

Delegate report from Diann Bauer for USAS Convention 2017  
Dallas, TX  
Sept 13 - 17

On Thursday, September 13, I attended the first and second House of Delegates meetings, the Coaches meeting, the Fitness Education meeting, the Registration meeting, the Breadbasket Zone meeting, and the social.

The Coaches meeting started with CEO Dawson Hughes introducing a new initiative aimed at Masters fitness swimmers. It was determined that 60-70% of USMS members don't participate in events outside of workouts, so the fitness initiative is both a participation and fundraising undertaking. There will be three or more challenges during the year, along the lines of a 30 minute continuous swim, and a swim cap will be given as a participation award. Clubs can set their own rules for the swim and it will be done in the home pool – it can be done during a workout. The fundraising aspect involves members paying \$10 to participate and at least some of this money will go to Swimming Saves Lives.

Other topics discussed in this session were keeping swimmers' emergency contacts handy, review of coaching certification programs to keep them current, the High Performance Camps, and coaching at Worlds.

It was suggested that clubs have a plan for keeping contact info readily on hand, for example, have tags on individuals' swim bags that can be readily found if an emergency occurs.

With regard to coaching certification – it was stated that level 4 is supposed to be difficult and some coaches do get deferred until they can meet the requirements. There were only a few in the session that had certified at this level. Candidates can submit a request for financial assistance for the coaching certification training.

There were 18 swimmers at the High Performance Camp which is an intense program that runs 5 days from 8 a.m. to 9 p.m. They take 20 swimmers max per camp. Participants ranged in age from 26 to 76 years old. Helper coaches will be utilized next year and will get to participate in the camp.

There were about 12 coaches who applied to work at Worlds, for the 4 available positions. Upcoming Worlds will be in S. Korea and then Japan, and coaches' expenses are pretty much covered by USMS.

A few other topics mentioned were the National Coaches Clinic every other year which sells out, coaches submitting articles to Streamlines, and 3 open positions to coach in the online forum which has a \$1500 a year stipend for posting workouts.

The Fitness Education session started with the same presentation from Dawson with some added information about the fitness initiative. The fitness challenges are designed for non-competitors and are an alternative to the e-postals. The program will be rolled out in the next 6 weeks or so. The events will include a 30-minute swim, which will be done the last two weeks of February,

and entry fees will go to the SSL Foundation. There will be a 2K event the last two weeks of July, and a 1-mile challenge in the winter. Swimmers will be allowed to use equipment and the club can design its own rules. They plan to tack the option of registering for these events on to the annual membership renewal.

The national office is putting together a video to be displayed in doctors' offices and health care facilities showing the benefits of Masters swimming.

Another fitness initiative being beta-tested is a program for aquatics-based workouts, a swimming/cross-fit type of program, which will work in any pool and can be done in 30 minutes, for example, over a lunch hour. This program will be marketed to individuals who are not currently Masters swimmers, such as triathlon groups or cross-fit groups. It should be rolled out in 2018.

The Registration Committee meeting began with Leo stating that he was given the task of sun-setting the committee this last year since it no longer sets policies for registration procedures, this has been taken over by the national office. He stated that he wanted to give the committee a chance to discuss this. Leo feels that registrars do need an advocate and that they should meet at the national convention. A motion was passed to explore the changing role of the registration committee through this next year.

It was brought up that the timing of the year-plus registration was changed before registrars were given an explanation of the change and I believe this is consistent with some of the confusion we experienced this last year.

Also mentioned were the topics of registrants being able to change personal info in Club Assistant, when registering for events, and this info not getting to USMS, and the suggestion that one event registrations be incorporated into the registration software so that there is an option to convert to an annual membership if desired.

At the Breadbasket Zone meeting we re-elected chair, Marcia Anziano, for another term. Mel Goldstein spoke to our group encouraging us to get more coaches certified because he believes it is the coaches, not the swim meets, that bring in new members. The idea of a virtual zone meet was again discussed. Meets would be held in separate pools but with the same order of events so that the files could be merged. It was pointed out that results can be compared through USMS stats already without having to merge specific meet files.

Iowa will hold the next zone meet on March 24 at the U. of Iowa, Iowa City, and it will probably be one day.

The zone Facebook page was slated to be linked to the USMS site by the end of the convention.

We did well on our LMSC standards audit, meeting, or having target dates, for all standards.

South Dakota wants to get into the zone meet rotation, Jenny (the delegate from South Dakota) will see if it will work for them to have it in 2019.

Thursday evening the social was held at Dick's Last Resort and was very well executed.

On Friday, September 15, I attended the Long Distance Committee meeting, a workshop on technology for the swim world, a workshop on adding oomph to your swim meets, the Sports Medicine Presentation, the Swimming Saves Lives Foundation meeting, and the third House of Delegates meeting.

The Long Distance Committee discussed changing the name of the e-postal events to "virtual swims" and there was quite a bit of discussion about this in the meeting and at the HOD voting session. The main objection to the name change is that "virtual" means you are not really doing the activity, you are doing it on-line or in a simulated game, like Wii bowling for example. Ultimately, adoption of the term "virtual" was voted down in the HOD.

A 400 kick-for-time is being planned for December as another e-postal event.

There was discussion of changing the deadline for the 1-hour postal to February 28.

A new rule involving swimmers resting on kayaks without being DQ'ed was discussed. Ultimately this change passed in the HOD. Open water swimmers can now take breaks on the water craft monitoring the swim as long as they don't make forward progress. This can be found in LD 19.

Goals for next year: increasing cross-committee collaboration, increasing bids for swims, and possibly recognizing people who do distance swims in other than freestyle.

"Technology Crunch for the Swim World" focused on using the tools we already have such as Club Assistant, the Meet Manager files, Swim Phone, and Team Unify. Also presented were aspects of USMS.org that are under-utilized such as fitness logs, online workouts, and the forums, all great for solo swimmers. It was suggested that open water spots be added to "Places to Swim" on the website. It was noted that the registrars can change the places and times of workouts listed on USMS.org.

The "Adding Oomph to Your Swim Meets" workshop covered ideas such as adding novelty events, soliciting news coverage, getting donations from local businesses - such as snacks, and having a social afterward. Other ideas were raffles for donated items and prizes for non-performance factors such as a random drawing for digits in a finishing time. A funny slogan for a T-shirt was suggested: It's about who slows down the slowest! Also, incorporating clinics and photo ops were suggested. It was stated that many companies will donate discount cards and materials if contacted, such as Road ID.

This year's sports medicine presentation was provided by Sally K. Guthrie, PharmD. She completed four publishable studies comparing Masters swimmers to a database of the general population, comparing, mostly, use of pharmaceuticals such as blood pressure and cholesterol medications. Not surprisingly, Masters swimmers use significantly less of these medications.

She also found that where Masters swimmers do take these types of meds, it does not significantly compromise performance, probably because their dosages are low.

At the Swimming Saves Lives Foundation meeting we learned that the grants are getting better each year and they are accumulating a lot of stats on the effectiveness of the program. They are getting less grants that are not mission focused. They need more and more funding for the grants. A list of clubs receiving grants was displayed and, as we know, Saluki Masters was listed. It was stated that they are \$65.5K short of funding all the worthy grants, including reduced rewards. It costs approximately \$60 to train one adult through the program. They plan to ask LMSC's to help fund the ALTS programs that SSL can't fund. The plan is to fund a program for 3 or 4 years to a level of sustainability. One of the committee's suggestions was to have the LMSC donate \$1 per registered swimmer toward their ALTS programs. Adding a person to the SSL staff who just does fundraising was suggested, but the committee responded that they can't necessarily afford a person like that. There is a long term plan to endow the foundation instead of it being USMS funded. Another idea they are considering adding the option to fund an ATLS swimmer for \$60, or portion of, to the annual registration.

During this meeting I made the suggestion that we start having a workshop at the convention where ALTS volunteers can share best practices and teaching techniques. One of the committee members (who's name I can't find anywhere, he was one of our ALTS instructors in KC) responded to this by saying that we should just come ask him anything we wanted to know. However, I received an email from the committee chair after the convention thanking participants for attending and stating that this was an idea that they intended to address in terms of some kind of forum.

On Saturday, September 16, I attended the fourth and fifth House of Delegates meetings, the staff speed dating, and the Aquatic Sports Banquet.

During the speed dating event, I spoke with the marketing director about clearing the use of the USMS logo for use in our open water swim graphics. All we need to do is send him a copy of the design for approval. His name is Kyle Deery: [kdeery@usmastersswimming.org](mailto:kdeery@usmastersswimming.org).

Please see convention minutes and workshop presentation materials at [USMS.org](http://USMS.org) for additional details. Adoption of an official 25 yard/25 meter competitive swim race was again voted down in the HOD.