

# USMS Convention—Dearborn, Michigan 2006

<b>Committee Name:</b> Workshop 2 – LMSC Chair Roundtable	<b>Session #:</b> N/A	<b>Report #:</b> N/A
<b>Minutes recorded by:</b> Anthony Thompson and Nadine Day	<b>Date/time of meeting:</b> 14-Sept-06, 7pm	

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## Minutes

The workshop was called to order at 7pm.

1. Introductions, including who and ONE positive thing your LMSC has done in 2005-6.
2. Facilitated discussion on promoting LMSC growth.
3. Facilitated discussion on communications.
4. Encouraged continued discussion on LMSC Chair, USMS Discussion Forum, and a private forum.

The meeting was adjourned at 8:35pm.

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## Positive things in LMSC in 2005-6

- Hold a lot of swim meets and spend money (do not hold a lot in reserves).
- A successful zone championships.
- 100 swimmers out of 680 from LMSC attended FINA Worlds event.
- No one died at any of their meets.
- Successful open water swim.
- Membership promotion project: three phases, financial reward to swimmers and club, and grew membership by 50 new registered swimmers.
- New participants in Masters swimming from triathlon event cross-over, including a number of open-water workouts in LMSC.
- Revitalized newsletter.
- Recreated meets to have all three formats as championships in SCY, LCM, and SCM.
- Membership continues growing, and now have possibility for seven delegates to convention.
- Annual LMSC awards dinner.
- Strong LMSC officers with a lot of experience, good volunteer base.
- Membership growth due to holding a large national meet.
- Used a Grant Assistance program to provide membership fees, resulting in 54 new registered swimmers in an area with economic issues.
- Creating new swim meets and having nearly 60% of all registered swimmers at LMSC championships.
- Membership increases due to hosting new open-water events and partnering with triathlon groups.
- Successful postal swim meet as host.
- A large number of local meets.
- Revitalizing a local LCM meet.
- Increased participation in large meet, due to FINA Worlds at Stanford.
- New club development in a smaller metropolitan area.
- Grow membership each year for several years.
- Membership increase due to hosting four national events (USMS and YMCA nationals).
- Created three new 1-day SCY meets by the LMSC officers helping with meet entry and Meet Manager.
- Prevented proposal to have LMSC absorbed by neighboring LMSC, now membership up by 20% and growing.
- Grow membership to 500 members and get a new delegate to USAS convention.
- LMSC officers/board who all work very hard on projects.
- LMSC hotline.
- A new large university facility built in LMSC and hosts a large Masters meet, and generates interest in Masters.
- New sanctioned open-water swims, which generated interest to form a new club.

## Promoting Growth in LMSC

- Grow membership 18-24 and 75+ age groups by creating a program to reduce or eliminate fees to: Full-time students and any 75+ member who had registered for at least two previous years.
- Spending money in the surplus/reserves of the LMSC on projects.
- Some LMSCs do not have reserve (beyond the 8 months recommended) and will be considering raising membership fees.
- Cut cost by finding more efficient ways to do newsletter.
- Online registration was briefly discussed as a way to reduce cost to LMSC.
- Experienced LMSC registrar responds quickly to questions.
- Using the USMS survey results.
- Promoting Masters as a “fitness lifestyle” and note some of the studies that show swimming is way to generate the good biomarker (see Sports Medicine articles).
- Strong meet schedules.
- Stroke and turn and technique clinics: two-day with one six-hour session on long axis and four-hour day on short axis; cost \$40 for one day, \$60 for two days.
- Promote and support high-quality coaching.
- Align with sporting goods store to promote program.
- Word-of-mouth to spread information from satisfied swimmers to others.
- Give presentation to local/regional aquatics facility organizations:
  - Have USMS representative regularly attend,
  - Give presentation
- Get coaches to attend ASCA events.
- Leave pamphlets at aquatic facilities with contact information on the back.
- Host a coaches clinic – Coaches Committee has a mentor clinic.
- LMSC host a postal event for their swimmers – do not charge fees to the swimmer to do the postal event; the swimmer only has to pay the postal entry fee, which has generated new interest and USMS membership from the “free” hosting.
- Partner with triathlon clubs and “stuff packets” with USMS information.
- Get triathlon athlete to workout with a free workout – targeted at a night with a freestyle workout.
- Partner with a neighboring LMSC to attend their events (especially a larger LMSC going to work with smaller LMSC) and give advice or mentor the LMSC leadership.
- Large LMSC adopt a smaller one and “trade meets” – example a dry SW LMSC partner with a Midwestern LMSC to have meets in summer and a winter meet in the SW.
- Have dual meets between neighboring LMSCs.
- Have dual meets between neighboring zones.
- Partner with universities – get coaching and community member can utilize the insurance to get access to the university pool. Programs generate interest from students, who later join Masters programs.
- Attend National Intramural Sport & Recreation Association meeting to promote partnership with universities and colleges.
- “Club in a Box” program.
- Convert pool with lap swimming to a coached Masters program; generate interest in learning stroke technique; hosting a clinic often helps.
- Partner with fitness club with swimming pools.
- Focus on growing ONE club at a time and get growth started.
- Recruit parents of age-group swimmers to join Masters.
- Coaches from university/colleges and train them to be Masters coaches; they get some spending money and Masters gets some new and developing coaches, who might relocate and continue or generate program.
- Keep Places to Swim updated on USMS website.
- USMS Grant programs were all mentioned: Convention, Coaching, LMSC Development Grants.
- Give presentation to local/regional aquatics facility organizations:

## Communication Topics

- Create a Yahoo group that the LMSC registrar keeps updated to keep communication flowing.
- Share communication with zone: newsletter, e-mail groups, etc.
- Be conscious of people without Internet access; print copies and send to workout groups on e-mail groups.
- Create a mail list manager group and send a message once a week with update.
- Include the newsletter in the *USMS SWIMMER*.

We closed the meeting with encouraging a continued dialog on **USMS “LMSC Chair” Discussion (private) Forum.**

Provided workshop attending from the **2004 LMSC Chair workshop minutes** (attached).

## **Other topics not have time to discuss:**

- Volunteer recruitment and support
- Succession planning of officers/board/committees
- Recognition programs for a volunteer-based organization
- Bylaw project and LMSC handbooks as resources
- Communication with National Office – including delegate selection and changes
- Running efficient LMSC meetings
- Using the USMS survey to promote Masters (another workshop topic)
- Loading your LMSC/zone website onto the USMS server
- Phone trees
- Picnic as a forum for meetings
- Building relationship with aquatic facility directors (another workshop topic)
- LMSC calendar and planning
- Fundraising and sponsor for LMSCs and clubs
- Reducing membership fees for those who renew membership timely (by 31-Dec of the year).

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### **USMS CONVENTION - Orlando, FL 2004**

#### **LMSC Workshop #1 LMSC Chairs**

Chaired by Michael Moore and Sally Dillon

Minutes recorded by: Mary Pohlmann

Saturday, September 18, 12:20-1:55 pm

There was no formal agenda; however the members present brainstormed about ideas that would be helpful to LMSC's.

#### **Ideas for recruiting volunteers**

- Require club members to either compete or volunteer to help at 2 competitions per year.
- Use volunteers from organizations such as Boy Scouts – provide t-shirts or a donation to the volunteer organization.
- Obtain volunteers from court-required community service.
- Use conference calls and fewer face-to-face meetings.
- Reward meeting attendance of LMSC leaders with benefits such as paying their state and national championship entry fees and/or USMS dues.
- Find jobs right away for those who say they are willing to help. Start with small jobs, a definite timeline and follow-up on progress.
- Have a meeting agenda; formalize action items; follow-up on progress.
- Try to recruit your successor.
- Poll team representatives (have them poll their team members) for advice. How did you find out about USMS? What would you like the LMSC to do for you?
- On your registration form, ask “Are you willing to work on an LMSC committee?” List the committees on the back of the registration form.
- Smaller LMSC's may find having a picnic or social better than a formal meeting.
- Be proactive in asking people to volunteer.
- On registration forms, ask occupation in order to identify volunteer skills.
- Turn complainers into volunteers.

#### **Methods to promote Masters swimming**

- Logo polo shirts and/or USMS license plate holders for purchase by members
- Promo items given with registration serve as “rolling billboards”.
- Target former high school/college swimmers.
- Stamp your LMSC information on USMS brochures and mail them to health clubs and pool operators.
- Educate coaches; underwrite their attendance at ASCA conferences.
- Send LMSC Coach of the Year to the ASCA conference.
- Publish coaches' articles in LMSC newsletter so they can increase their certification level.

- Pay for level one certification of coaches.
- Offer more open water events, clinics, etc. to draw in fitness swimmers and triathletes.
- Host a Danskin event, marathon, or other smaller fun events.
- Use the USMS promotional display at local events.
- Contact struggling clubs and ask what we can do to help.
- Apply for LMSC grants and Nike grant.
- Use the LMSC Chairs Discussion forum to share ideas.
- Consider the option of adding a voluntary contribution check-off to the LMSC on the registration form.

#### Promoting retention of members (re-registration)

- Follow-up on lapsed registration with individuals and/or coaches.
- Invoice registrations with different color invoices for first mailing, and subsequent mailings. Invoice this year's registrants, as well as previous year members.
- Provide a free swim cap if next year's registration is paid before December 31<sup>st</sup>.
- Raise fee if re-registration is not paid by December 31<sup>st</sup> or some other date.
- Use email invoicing – Leo Letendre provides software for this purpose on the Registrar's website.
- Make follow-up phone calls to coaches of those individuals who don't reregister.

#### LMSC Newsletters

- Use online newsletters. Send email notification of posting of the newsletter, rather than sending the newsletter as an attachment.
- The LMSC registrar should serve as the email database person, keeping email addresses up-to-date (locally and nationally).
- Software is available to manage email addresses. Consider the software that Leo Letendre has made available to registrars.
- Consider the option of newsletter insert in the USMS swimming publication if your LMSC has at least 2000 members.
- Consider quarterly newsletters if more frequent newsletters are too expensive.
- Kinko's can reasonably print and mail-out a quarterly newsletter from a PDF file and Excel database of email addresses.
- Consider a higher registration fee for individuals who want a hard-copy, mailed newsletter.
- Look into ways of getting around Spam blockage of bulk emailing.

#### Selection of LMSC delegates

- Develop criteria for selecting LMSC delegates to include their contribution to the LMSC.
- LMSC bylaws should spell out how to select delegates to the USMS convention.
- Consider a formal vote for LMSC delegates.
- Require delegates to submit a convention report and make assignments to attend specific convention meetings.
- Provide remuneration of convention registration, airfare or mileage, half of hotel cost, and possibly per diem. Per diem was not paid by several LMSCs.
- Encourage your LMSC members to become USMS Committee Chairs or members of the USMS Rules, Legislation or Long Distance Committees in order to increase your LMSC representation beyond the delegate entitlement.
- Non-delegates may serve on USMS committees. They do not even have to attend the USMS convention. They can contribute between convention by email or other means.