

Pacific Masters Swimming
Annual Meeting
November 17, 2010

Call to order and introductions: The meeting was called to order by Michael Moore, Chairman @ 7:30 p.m.

Introductions: Michael Moore, Leianne Crittenden, Karen Duggan, Chris Campbell, Cokie Lepinski, Rich Burns, Nancy Ridout, John King, Kildine Harms, Peter Guadagni, Mary Kahn, Stu Kahn Ed Mageean, Heather O'Hearn, Marcia Benjamin, Glenda Carroll, Leon Kief, Barry Fasbender, John Morales, Scott Hinckley, Jim Clemmons, Jody Smith, Bob McKee, Caroline Lambert, John Schaefer, Joan Alexander, Roque Santos,

Officers' Reports

Approval of the minutes of 10/20/10 MSA

Treasurer Kildine Harms – 2010 Financial Reports:

Balance sheet this year vs. last year at October 31st, 2010, consolidated 3 CD's in to two,

\$50K 12 month term at 1.6%

\$41K 60 months term at 2.8%

Income Statement 10 months fiscal year Actual vs. Last year, Actual Vs Budget , the major variance is due to the 85% of online registration, USMS pass through not planned for in the 2010 budget.

For information purpose the 12 months Pacific Master registration November 1st 2009 to October 31, 2010 excluding USMS pass through was:

Income: \$183,583

Expense \$162,878

Net Income of \$20,705

Full report is attached. **MSA** to accept the report.

Kildine is now officially a member of the USMS Finance Committee.

Chairman – Michael Moore – A letter of resignation was received from Alan Levinson. It was accepted with sadness.

Michael thanked Alan for the many years of support and service Alan had given PacMasters.

A call for Service Awards is due in March: Ransom Arthur Award is due in January:

A motion was made to move the Coach of the Year award to SC Championships and have the Service Awards at the LC Championship meet. **MSA** A nominating committee will process potential candidate submissions during the period of January - February 14.

Michael gave special thanks to all Officers, Committee Chairs and delegates for all their work during the last year.

Michael also appointed a compensation committee of Jim Clemmons, Kildine Harms and Leianne Crittenden. to review the compensation of contractors and report at the January meeting.

Vice Chairman Administration – Crittenden – No Report

Vice Chairman Operations - Jim Clemmons - No Report

Secretary – Joan Alexander - Minutes are attached in the report.

At-Large – Jody Smith - A meeting was held to discuss new criteria for the Pacific Masters Coach of the Year award.

Suggestions were offered by members Cokie Lepinski, John Morales, and Jim Clemmons that will be voted upon at this or a future meeting. Full report is attached.

Committee Reports

Registration – Nancy Ridout - PacMasters registered 10,920 swimmers and 126 clubs in 2010. A full report is attached.

We plan to send paper renewal notices to our members that have not indicated email addresses and those who didn't receive the email notice due to a bad address. This includes about 750 renewal notices and will be done in 2010. We will send out paper renewal notices again in the spring to all 2010 members who have not yet renewed. **MSA** to accept this over budget item. There are 1200 unattached swimmers. Rich Burns and Michael Moore will work on this.

Top Ten/Records – Nancy Ridout - We are fortunate and grateful that Joan Smith again has volunteered to proof the Pacific Masters LC Top Ten. Many, many thanks! I am now in the process of completing the SCM Top Ten. Then, I plan to update and post the Pacific Masters SCY records for 2011.

Meet Operations – Barry Fasbender - We currently subsidize the cost of using the PacMasters approved Meet Manager service. PacMasters pays for this service directly now and each club pays PacMasters \$4 per swimmer. Also, the maximum meet entry fee per swimmer is \$5 more for hosts that use the PacMasters approved Meet Manager service. Our proposed plan for 2011 is for PacMasters to pay for this service directly and invoice each meet host for (1) the cost of the service or (2) \$4

per swimmer, whichever is less. This encourages clubs to host meets that are not near where most PacMasters swimmers live. This in turn will help membership grow in these areas. **MSA** to help the smaller clubs. Full report is attached.

Scheduling – Marcia Benjamin – Approval of the 2011 events. Merced will be 19 February.

Officials – John King - Send new names for Officials - 2011, creative certifying body (USMS) usually USA Swimming, send letter of thanks to Officials (Nancy will do). Keep Official levels the same. Full report is attached.

Legislation/Rules – Alan Levinson - Report is attached.

Open Water – Glenda Carroll - We hosted a record 26 open water swims. Thanks to Bob Upshaw and Marcia Benjamin, open water results/points were calculated and updated after each open water event. They were available on the PacMasters website throughout the season. Full report is attached.

Communication

Web Master – Michael Moore - The Update. Since our last annual meeting, The Update has been sent out 47 times to members on our email list. Currently, there are just over 19,100 people on the email list.

The plan is to move from our currently email program that is offered as part of our web hosting agreement to go to Constant Contact. Going to constant contact will allow us to better target our membership, so we can send things to the entire membership, or sort it by club or area. Full report is attached.

Newsletter – Joanne Berven - The newsletter is in its final stage and should be ready to send to the publisher on Friday Nov. 19 as requested.

Year-end report: The newsletter has been sent out on time during the year. I couldn't have done it without the eagle eyes of Glenda Carroll and Barry Fasbender. The deadlines for 2011 remain about the same as 2010.

Coaches – Cokie Lepinski - In June, 24 Pac Masters coaches, representing 21 teams, attended SwimFest '10. While registration for coaches was free for SwimFest, because it was held in San Diego, there would be a significant financial impact on the coaches. Pac Masters stepped in and reimbursed the 24 coaches for air travel (and in some cases driving mileage) and hotel stay. Many of our coaches would not have been able to attend without this financial assistance and were grateful to Pac Masters for supporting this clinic. Total cost: \$8686.

In September, Pac Masters offered \$1000 scholarships for our coaches to attend the ASCA World Clinic. One coach, Mountain View's Chris Campbell (and our 2010 Pacific Masters Coach of the Year!) attended on this scholarship. Total cost: \$1000.

2011 should be another great year for our coaches. We have plans to support the coaches with sponsorships and scholarships to various clinics. We will also be working on developing and implementing a coaches mentoring program. And the big project will be the June 2011 multi-day coaches clinic. Full report is attached.

Fitness – Linda Shoenberger - No Report

Marketing/Publications – Bill Grohe No Report

Ad Hoc Facilities – Joan Alexander - March is booked at the Community Center. I am still working on a meeting place for January.

Hospitality 2010 – Jan, **Alexander**, Mar _____, May _____, July _____, Sept _____

Health & Safety – TBD,

Equipment – Peter Guadagni - No Report

Old Business -

Pacific Masters Hall of Fame - Ridout

Pacific Masters Web Site Upgrading - Moore

Pacific Masters Results Reporting - Moore

These items will be discussed at our January meeting.

New Business

Santa Clara would like to host a LC meet.

Team Announcements

1650 pool mile (Jon Steiner Memorial) January through February.

Brute Squad

UC Berkeley (SCAM) 1 hour postal, \$10 drop-in fee

Adjournment

Respectfully submitted

Joan Alexander
Secretary
Pacific Masters Swimming

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REPORTS – 11/17/201

Officer and Committee Reports - 11/17/2010

Chairman – Michael Moore

Vice Chair Administration – Lianne Crittenden

Vice Chair Operations – Jim Clemmons

Secretary – Joan Alexander

Minutes attached.

At-Large – Jody Smith

A meeting was held to discuss new criteria for the Pacific Masters Coach of the Year award. Suggestions were offered by members Cokie Lepinski, John Morales, and Jim Clemmons that will be voted upon at this or a future meeting.

Treasurer – Kildine Harms

2010 Financial Reports:

Balance sheet this year vs. last year at October 31st, 2010, consolidated 3 CD's in to two,

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Budget 2011:

Motion to approve the attached Fiscal year 2011 budget, with the acknowledgement that the \$30K included in the coaches budget for coaches grants and Pacific Master clinic, will be presented with a detailed proposal for approval prior to moving forward with the expense.

Accomplishment:

We now have someone (Jody Smith) reviewing the banking and financials statement according to the USMS bond requirement.

Participated in my first USMS convention.

Plans for next year:

To continue my duties as treasurer for Pacific Masters.

Registration – Nancy Ridout

Pacific Masters Swimming registered 10,920 swimmers and 126 clubs in 2010. Past history for yearly totals show:

1982 - 1,616	1988 – 6,557	1994 – 6,631	2000 - 9,276	2006 - 10,188
1983 - 2,096	1989 – 6,515	1995 – 6,848	2001 – 9,698	2007 - 9,951
1984 – 2,385	1990 – 5,962	1996 – 7,620	2002 – 10,095	2008 - 10,068
1985 – 3,137	1991 – 6,270	1997 – 8,161	2003 – 9,832	2009 – 10,782
1986 – 4,764	1992 – 6,320	1998 – 8,365	2004 - 9,500 approx.	2010 – 10,920

1987 – 6,832

1993 – 6,308

1999 – 8,790

2005 - 9,653

So far, for 2011, we have registered over 1500 swimmers and 104 clubs. Last year at this point, we had registered 500 swimmers and 82 clubs. 2011 registered clubs include: 49ER, AAM, AHSM, ALMA, AQUM, BAC, BAM, BAY, BMSP, BRCM, BRS, CARS, CHIC, CLOV, CMAM, CRUZ, CSSR, CUDA, CVM, DAC, DAM, DC, ECYM, EDHS, EEE, FDM, FGM, FGST, FOG, GG, H2OL, HMSC, HTUB, HYM, LAM, LAMV, LNM, LODI, LVAM, LVTC, MAAC, MAM, MBAY, MELO, MMS, MMSW, MPM, MPC, MSC, MSMA, MTRC, MVMV, NBA, NCAL, NVM, OAK, OAKD, OAM, PCAM, PPP, PRES, PVMA, RAMS, RCP, RHMS, RINC, RPM, SAC, SCAM, SCSC, SCUS, SERC, SFRP, SHMS, SJAM, SMMM, SMST, SNM, SOLO, SPAAS, SRAT, SRM, SST, STAN, SVAM, TAM, TCAM, TEME, TMSC, TOC, TSUN, TTAM, TTST, TUTE, TVM, UCPA, USF, VACA, WAMS, WCM, WEST, WINE, WOOD, YCMS. Three renewal notices were sent to each 2009 and 2010 registered club during the month of October, and two more have gone out since. The last message included a sheet of Pacific Masters club logos to help clubs see the kind of logo that looks best on our cards. This has resulted in renewed interest and several new club logos.

Our 2010 membership was sent a renewal notice and link to their online record on 10/31. This resulted in a good response and most were able to renew because their club had also cooperated in a timely manner.

We plan to send paper renewal notices to our members that have not indicated email addresses and those who didn't receive the email notice due to a bad address. This includes about 750 renewal notices and will be done in 2010. We will send out paper renewal notices again in the spring to all 2010 members who have not yet renewed.

Top Ten and Records – Nancy Ridout

We fortunate and grateful that Joan Smith again has volunteered to proof the Pacific Masters LC Top Ten. Many, many thanks! I am now in the process of completing the SCM Top Ten. Then, I plan to update and post the Pacific Masters SCY records for 2011.

Meet Operations – Barry Fasbender

Meet Operations Activities During 2010

Sanctions and Recognitions. We sanctioned and recognized a total of 19 pool events in 2010. This included the sanctioning and evaluation of seven SCY meets, two LCM meets, five SCM meets, three postal events, and one training camp. The sanctioned meets included the PacMasters championships for all three courses. We also recognized the Bay Area Senior Games.

Hy-Tek Meet Manager. We are using Hy-Tek Meet Manager to run all pool meets. Most of the meets used FastLane Tek to provide meet management services at our meets. Six of our meet Hosts (TOC, FOG, MAAC, SMMM, CLOV and SNM) run Meet Manager themselves.

We currently subsidize the cost of using the PacMasters approved Meet Manager service. PacMasters pays for this service directly now and each club pays PacMasters \$4 per swimmer. Also, the maximum meet entry fee per swimmer is \$5 more for hosts that use the PacMasters approved Meet Manager service. Our proposed plan for 2011 is for PacMasters to pay for this service directly and invoice each meet host for (1) the cost of the service or (2) \$4 per swimmer, whichever is less. This encourages clubs to host meets that are not near where most PacMasters swimmers live. This in turn will help membership grow in these areas.

On-Line Meet Registration. We are using Club Assistant for on-line meet registration for our meets. The meet registration service performs USMS member verification prior to completion of meet registration. Swimmers that are not USMS registered are taken directly to the USMS registration site before they can complete registration for a meet. The cost for on-line registration to each swimmer is \$1.50 plus 5% of the entry fees. Many meet host set the fee for mailed entries higher than the fee for on-line entries because it save the host the time needed to enter the information into the meet database. There are only four meet hosts that do not use Club Assistant for on-line meet entries.

Pool Meet Fee Increase. We increased the maximum fee for individual pool meet entries by \$5 and the maximum relay fee by \$2.

The maximum individual fee for regular pool meets is now \$30 (\$60 for late and deck entries) and \$40 for championship pool meets. Note that the host can add \$5 to the normal fee if they use the PacMasters Meet Management service vendor. The maximum relay fee is now \$6. Our individual meet fees were last increased in November of 2001.

Hy-Tek Meet Manager Procedures. The following Hy-Tek Meet Manager procedures are available: (1) How to import swimming records into meet manager. (2) Creating Hy-Tek Results files for Posting on Web Site. (3) Creating Hy-Tek Results files for PacMasters Top Ten Times. (4) How to set up Meet Manager to run Masters meets.

Agenda for 2011

Sanction and evaluate pool events for 2011.

Review and edit Meet Information Documents for 2011 pool events.

Measure pool lengths for event in pools that have not been measured and for bulkhead pools.

Upgrade to the latest version of Meet Manger.

Complete task force work on offering a more complete set of relays each year.

Complete the rewrite the Meet Directors Guide in a simplified format.

Write up any required additional procedure for using Hy-Tek Meet Manager for our meets.

Coaches – Cokie Lepinski

At the beginning of 2010, we had 3 ideas in mind for working toward our goal of offering support and training to our coaches throughout Pacific Masters.

Specific ideas were to:

1. Improve and/or create a vehicle for the various coaches of the masters teams within our LMSC to contact and connect up with each other.
2. Establish regional masters coaching forums or meetings that bring Pac Masters coaches together from within the various regions of our LMSC for the purpose of mentoring, sharing ideas, and discussing trends, techniques and strategies of coaching or managing masters teams.
3. Work to expand the regional coaching forum (Idea #2 above) to include an annual 1-day Pac Masters Coaches Clinic available to all the regions and modeled along the lines of the Pacific Swimming Coaches Clinic (PSCC) held annually in January in Napa.

We have succeeded in the first goal by collecting data on the teams in our LMSC and so far we have made contact with a total of 142 coaches. These coaches have been emailed regularly with information related to Pac Masters (meet information, scholarships for training, training opportunities) as well as helping each other (surveys for coaches, requests for information by coaches, etc.) Most recently, the email addresses for our coaches have been added to Constant Contact where we are able to use a much richer and more professional appearance email template, complete with the Pac Masters logo, to communicate with the coaches. We are now using this as our primary gateway to the Pac Masters coaches.

On idea #2 above, we have not yet established regional masters coaches forums or meetings. We will be surveying our coaches and teams to assess the need or desire for this.

The third goal is currently in progress. In October, we submitted a bid to USMS to be a host site for SwimFest '11. If our bid is not accepted, it is our intention to host our own Pac Masters coaches clinic in San Mateo the weekend of June 11-12, 2011. To gather information from our coaches, we sent out a survey to those coaches in late June 2010 to assess their wants and desires for a coaching clinic we would host or put on. A committee of coaches is being formed to develop this June 2011 clinic.

In addition to working toward those three ideas, we also supported training for our coaches throughout the year. In 2010 Pac Masters contributed \$10,276 to support and train our coaches. Here is the breakdown of how the money was spent.

In January 2010, six masters coaches from five teams were recipients of scholarships covering registration costs at the Pacific Swim Coaches Clinic in Napa. Total cost: \$590.

In June, 24 Pac Masters coaches, representing 21 teams, attended SwimFest '10. While registration for coaches was free for SwimFest, because it was held in San Diego, there would be a significant financial impact on the coaches. Pac Masters stepped in and reimbursed the 24 coaches for air travel (and in some cases driving mileage) and hotel stay. Many of our coaches would not have been able to attend without this financial assistance and were grateful to Pac Masters for supporting this clinic. Total cost: \$8686.

In September, Pac Masters offered \$1000 scholarships for our coaches to attend the ASCA World Clinic. One coach, Mountain View's Chris Campbell (and our 2010 Pacific Masters Coach of the Year!) attended on this scholarship. Total cost: \$1000.

2011 should be another great year for our coaches. We have plans to support the coaches with sponsorships and scholarships to various clinics. We will also be working on developing and implementing a coaches mentoring program. And the big project will be the June 2011 multi-day coaches clinic.

Open Water – Glenda Carroll

The 2010 Open Water season was marked by both highs and lows. We hosted a record 26 open water swims, of which 23 counted for open water points. Our swims ranged in distance from 500 yards to a 5K. The 500 yard swims were novice swims and didn't count toward OW points. The 5K was a new distance for our OW season.

The Lake DelValle 1.5 mile swim was a very successful USMS National swim. It attracted 298 swimmers. Other swims that had more than 200 participants included: Santa Cruz Pier, Lake Berryessa 1 and 2 mile, Donner Lake, Trans-Tahoe Relay.

Even though we had a large number of swims, the number of swimmers finishing their events was only slightly higher than 2009. In 2010, 3,975 swimmers completed their events. In 2011, 3,966 completed their events. This indicates that increasing the number of swims doesn't necessarily increase the number of participants.

For the first time in all of PacMasters open water history, there were 2 deaths at a swim. Both were heart attacks and both took place at the Whiskeytown swim.

In 2010, we offered 2 swim clinics, an OW101 and an OW201. About 20-25 swimmers attended each one.

Thanks to Bob Upshaw and Marcia Benjamin, open water results/points were calculated and updated after each open water event. They were available on the PacMasters website throughout the season.

Scheduling – Marcia Benjamin

Communications – Newsletter – Joanne Berven, Webmaster – Michael Moore

Newsletter – The newsletter is in it's final stage and should be ready to send to the publisher on Friday Nov. 19 as requested.

Year end report: The newsletter has been sent out on time during the year. I couldn't have done it without the eagle eyes of Glenda Carroll and Barry Fasbender. The deadlines for 2011 remain about the same as 2010.

Web Master – The Update. Since our last annual meeting, The Update has been sent out 47 times to members on our email list. Currently, there are just over 19,100 people on the email list.

The plan is to move from our currently email program that is offered as part of our web hosting agreement to go to Constant Contact. Going to constant contact will allow us to better target our membership, so we can send things to the entire membership, or sort it by club or area.

Changes were made to the email systems so that one could send an email just to the Executive Committee or to the Board of Directors and the email will go to all the members of that committee. A separate change was made to allow someone to send members of the corporate identity committee and it would go to all those members. If any committee would like a separate forwarding recipe, please let the webmaster know and it will be set up.

The Website

The Pacific Masters website continues to be our biggest communication too. During the summer it will average over 5000 hits a day (all pages). It will slow down during the late fall and winter, and I expect it to pick up next spring.

For championship meets, a system was set up so that the results would be sent out in real time. This has proved to be a very popular item.

A survey was taken of all the club representatives. I wanted to find out the exact address of the pool, their website URL, when they had practices and what their policy was on drop ins.

Officials – John King

2010 in review:

- a) Our core of officials have remained intact and have stepped up to staff out sanctioned meets. Having said that, our efforts to recruit and attract new officials will be stepped up in 2011.
- b) Pacific Masters has provided assistance to the officials through submission of their registration to USA Swimming for certification, as well as providing shirts with the Pacific Masters logo.
 - c) The Officials chair conducted the annual USA Swimming officials clinic for Pacific Swimming and invited Masters officials to attend. Several Masters officials were in attendance. This helped to further forge a bond between Pacific Masters and Pacific USA Swimming for the common interest of sharing officials across all meets.
- d) Meet planning for 2011 involved both Pacific Masters and Pacific Swimming (USA-S) to ensure that both equipment and officials would be available to serve both swimming organizations.

Legislation/Rules – Alan Levinson

Alan has indicated that will resign as Legislation/Rules Chair as of this meeting. We thank him and are grateful for his long and excellent service to Pacific Masters. He will be missed!

Equipment – Peter Guadagni

Ad Hoc Facilities – Joan Alexander

The Community Center is not available for the January meeting, but I have a call in to reserve the classroom at the pool. I have booked the Community Center for the March meeting.

Ad Hoc New Identity – Glenda Carroll

Fitness – Linda Shoenberger

Marketing/Publications – Bill Grohe

Health & Safety – TBD, no report

Pacific Masters Hall of Fame – Nancy Ridout

The report is attached separately. Vote to approve is requested.

Pacific Masters Web Site Upgrading – Michael Moore

Pacific Masters Results Reporting – Michael Moore

New Business -