on line. They would also love to partner with Masters in marketing the sport wherever it makes the most sense for both organizations.

The main takeaways from my trip were:

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- USMS is well thought of at the USOC and USAS and awareness of our organization and what we do continues to increase.
- USAS is willing to partner with USMS in a variety of areas.
- While resources are not directly available from the USOC for USMS, the organization is very supportive of our lifelong athletic program and willingly lends advice, marketing expertise, and best practice learnings that can be beneficial to our organization.

USOTC CAMP LIAISON – Nancy Ridout

One of our liveliest and most enthusiastic camps yet was held January 31st through February 4th at the Olympic Training Center in Colorado Springs. Twelve swimmers from across the United States and five staff spent five days being tested, learning from experts, and practicing new skills under the capable and experienced eyes of coaches Mike Collins, Scott Williams, Bob Bruce, and ROM specialist and MPT, CSCS Steve Thompson. The involvement of USA Swimming has been consistently outstanding and liaison John Walker continues to provide new ideas and secure early facility commitments.

Our National Team athlete was Rowdy Haines who spent 2 days talking with our athletes and participating in the scheduled program for the day – even a relay after a practice. The athletes thoroughly enjoyed getting to know Rowdy and listening to his story and how much swimming has meant to him in his life.

Our and USMS athletes and coaches have taken their responsibility to share the new knowledge they have gained with others seriously. They have conducted clinics, written articles, shared their new skills with their coaches and teammates, and set examples with their improved technique and performances. As always, we are grateful for the opportunity to partner with USA Swimming and conduct this unique camp experience for USMS athletes.

Our long-time camp sponsor, The Victor, has filed for bankruptcy and we are looking for one or more sponsors in order to continue to offer this exceptional opportunity.

The 2005 camp is expected to take place in early February. Brochures were available to participants in both the Short Course and Long Course National Championships as a part of their goody bags. Interested swimmers are also able to download forms from the USMS website where it can be found under Coaching.

USA TRIATHLON LIAISON – Cindy Hawkinson

My efforts this year have been concentrated within USMS although I continue to meet with USA-Triathlon on a quarterly basis. I have worked with Aimee Fitzgerald, PR for USMS, this year in obtaining demographics and other information from USAT for her use in accomplishing the common goal of recognition and ultimately increasing participation in USMS. In Colorado alone, our membership increased nearly 300 from the year previously; largely due to the triathlete community. I do not have concrete numbers for other LSMCs.

DISCUSSIONS AND PROJECTS

I have met with USA-T on 4 occasions to encourage them in touting the benefits of masters swimming to their registered triathletes. I have obtained a variety of reports from them for USMS's use in promoting name recognition in a variety of publications. Within USMS, I continue to update my volunteers encouraging them to speak at triathlon clubs in their local areas. Locally, I continue to do so also. By the end of the triathlon season, the USMS booth will have been hosted at 5 separate triathlon race expos around the country.

ACTION ITEMS

1. Obtain and compare data bases with USMS and USAT to determine how many members are registered in both organizations. I would like to accomplish this by year-end 2004.
2. Coordinate through the Coaches Committee to get USAT certification for interested coaches.

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While at convention, I would like to meet with anyone interested in the cooperative effort of USMS and USAT as well as those coaches and individuals who would like to discuss and brainstorm about incorporating triathletes into masters swimming. I would also like to discuss with the insurance committee the possibility of dual-sanctioning events.

USMS WEBMASTER/IT DIRECTOR - Jim Matysek

The USMS web operations have continued to be a very busy undertaking this year. As our site, the number of visitors, and our organization's reliance on the web site grow, the maintenance tasks required to keep things running smoothly increase. This has the unfortunate side effect of reducing the amount of time available for development of new features. A number of items must be monitored on a daily basis, with actions taken whenever something is amiss. These include monitoring our server's file and database backups, site access statistics, server performance, spam and virus abuses of our resources, and discussion forum use. In addition to these, a number of updates are necessary on an as-needed basis. These include processing email alias updates, places to swim listing updates, link requests, and committee updates, as well as locating and installing server software updates (38 this year) and assisting LMSC, zone, and club webmasters with their web hosting accounts.

On top of the frequent maintenance items, there are many regular updates that must be made to the site. The rule book and LMSC handbook are published annually. Providing meet information, on line entries, on line event check-in, and meet results for our national championships are all time-consuming tasks. Convention registration, pre-convention packets, and convention results are required in the summer and fall. We also publish quarterly issues of Streamlines, the Coaches Newsletter (when available), regular meeting minutes (17 this year), and news releases (18 this year).

Major new development items that were completed this year included the new top ten areas, a sponsor featured item section of the home page, and significant updates to the nationals areas including NQT processing, handling of off-line (paper) entries by the national office, and off-line payment for on line entries. New areas currently in development include new areas for All Americans, All Stars, the Oral History project, Stories about swimmers, Articles publishing, Minutes publishing, On Line Registration, and a new page redesign for the entire USMS site.

With a long list of development items that have not been achievable with the increased maintenance load, the Executive Committee decided to pursue a second developer for our web operations this year. The over-budget item was approved and we posted an advertisement for a new web contractor for the second half of the year. We had a very good response to this ad, with 60 people inquiring about the contract and 32 applicants. We went through an extensive review process for the applicants, conducted phone interviews with 8 applicants, and on-site interviews with 3 applicants. Marian Briones of Fremont, CA was selected as our new web contractor and began work in July. We held a 3-day orientation session in late July, and Marian is off and running working on items on our development task list. We expect that the addition of Marian will lead to a reduction in our development backlog and lead to shorter development timelines in the future. We have also developed a web development plan and web management guidelines to formalize our processes and aid in understanding of the client, developer, and management roles in developing new content for the web site. Those documents follow this report.

Web Development Plan

Introduction

The purpose of the USMS web site is to serve as a vehicle for USMS leadership to support the USMS Mission Statement "To promote fitness and health in adults by offering and supporting Masters swimming programs" and to fulfill the USMS Core Objectives of Service, Educate, and Build the Membership. This document is intended as an executive summary of the what, why, and how of USMS web development.

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Historical Perspective

Since the Ad-hoc Computer Online committee began work in 1996, the EC, BOD, HOD, Web Administrators¹, and individual committees have proposed and approved projects to be done on the web site. These decisions have led us to develop the site as the lynchpin for communications, marketing, and functional processes of USMS. The key decision points in this process were to: create a USMS web site (1996); leave our Mindspring web site and go to dedicated hosting (2000); implement the Professional Management Guidelines (2000); build a database-driven web site (2001); build an Enterprise Database system (2002); hire a full-time webmaster (2002); bid our online entry system for the 2006 World Championships (2003); engage a web contractor to assist the webmaster (2004); build support for major sponsors (2004); and create a closer integration between our national publication and web site (2004).

Management of Web Operations

Management of web operations is governed by the Web Management Guidelines (WMG), which are attached to this document. The mission and goals for our web site are implemented by the Web Administrators with the concurrence of the Executive Committee. The Web Administrators are supported in their efforts by the Communications Committee, whose members may be tapped to participate in administrative activities as needed.

The guidelines also define the process for scheduling projects and the ways in which USMS leaders interact with web operations. Translation of the needs of the customers into web tasks is done by the Webmaster in consultation with the customer. Decisions on the details of implementation are governed by existing web development plans, good web design principles, and available human and financial resources. Prior to commencement of implementation, the customer must agree with the requirements specification.

Web Design Principles

A well designed web site needs to be accessible to the majority of browsers and platforms in use, and should be aesthetically pleasing, easy to navigate, and timely. It should also focus on the product—in this case, swimming. The web is a different medium than paper publications and has different needs and guidelines as a result. The first thing to always keep in mind when thinking about how the information is presented is—how will visitors perceive things? Most of our web site visitors have absolutely no knowledge or interest in our internal USMS structure of committees. As such, the public areas of the web site should not be dedicated to specific committees—they are areas that highlight information, independent of what committee may have jurisdiction over the contents. It's a fine line, but **very** important to the development of the web site. Structuring a web site according to internal organizational/divisional/committee boundaries rather than by what makes sense to your visitors is contrary to good web design principles.

Web Development Plan

The key to modern web development is the creation of dynamic web pages and web-based functions that are implemented using information stored in databases. In addition, there needs to be accompanying administrative tools that allow non-technical persons to maintain web information without intervention by the Webmaster. New development on the web site will be of this type, while older systems will gradually be converted or absorbed into new systems. The benefits of a database-driven site include ease of maintenance by the "owners" of the information, greater flexibility in maintaining and updating display areas, and efficiency in storage of large amounts of information. The downside is that the development times are longer and it requires a higher level of expertise to build this kind of site. On balance, the need to support USMS functional processes and the sheer size of our web site (thousands of pages of information), make the database-driven site a necessity.

Web Support Services

Below are the major support services that the web administration feels are essential to a functional web site for USMS. When considering priorities, we need to determine which services cannot be eliminated or put on extended timelines without rendering the web site dysfunctional for our needs. Those that are left make up the core list and staffing must be arranged to accomplish them effectively.

1. Maintenance and enhancement of existing services (occupies 2/3 of a full time position).

¹ The current Web Administrators are Jim Matysek, Lynn Hazlewood, and Hugh Moore.

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2. Continuing upgrade of the web site to keep pace with new technology, improved graphics and design capability, and research on the human/machine interface.
3. Support for USMS functional processes that provide "Service" to our members and administrators.
4. Support for display processes that provide "Education" and information services to our members.
5. Support for marketing activities.
6. Support for USMS internal and external communications.

Professional Staff

The USMS Professional Management Guidelines (PMG) state that "USMS intends to continue to use its volunteer base as much as possible and practical. However, certain positions and tasks involve a time commitment and expertise well beyond what can be expected of a volunteer. These positions and tasks may be subject to compensation..." In 2002, when we hired Jim Matysek as a full time employee, the HOD recognized that the job of Webmaster/IT Director had risen to this standard. Developing and managing web operations for USMS is a production environment and needs to have continuous attention from professional workers, particularly given the technical requirements for a database-driven web site.

A Place for Volunteers

As systems that can be handled by non-technical workers are rolled out, there will be increasing need for people to engage in data maintenance functions. Web operations will provide the administrative tools, but the tools only allow for the possibility of keeping web information up to date. Other elements of USMS will have to manage the updating of databases and coordination of volunteers. Initially, these tasks will fall to the committees responsible for generating the data. As the volume of work increases, or if the committees do not have the requisite capability to staff these jobs, this approach will have to be reconsidered.

Conclusion

This has been a brief overview of some of the issues facing web operations today and in the future. We encourage anyone who has questions or input to attend the Communications Committee meeting on Friday, September 17, from 8:30–10:30 AM.

USMS Web Management Guidelines

I. Introduction

- A. The purpose of the Web Management Guidelines (WMG) is to list and maintain in one place all of the operating policies and procedures used by the Web Administrators² to manage the USMS Web Server and Web Site.
- B. Amendments to these guidelines shall be proposed by the Web Administrators and approved by the USMS Executive Committee.
- C. Processes defined within these guidelines are subject to the relevant specifications of the USMS Professional Management Guidelines and Financial Operating Guidelines.

II. Mission for USMS Web Operations

- A. Mission Statement
The mission for USMS Web Operations is to support United States Masters Swimming in the pursuit of it's Mission by building and maintaining a dedicated web server and a full-featured web site for USMS.
- B. Mission Goals
 1. To support the Mission, Core Objectives, and Goals and Objectives of USMS.
 2. To maintain and enhance existing services.
 3. To develop new services that support USMS needs as the corporation grows.
 4. To provide web hosting services for USMS, Zones, LMSCs, and Clubs.
 5. To support the functional needs and informational display processes³ of USMS.

² Web Administrators are defined in Part IV-A.1.

³ Functional and Display needs change over time, but for the purposes of web operations may be considered to include communications, publications, web hosting, marketing, PR, competition, coaching, administration, corporate archives, and member services (LMSCs, clubs, and individual swimmers).

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6. To accomplish the mission goals while maintaining reasonable costs to the corporation and minimizing dependence on specific individuals.
- C. Technology Objectives
1. To create and maintain a web server/web site functionality that provides a foundation to meet the mission goals specified in Part II-B.
 2. To create a web server/web site using the most current appropriate technology and to upgrade existing systems as new capabilities become available.
 3. To create a comprehensive database system that will maintain the master data we use to support our organization and the swimmers it serves.
 4. To create administrative tools that are designed so that portions of the databases will be available for viewing and/or maintenance by authorized users, are easy to use, and have cross-platform utility.
 5. To protect the security of the information on the web server and maintained in the databases.
 6. To create a web site that is accessible to the majority of browsers and platforms in use, uses proper web design principles, is aesthetically pleasing, easy to navigate, and timely.

IV. Mission Management

- A. The Mission for USMS web operations shall be implemented by the Web Administrators with the concurrence of the Executive Committee.
1. The Web Administrators consist of the USMS Webmaster/Information Technology Director (Web/IT Director), an administrator designated by the USMS President, and an administrator designated by the USMS Communications Chair with the concurrence of the USMS President.
 2. The Web Administrators shall be supported in their efforts by the USMS Communications Committee.
 3. Subject to approval by the Web Administrators, other members of the web operations staff or Communications Committee may also participate in Web Administration activities.
- B. The Web Administrators, with concurrence from the USMS Executive Committee, shall identify those web tasks to be: a) accepted for development and/or upgrade; b) replaced by new services; and c) removed from service. Acceptance and scheduling of tasks will be based on:
1. The identification of tasks that provide the most value for the greatest number of USMS members.
 2. The web mission statement, mission goals, and technology objectives.
 3. The available human and financial resources.
 4. The relative importance of various mission goals and technology objectives.
 5. The workload represented by web tasks accepted and/or scheduled for implementation.
 6. The workload represented by existing services that are currently maintained.
- C. USMS intends to continue to provide web services to its administrators and members free of charge. However, if circumstances develop in which this practice would not be in the best interest of USMS, the Web Administrators may assess an implementation and/or process fee if the majority of the members of the Executive Committee approve.
- D. Authority over the implementation details of all tasks shall reside with the Web/IT Director and other web operations staff.

III. Web Services Management

- A. Existing Services—The USMS Web Administrators shall support existing services by keeping the information up to date, responding to requests, and implementing minor enhancements.
- B. New Services—Authorization to implement new services or major upgrades to existing services, will be granted pursuant to the following procedures:
1. Clients of USMS web operations may request new or improved services. Clients are defined as official USMS entities.
 2. The request must be submitted electronically and the form of the request and supporting documentation shall follow the specifications set up by the Web Administrators.⁴
 3. The acceptance of the project for implementation shall be based on the same criteria as defined for priorities in Part II-B and will include:
 - a. Consultation with the Web/IT Director or Staff.

⁴ Specifications for submission of requests and documentation may be obtained directly from web operations using the Web Request Form (see Part III-C).

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- b. An analysis of the implementation time requirements.
- c. An analysis of the cost of the project.
- d. Approval of the project for implementation by the Web Administrators.
4. If approved, the new services will not proceed further until they are scheduled for implementation according to the principles specified in Part IV—Mission Management.
5. The implementation process includes:
 - e. Development of a Requirements Specification document by the Web/IT Director in consultation with the client, which both parties shall approve.
 - f. Implementation.
 - g. Pre-release evaluation.
 - h. Public release.
 - i. Post release evaluation.
 - j. Ongoing support.
- C. Communication—Communication with the Web Administrators should be initiated through the Web Request Form located at <http://www.usms.org/admin/feedback.php>. You may also send an email directly to support@usms.org.
- D. Client Support—Client support services will be determined based on the needs of each client.

IV. Waiver of Guidelines

If circumstances develop in which compliance with these guidelines would not be in the best interest of USMS, the Web Administrators may waive these guidelines if the majority of the members of the Executive Committee approve.

XI FINA MASTERS WORLD CHAMPIONSHIPS

Local Organizing Committee – Michael Moore, Chair

After the House of Delegates meeting last year the XI FINA Masters World Championships Local Organizing Committee was crated to bring the meet to Stanford University. The committee secured the help of Anne Warner Cribbs, of the Bay Area Sports Organizing Committee (BASOC) to work on the on creating a bid package to be considered by the USMS Board of Directors.

The LOC created a 54 page four color bid package that highlighted the advantages of having the championships at the Avery Aquatic Center, Stanford, California. The Board after discussion approved the submittal of the bid to the FINA Bureau. The bid along with a check for \$25,000 was sent to the Lausanne, Switzerland, the headquarters of aquatics governing body.

The bid was submitted in the name of United States Aquatic Sports, the federation recognized by FINA for governing aquatic sports in the United States. The LOC was invited to make the presentation to the FINA Bureau which was having its meeting in Dubai, UAE.

Representing the LOC, I made the 24 hour jet to the modern trading city on the Persian Gulf. I met with Dale Neuburger, Vice President of FINA, representing the United States on the Bureau. Dale introduced me to members of the Bureau and encouraged the members to consider the bid from the US Federation. When Dale introduced me to the bureau before the presentation, he was not perfunctory in his remarks. He said the US wanted this bid and that Stanford would be a great place to hold the XI FINA Masters World Championships.

The presentation was made Friday morning and the results were announced that afternoon. Since that time the Local Organizing Committee has been very busy doing the things that will be necessary to run the largest swim meet on the North American continent. The LOC has taken the papers to become a corporation and will be filing the papers to become a 501 (c) 3 non-profit corporation. We are in the middle of negotiations with a destination management company. The DMC will take care of the hotel reservations and airline reservations for the competitors on line, this will allow the swimmers to have one place to book their hotel and airline reservations. On-line registration for meet entries, created with USMS will also be available on the same web site, www.2006finamasters.org

Members of the LOC were in Riccione, Italy to see the X FINA Masters World Championships. The Committee

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wanted to see how things were done, with a view of what the Italians done well and what could be done better. I met members of the FINA Masters Committee and reviewed with them our plans for the championships to be held in Stanford.

The LOC set up a booth at the Riccione swim venue to give to the competitors information about next championships and also to ask them to give us their name, address and email address so that we could send them information about the champions when it becomes available. Over 3000, athletes filled out a card, surprising us with the amount of interest in coming to northern California. Competitors are excited about visiting the San Francisco Bay Area and about the opportunity to compete in the four pool aquatic complex provided by Stanford University.

The next few months will be very busy for the organizing committee as we must get the meet entry book ready to be submitted to FINA for their approval process. This involves the coordination of four NGB, US Masters Swimming, US Water Polo, USA Diving and USA Synchro to finalize a schedule that will make sense, to coordinate a common meet entry form and to arrange for sponsorship. This will also involve getting the proper officials on the FINA Officials list.

The X FINA Masters World Championships had over 6300 swimmers and 8100 athletes competing. There is a chance that the next championships will have 10,000 athletes competing. For the LOC and USMS to make this a success will require the help of many of the USMS committees and the NGB. Besides the great competition that will take place, the LOC believes that the championships is a place for athletes from all over the world to have fun, be fit and compete We hope the athletes will take their excitement back to their home club to help the different Masters aquatic sports grow throughout the world.