



January 16, 2013, 7:30pm (Dinner served at 7:00)

AGENDA *Discussion Item

I	CALL TO ORDER & INTRODUCTIONS	7:00pm
II	APPROVAL OF MINUTES OF 11/11/2012 (separate attachment)	7:05pm
III	OFFICERS' REPORTS	
	* CHAIRMAN - PETER GUADAGNI, report attached	7:10pm
	A. REFLECTIONS ON FIRST YEAR AS CHAIRMAN	
	B. GOALS FOR 2013	
	C. RANSOM ARTHUR AWARD NOMINATION	
	D. PACIFIC MASTERS NEWSLETTER	
	* REPORT OF THE TREASURER – KILDINE HARMS, reports attached	7:20pm
	VICE-CHAIRMAN ADMINISTRATION – MICHAEL MOORE, no report	
	VICE-CHAIRMAN OPERATIONS – JIM CLEMMONS, no report	
	SECRETARY – LEIANNE CRITTENDEN, no report	
	AT-LARGE – CAROLINE LAMBERT, no report	
	* ZONE CHAIR – MOORE, report attached	
IV	COMMITTEE REPORTS – See attached written reports	7:30pm
	* OPEN WATER – QUINN, no report	7:30pm
	A. INSURANCE ISSUES AFFECTING PACMASTERS OW EVENTS	
	B. DOCUMENT RETENTION	
	* MEET OPERATIONS – FASBENDER, report attached	7:35pm
	REGISTRATION – RIDOUT, report attached	7:40pm
	TOP TEN & RECORDS – RIDOUT, report attached	
	SCHEDULING – MORALES, no report	7:45pm
	COACHES – LEPINSKI, report attached	7:50pm
	* COMMUNICATIONS – BERVEN/NEWSLETTER, MOORE/WEB SITE	7:55pm
	A. NEWSLETTER, report attached	7:55pm
	B. WEB MASTER, report attached	7:58pm
	MARKETING/PUBLIC RELATIONS – BURNS, no report	
	OFFICIALS – KING, no report	
	EQUIPMENT – GUADAGNI, report attached	8:10pm
	LEGISLATION/RULES – TBD, (Chairman,Guadagni)	8:12pm
	* HOSPITALITY – Volunteers for dinner: Jan. – <i>Jim Clemmons</i> , March_____, May_____	
	AD HOC FACILITIES – ALEXANDER, no report	
V.	OLD BUSINESS	8:17pm
VI.	* NEW BUSINESS	8:21pm
	A. BRAINSTORMING ON PACMASTERS STRENGTHS, CHALLENGES, CHANGES, OPPORTUNITIES, ETC	
VII.	TEAM ANNOUNCEMENTS	8:25pm
VIII.	ADJOURNMENT	8:30pm

2013 MEETING DATES: Jan. 16, Feb. 20 (cc), Mar 20, Apr. 17 (cc), May 22, June 19 (cc), July 24, Aug. 21 (cc), Sept. 11, Oct 16 (cc), Nov, TBD.

Working Calendar for January: Set and approve committee goals and objectives; nominate recipient of 2013 Ransom Arthur Award ; call for Coach of the Year nominations; deadline for Mar/Apr newsletter Feb 6th; ; CA State Nonprofit Statement due.

Working Calendar for February: Forward PacMasters Ransom Arthur Award nomination to USMS; tabulate PacMasters 2012 Age Group Swimmers of the Year; federal & state Annual Summaries due; 1099 Miscellaneous due by 3/1.

Working Calendar for March: approve PacMasters Age Group Swimmers of the Year; vote for overall male & female Swimmers of the Year; order Swimmer of the Year awards; distribute convention delegate information.

JANUARY MEETING REPORTS – 01/16/2013

Officer and Committee Reports

Meeting policy. Please provide text to Nancy, prior to the meeting, of any items on which you would like the Committee to vote. Re-established 1/18/2012.

Chairman – Peter Guadagni

Reflections on first year as Chairman

Positives

- Largest local organization within USMS
- Meet USMS LMSC standards (we have Nancy!)
- Offer many competitive opportunities in pool and open water
- Effectively communicate event information and results
- Administer awards (coach of the year, swimmers of the year, volunteer recognition, etc) on a timely basis
- Successfully nominate coaches and volunteers for USMS awards
- Financially secure

Challenges

- For an 11,000 member organization, our leadership is very thin
- Small number of committed volunteers at LMSC
- Little or no back up or secession plan for key roles
- Our formal organization does not always match our actual operations or our needs (e.g. we have coordinators not committee chairs)
- LMSC governance comes from clubs but there is a lack of engagement with clubs
- Organizational structure, rules, policies and by laws were created when we were a much smaller organization and before there was a professional USMS national office

Opportunities

- Open water clinics, annual meeting, coaches' clinics, RHMS clinics show there is demand for coach and member programs outside of competitive events and club programs.

Goals for 2013

1. Communications
 - Website enhancement (modernize interface)
 - Greater distinction between technical maintenance and content creation
 - Role of marketing/public relations
2. Coach development and member programs
 - Continue to enhance coach training and support
 - Develop 'direct to member' programs (including funding model)
3. Review of organizational structure and governance
 - Define objectives and identify resources (2-3 months)
 - Recommend organizational structure (2-3 months)
 - Modify administrative handbook as appropriate (2-3 months)

Brainstorming on PacMasters strengths, challenges, things that could be changed, opportunities, etc

Nominations for Ransom Arthur Award

Discussion on PacMasters Newsletter

Vice Chair Administration – Michael Moore, no report

Vice Chair Operations – Jim Clemmons, no report

Secretary – Leianne Crittenden, no report, minutes attached

At-Large – Caroline Lambert, no report

Treasurer – Kildine Harms, financial reports attached separately.

Zone Chair – Michael Moore

As a member of the LMSC Development Committee, I have been tasked with reviewing with the LMSC Chairs, how the LMSC is doing in maintaining the LMSC standards. Last year Pacific met all the standards.

The Open Water Committee would like each zone to have a zone Open Water Championships. I would like to find out for the Pacific LMSC if there is a desire to host or work with Hawaii in having a zone open water meet.

Open Water – Phyllis Quinn, no report

See agenda for discussion items

Meet Operations – Barry Fasbender

Cal Aquatic Masters Meet Manager Update. I will be upgrading Meet Manager to include (1) the name change from Strawberry Canyon Masters (SCAM) to Cal Aquatic Masters (CALM) and (2) the addition of an Alpha Scoreboard Interface to display names & results. The cost will be about \$382.

Santa Rosa Flower Power SCY Meet. This was our first Masters sanctioned event in the North Bay Area in a long time. There were 138 swimmers entered in the meet, which is a very good size for a first meet. This meet included the five 200 yard events that we lost when USF went from 200's to 100's because of the popularity of their meet. For next year's meet, we will need to purchase an updated version of Meet Manager for the Santa Rosa Masters.

Salinas Valley Aquatic Masters SCY Meet. This is the first meet for the Salinas Valley Aquatic Masters. The meet includes the 50 and 100 of each stroke along with the 200 Free, 200 IM and 500 Free. It will be great to have a Pacific Masters meet in these area again.

Registration – Nancy Ridout

We have registered 6,561 swimmers and 120 clubs as of 1/15/2013. Past data for this time period are as follows:

1/17/12 – 6,918 swimmers & 120 clubs	1/11/02 - 3,830 swimmers & 87 clubs
1/17/11 – 6,227 swimmers & 115 clubs	1/19/01 - 4006 swimmers & 99 clubs
1/19/10 - 5,816 swimmers & 111 clubs	1/21/00 - 3,668 swimmers & 88 clubs
1/21/09 - 5,636 swimmers & 113 clubs	1/8/99 - 3,056 swimmers & 76 clubs
1/15/08 - 4,571 swimmers & 96 clubs	1/1/98 - 2,283 swimmers & 63 clubs
1/17/07 - 3,925 swimmers & 89 clubs	1/10/97 - 2,976 swimmers & 73 clubs
1/14/06 - 3,781 swimmers & 88 clubs	1/19/96 - 3,393 swimmers & 91 clubs
1/17/05 - 3,511 swimmers & 72 clubs	1/20/95 - 3,230 swimmers & 81 clubs
1/10/04 - 3,397 swimmers & 81 clubs	1/21/94 - 2,971 swimmers & 70 clubs
1/10/03 - 2,512 swimmers & 83 clubs	1/22/93 - 2,914 swimmers & 77 clubs

Top Ten and Records – Nancy Ridout

The Pacific Masters 2012 SCM Top Ten is in the process of being finalized. All SCM records that were identified and documented have been submitted. The Pacific Masters SCY records are also in the process of being updated.

Scheduling – John Morales, no report

Coaches – Cokie Lepinski

Coaches Clinics for 2013

- We have 5 clinics underway for 2013, with more to follow:
 - **Santa Rosa** Masters led a clinic Jan 11th for female coaches that involved learning a new drill from Hermine. This clinic had a pool session followed by a Pilates session. Very hands on with a small group of 7 coaches, some of whom were new at coaching.
 - **Novato** Breast-Fly clinic Feb 10th. Led by Cokie Lepinski & Scott Williams. Currently at 30 swimmers and 10 coaches.
 - **Albany** Breast-Fly clinic Feb 16th. Led by Cokie Lepinski & Brian Stack. Registrations are steady.
 - **Mountain View** Breast-Fly clinic on May 4th. Led by Cokie Lepinski and a coach tba. Flyer and calendar posting forthcoming.
 - **Lodi** Back-Free clinic on April 21st. Coaches tba.

Communication with New Teams and New Coaches

- We now have 187 coaches listed in our database. If you are a coach or assistant coach reading this and not sure you are in our coaches database, drop me an email and I'll check your status. coaches@pacificmasters.org.
- Our coaches newsletter has been published monthly since October.

Pacific Swim Coaches Clinic

- The annual PacSwim Coaches Clinic dates were January 3-6, 2013 in Napa. Eight coaches inquired about scholarships, only two have submitted reimbursement requests. We had allotted 10 \$100 scholarships.

East Bay Coaches Collaborative

- Kerry O'Brien, WCM, continues his East Bay Coaches Collaborative with the idea of sharing and mentoring with coaches in his region. If you'd like more information, contact Kerry at: swim4wc@netscape.net.

ASCA World Clinic

- The clinic will be held in New Orleans in mid September. USMS Coaches Committee has really strengthened the Masters track and speakers. You'll see Bill Brenner, Dr. Jim Miller, Pam Giese, Katherine Longwell, Sara McLarty and Kris Houchins all delivering presentations on the masters track.

Communications – Newsletter – Joanne Berven, Webmaster – Michael Moore

Newsletter – Joanne Berven

The January/February Newsletter has been posted. The March/April deadline is Feb. 6th.

Web Master – Michael Moore, report

Since the last meeting there have been three coaches update that have gone out (produced by Coaches Chair Cokie Lepinski), there have been seven regular Updates and One Update about the News letter going on line.

The email list has been trimmed of bad email addresses (bounces) and I have redone the way that email addresses are posted to the data base. Now there is a field for year registered for every swimmer, so we can track or "age" each swimmer (age from how long ago the swimmer has registered).

I receive from Nancy a list of all the Pacific Masters swimmers, if the swimmer has made any modification to their personal data, that swimmers, email address is re-entered into the data base. Of the latest file that Nancy has sent me of 6033 swimmers, 5962 or 98.8% had an email address associated with the swimmer.

Since updating the list, I have noted that the open rate as gone from about 23-24% to about 27-28%, about a 20% increase in the number of people opening the Update. (The Coaches email has an open rate of about 45%)

Website: I have updated the main template with the URLs of many of our clubs. I am looking for a way to automate the process as it is very time consuming to review each of the URLs and check to be sure the URL is still valid.

Privacy Statement: Our Pacific Masters Privacy Statement which was last approved in 2006. I would like the Committee to review the statement to see if it meets the needs and accurately reflects current Pacific Masters practices. I believe we should update and publish our privacy statement. (See attachment)

Marketing/Publications – Rich Burns, no report

Officials – John King, no report

Legislation/Rules – TBD (Guadagni), no report

Equipment – Peter Guadagni

Transitioning Equipment Chair duties to Rob Heath.

Ad Hoc Facilities – Joan Alexander, no report

Old Business

New Business – See Agenda

Minutes from PacMasters Meeting, January 16, 2103, 7:30 p.m.

Meeting was held at Sports Basement

Attendance : Kildine H.WCM, Maggie Tevis RHMS, Nancy Ridout TAM, Rich Burns TAM, Caroline Lambert FREM, John King WCM, Marcia Benjamin MEMO, Phyllis Quinn TOC and OW Chair, Mary Kahn DAM, Stu Kahn DAM, John Morales SRM, Michael Moore USF, Teddy Palmer OAK, Barry F.STAN, Peter g. WCM, Chris Campbell MTV

Introductions

Attendees at PacMasters meetings who are representing their Masters Swim team are asked to communicate with team mates for approval to represent their team at the monthly meetings.

Minutes from the October PacMasters were approved

Minutes from the November Annual Meeting were approved with corrections spelling correction to “Lin” and change of commencement to 1:00 p.m.

Peter G., Chairman, spoke to the group about his reflections his first year as chairman, goals for 2013, to have more representation and leadership from new people and to plan for transference of duties in a timely manner, he proposed a small committee formation to bring in new ideas for programs and to make small changes for smooth transitions and implement brain storming exercises for new ideas from team representatives to Pac Masters. His remarks also included the popularity of non meet programs such as clinics and the two Annual Meetings to date and to continue plans for these activities.

Nomination for the Ransom Arthur Award is to be Michael Moore and plans are made to expedite the process of nomination, as voted upon after discussion.

A motion introduced to eliminate the PacMasters Newsletter was passed.

Reason being so few people are viewing the newsletter to make the effort to produce it worthwhile also the information contained in the newsletter is readily obtainable from updates.

Motion passed to raise salaries of paid members, Michael M and Nancy R. Salaries were raised based on cost of living index for San Francisco and San Jose at 3.2 percent.

Finance report and Treasures reports were approved.

It was announced by Peter G. and several others that the USMS insurance rates will be rising by 300 per cent, negotiations are still in process with the insurance carrier and more information will be forthcoming from USMS in February of 2013.

The name change of SCAM to CAL Aquatic Masters CALM will cost of 382.00 to change the name on the Hy-Tek software and update the Alpha Scoreboard Interface to display names and results.

Santa Rosa Flower Power Meet was a success and an updated version of Meet Manager is needed for next year's meet.

Please refer to reports submitted for more information regarding registrations and Top Ten and Records, from Nancy R., report by Cokie Lepinski, Coaches Chair, for past and future clinics and updates from a report issued by Michael Moore.

It was noted that Peter G. is transitioning Equipment chair duties to Rob Heath.

Time constraints did not allow for brainstorming to take place regarding challenges, changes and improvements for PacMasters during the coming year.

Meeting was adjourned at 8:50 p.m.

Respectfully submitted by Maggie Tevis (substituting secretary)

Pacific Local Masters Swimming Committee
Balance Sheet
As of December 31, 2012

	Total		
	As of Dec 31, 2012	As of Dec 31, 2011 (PY)	Change
ASSETS			
Current Assets			
Bank Accounts			
15 Wells Fargo Checking Account	44,040.95	43,976.71	64.24
16 Wells Fargo Saving Account	131,101.69	130,852.12	249.57
25-9670 Mission National Bank Operating Account	5,505.21	3,789.21	1,716.00
26-0370 Mission National Bank Business Account	70,868.93	26,657.58	44,211.35
61 MNB CD 0187416050 - 07/2015	41,709.99	41,709.99	0.00
63 MNB CD 0187624450 06/2012	0.00	51,010.60	-51,010.60
Total Bank Accounts	\$ 293,226.77	\$ 297,996.21	-\$ 4,769.44
Total Current Assets	\$ 293,226.77	\$ 297,996.21	-\$ 4,769.44
TOTAL ASSETS	\$ 293,226.77	\$ 297,996.21	-\$ 4,769.44
LIABILITIES AND EQUITY			
Liabilities			
Total Liabilities			\$ 0.00
Equity			
3000 Opening Bal Equity	14,988.50	14,988.50	0.00
3900 Retained Earnings	283,007.71	304,396.38	-21,388.67
Net Income	-4,769.44	-21,388.67	16,619.23
Total Equity	\$ 293,226.77	\$ 297,996.21	-\$ 4,769.44
TOTAL LIABILITIES AND EQUITY	\$ 293,226.77	\$ 297,996.21	-\$ 4,769.44

Thursday, Jan 10, 2013 08:10:43 PM PST GMT-8 - Cash Basis

Pacific Local Masters Swimming Committee
Budget vs. Actuals: FY2012 - FY12 P&L
 January - December 2012

	Total			% of Budget
	Actual	Budget	over Budget	
Income				
100 Registration	192,377.62	219,800.00	-27,422.38	87.52%
200 Sanction Bond Deposits	2,250.00	3,000.00	-750.00	75.00%
300 Event and Other Income	12,486.50	11,500.00	986.50	108.58%
400 Interest	454.58	1,350.00	-895.42	33.67%
Total Income	\$ 207,568.70	\$ 235,650.00	-\$ 28,081.30	88.08%
Expenses				
1000 Office	18,250.76	18,038.00	212.76	101.18%
1050 Publications	2,720.42	15,100.00	-12,379.58	18.02%
1100 Web Site	2,333.11	4,142.00	-1,808.89	56.33%
1200 Chairman	142.80	1,100.00	-957.20	12.98%
1450 Treasurer	1,560.11	1,270.00	290.11	122.84%
1500 Coaches	6,517.32	11,100.00	-4,582.68	58.71%
1550 Committees		1,000.00	-1,000.00	0.00%
1700 Officials	427.20	4,160.00	-3,732.80	10.27%
1750 Sanctions/Meet Operations	18,137.10	21,000.00	-2,862.90	86.37%
1950 Marketing/Publ. Rel.	2,257.95	1,500.00	757.95	150.53%
2000 Open Water Exp	3,623.83	14,820.00	-11,196.17	24.45%
2050 Awards	7,981.32	5,900.00	2,081.32	135.28%
2100 Other Items	16,249.03	14,900.00	1,349.03	109.05%
500 USMS Dues	34,176.50	63,050.00	-28,873.50	54.21%
600 Sanction Refunds	3,112.50	3,200.00	-87.50	97.27%
700 Contracts	65,076.00	64,944.00	132.00	100.20%
900 Convention	29,772.19	33,640.00	-3,867.81	88.50%
Total Expenses	\$ 212,338.14	\$ 278,864.00	-\$ 66,525.86	76.14%
Net Income	-\$ 4,769.44	-\$ 43,214.00	\$ 38,444.56	11.04%

Thursday, Jan 10, 2013 08:00:17 PM PST GMT-8 - Cash Basis