

**USMS Convention
Dearborn, Michigan
2006**

Committee Name: Fitness

Session #: 1

Report #:

Minutes recorded by: Donna Schubkegel **Date/time of meeting:** 09/14/06

Proposed Expenditures:

Action Items:

1. MSA to accept bid from Hugh Moore – Federal Way Masters – to host 2007 Check Off Challenge – Tour de Pool.
2. MSA to accept bid from Lee Carlson – PNA - to host 2007 30 Minute Swim
3. MSA to appoint Lee Carlson to work with Coaches Committee to promote 30 Minute Swim
4. MSA to continue the Virtual Swim Series hosted by the USMS Fitness Committee
5. MSA to recommend and support that the marketing committee budget the cost for USMS to join the National Coalition for Promoting Physical Activity (NCPA) as a National Strategic Partner at a cost of \$1000.
6. MSA that the president appoint a liaison to the NCPA.

Committee Chair: Jani Sutherland

Vice Chair: Marcia Anziano

Number of committee members present: 9 **Absent:** 8 **Number of other delegates present:** 17

Committee members present: Marcia Anziano, Sue Moucha, Jane Moore, Jody Wellborn, Laura Colette, Donna Schubkegel, Ann Svenson, Lee Carlson, Raena Latina

Minutes

The meeting was called to order at 4:20 pm

1. The committee discussed and accepted the bid from Hugh Moore to host 2007 Check Off Challenge, with the suggested multiple deadlines of December and February.
2. The committee asked for bids for hosting the 2007 30 Minute Swim. Lee Carlson submitted bid from Pacific Northwest, which was accepted. As a member of the Coaches Committee, Lee Carlson will also work with that committee to encourage coaches to promote the fitness events.
3. The committee solicited topics for the Article of the Month and volunteers to write the articles. Donna Schubkegel volunteered to be responsible to post articles to the USMS website when submitted.
 1. Top ten reasons to swim the 30 minute swim – Lee Carlson NOVEMBER
 2. Experience of swimming the Check Off Challenge-comments, progressive – Marcia Anziano
 3. Swimming for weight loss
 4. Why I don't compete – first person or general
 5. How swimming helps physical therapy - Sue Moucha
 6. What is a fitness swimmer or Why I'm a fitness swimmer
 7. Triathletes joining groups – how that helps their performance, what they offer to Masters
 8. First time you've done something – interviews with swimmers – how clubs promote and encourage. Poll clubs. What they overcame.
 9. Request articles via website – use from newsletters
 10. Promotion of events – participation Laura Collette

4. The committee discussed the continuation of Virtual Swim Series and MSA that the series be continued, but hosted by the Fitness Committee. A subcommittee was formed consisting of Jody Welborn, Jane Moore, Laura Colette, Lee Carlson and Mary Sweat to consider and bring back ideas for better marketing the Virtual Swims with the use of certificates, caps, for completing more than one Virtual Swim.
5. The committee discussed how to encourage participation in fitness events by working with the Coaches Committee, the subcommittee for Virtual Swim and the articles on the web.
6. The committee received a request to “clean up” our page on the USMS website. Laura Colette and Marcia Anziano volunteered to share the responsibility of monitoring the content of our web page, sending information to the webmaster that is accurate and timely.
7. The committee received information from Jane Moore about the benefits of joining the National Coalition for Promoting Physical Activity (NCPA). Fitness Committee moved to recommend and support that existing funds in the Marketing Committee budget be used to fund the cost of USMS joining the NCPA as a National Strategic Partner at a cost of \$1000. Included in the proposal to join the NCPA should be a request that the president appoint a liaison to the NCPA.