

# 2019 USMS Convention Summaries

Virgil Chancy

Anita Cole

Christine Dahlstrom Maki

Omar de Armas

Brandon Franklin

Jill Gellatly

Mike Heather

David Johannsen

Diana Dolan LaMar

Robert Mitchell

Jessica Seaton

Karin Wegner

## 2019 USAS-S CONVENTION

ST. LOUIS, MO.

This year's Convention was educational and filled with many informative meetings and workshops. It was difficult to decide on which meeting or workshop to attend since many were at or around the same time.

The hotel was comfortable and easy to navigate to the various events throughout the week. Staff was professional and attentive to the needs of attendees.

The House of Delegates was run smoothly and not a painful ordeal. This pleasurable experience was due to meetings leading up to the HOD was very productive.

I am grateful for the experience and knowledge that was imparted from others around the nation.

Respectfully submitted,

VIRGIL CHANCY

USMS Convention  
September 11-15, 2019

### Takeaways for Positive Action

Motivate the swimmers on your team by positive talk, socialization, interaction, realistic goals, and really encouraging swimmers to get to know each other.

We have found the secret to life; it is called swimming! Swimming makes us stronger, smarter, healthier, and happier!

ALTS is the little program that could. It could change the way you live. It could give a new freedom to the ALTS graduate. There is a USMS Diploma available for each ALTS student. Water aerobics classes at public pools is a good source for recruiting students for ALTS programs and also offers greater diversity for potential Masters Members.

The LMSC's in our Southwest Zone are interested in sharing and interacting more in the future to help each other be better and bigger. The LMSC Development Committee usually meets once a month on a Tuesday evening. Most Zone Chairs report back to their own LMSC on a monthly basis at their LMSC Committee Meetings and interact with each other helping to grow participation in meets and fitness events and so on. We should network more with our zone members.

Most LMSC's host a large annual meeting with guest speakers and great participation from the general swimmer membership with the executive board and committee chairs attending as well. It is more of a celebration of being a Master Swimmer in addition to holding elections and recognizing outstanding clubs, outstanding coaches, and outstanding swimmers in their LMSC. It is often a combination of awards banquet, elections and social gathering. It is an opportunity for fitness swimmers to socialize with competitive swimmers and various club members to interact with swimmers from other clubs.

The fitness events and ALTS programs are being used as tools to gain new members, involve local sponsors, announce/emphasize our presence in the community, and support the Swimming Saves Lives Foundation. Perhaps the new Volunteer Coordinator Role might include organizing these events and programs.

The Registrar position is now called the Membership Coordinator. The Membership Coordinator will only be able to view membership details, not change or correct listings. There is a new LMSC position called the Volunteer Coordinator. The duties of these positions are developing and are in transition.

The USMS Swimming Saves Lives Foundation is launching a new giving donation program with names for each level depending on the dollar amount donated.

Learning at the convention takes place at the socials and at the hotel bar as well as the workshops and committee meetings and House of Delegates sessions.

If you want more details, please feel free to contact me.

Anita Cole  
SPMS Marketing and Club Development  
Long Beach Grunion Membership Development

## **Convention report – Christine Dahlstron Maki**

Swimming saves lives foundation:

USMS 2019 silent auction Runs until 9/25

Fitness series brought in 19k+ in 2019 / fitness committee is the source of this

Event host possibly add a donation button?

Newly established giving levels:

Took photo of slide

Link off of the alts website where there will be a drop down menu for marketing items.

[USMS.org/alts-central](https://www.usms.org/alts-central)

## **Christine Dahlstrom Maki**

### Convention Report Notes from Josh Davis, Guest Speaker

The best coaches give:

Believe  
Support  
Truth

Commitment- attendance

The ability to carry out the promise of the mood that created the goal in the first place.

Right attitude - gratitude

Be thankful for everything in your life. Be loud about it.

Technique - Never fight the water

Texas Style -

Doing everything with honesty and integrity. Do everything in your life with honesty and integrity.

“Never miss your swim. It’s magical!”

RPT Training

Patricia Mathison

Alts Graduate

Dad was in air force

Singer and traveler

Has been a grant writer

Never learned to swim as it was just not part of her environment.

54% of adults can't swim

% of African Americans don't swim

68% Kids

Her generation and community did not traditionally share swimming.

If you learn it; Share it!

Jesus is all the world to me. 🎵🎵

Lord cheers me so

He is my friend

## 2019 United States Masters Swimming Convention – Omar de Armas

This year's convention held in St. Louis was pretty good. The location was one of the better ones in recent years.

As in previous years, I worked with Mary Hull to register all the USMS delegates and provide them with credentials.

I attended the Officials Business meeting, where we discussed the recent championship meets in Mission Viejo and Gwanju. I gave an update on the Summer LC National Championship, where I had the honor of being the Meet Referee. The meet was very large but ran smoothly and was a huge success. There were many records broken and many complements were given. Teri White provided a report on the World Games meet.

I also attended the Championship Committee meetings where they reported on the two National championships meets this year. Mesa and Mission Viejo. The group from San Antonio (Spring Nationals) and Richmond (Summer Nationals) gave a rundown of the meets for next year.

I attended the Officials, Diversity and Committee Restructuring Workshops. The three workshops provided interesting information on recruiting officials, providing a welcoming environment at practices and meets and the proposed restructuring of the national committees.

Omar de Armas

**CONVENTION UPDATE**  
**BRANDON FRANKLIN**

Brandon Franklin is a member of two committees:

- Finance Committee;
- Swimming Saves Lives.

In addition to those two committees, Brandon also attended each of the House of Delegates meetings as well as Workshop #6 ***“How to Run a Successful Adult Learn to Swim Program”***.

Further, Brandon attended the Key Note Speaker presentation: ***“Josh Davis & Pat Mathison: Masters Stories from Opposite Ends of the Pool”***

FINANCE COMMITTEE

Much of what was discussed in the Finance committee is set forth in the meeting minutes included on the USMS website and revolved around the approval of the budget. Given the majority of the budget review and discussed happened in advance of the Convention, the majority of discussions at Convention were formalities.

Once of the key items impacting the committee as a result of the convention is the Budget Modernization legislation which was passed. Going forward the USMS budget will not be formally approved by the HoD. This will obviously impact the budget timeline and allow for the availability of more accurate information when building the budget.

The unified fee was also discussed, in context of the impact on membership, and the ability to provide more offerings to the membership base. Examples include the ability to offer auto renew which should be helpful given the renewal rate on new members is ~50% or less.

SWIMMING SAVES LIVES COMMITTEE

The committee chair, Jay DeFinis, shared dire statistics regarding adult drowning in the US. The presentations stated that children of parents who did not swim only had a 19% chance of learning to swim. Teach the adults and the kids will follow.

The Mission of Swimming Saves Lives was presented along with the specific activities of SSL in the overall context of USMS. SSL's main activities are Fundraising and Issuing grants to Adult Learn To Swim (ALTS) Programs. The distinction between SSL and ALTS was made.

SSL plans to issue \$109k in grants to 68 programs in their upcoming grant cycle.

KEY NOTE SPEAKERS

Key Note Speakers are a new program at the Convention. Josh Davis and Pat Mathison spoke during lunch on Friday thanks to the Pacific LMSC. Josh spoke from an Olympians Point of View and Pat spoke from the perspective of someone had just learned how to swim. Both stories were heartwarming and Pat's was very informative.

During 2018, Facebook ran a “Gratitude Campaign” whereby they sought out programs which were uplifting. They came across Swimming Saves Lives and profiled an Adult Learn To Swim Program in



**CONVENTION UPDATE**  
**BRANDON FRANKLIN**

Louisville. The result was a video which featured Pat Mathison and others in the program she attended. It was posted by Facebook on the Facebook page. It has 599,000 views. Here is a link to the video:

<https://www.facebook.com/watch/?v=584529968646138>

This video helps put Pat's story into context.

**WORKSHOP #6 "HOW TO RUN A SUCCESSFUL ADULT LEARN TO SWIM PROGRAM".**

William Kolb, owner of ALTS Central in Louisville and the person who ran the program above that Facebook visited, spoke about how to run a successful ALTS Program. For details about his program and approach, he can be emailed at [wmkolb@gmail.com](mailto:wmkolb@gmail.com).

**OTHER**

Brandon attended the International Masters Swimming Hall of Fame Induction Ceremony. Great opportunity to support those that have really accomplished something in this sport over their lifetime. Also a great opportunity to network and meet our elders who have done amazing things in this sport over more years than some of us have been alive.

## **Convention Highlights- Finance and Audit Committee**

### **Submitted by Jill Gellatly, USMS National Finance and Audit Committees**

- Finance- 3 Key Takeaways
  - The Unified Fee concept was introduced to the HOD. It is elective (LMSC may opt in for 2020) and will be voted on by the HOD in 2020 with hopes of implementation in 2021. The Unified fee will set one fee for the entire organization so swimming in one LMSC will be the same price as in another LMSC. Current practice allows the LMSC's to set their own fees. This consistency will provide greater flexibility to the organization all allow a broader ranges of fee structures and programming to be offered more efficiently. The impact to the SP LMSC would be small overall decrease in the fee from \$63 to \$60 in 2020 if we should opt in. In return, we will be provided certain convention expense subsidies.
  - Budget Modernization was approved. This new budget timeline will allow the budget to be prepared and approved by the BOD post-convention. The HOD will still formally approve items related to membership fees, sanction fees and one-event entries. However, at convention, major programs expected to be implemented will be discussed and vetted appropriately.
  - 2020 Budget was approved by HOD with slight deficit projected (\$132K). New programs include events related to the 50<sup>th</sup> anniversary, specific marketing targeted to capitalize on 2020 as an Olympic year, and the continued investment in club programs/coaching certifications and SSL. The budget also includes funding for Phase 3 of the IT improvements. No major reductions were made to the budget.
  
- Audit Committee-
  - No significant updates or motions approved.
  - Discussion ensued regarding the requirement of LMSC's submitting copies of any 1099's filed with the IRS. The committee plans to work with LMSC development and legal counsel to understand ramifications. Rationale is to ensure/verify compliance with IRS regulations. Currently, no formal verification exists.

## Mike Heather

The meeting was held mostly as a conference call with a rep from the investment house that works for USMS. I gleaned a few items of interest plus the knowledge that because of our current investment style and priorities, we have earned \$1.2 million versus about \$250,000 with CDs (the former exclusive investment vehicle for USMS). The following are tidbits from the meeting.

Economic Outlook: Fed may reduce short term rate between Oct and Jan 2020, Euro equities are just Okay (no excitement in his tone of voice), short term bonds are showing high yields, inflation is subdued. When asked about a stock market "correction," he responded that it, "depends on the tweet of the day," presumably from president Trump.

Global diversification: Gold #1 (not sure what it meant, but it was in the notes), 60/40 MSCI had a 12.4% return and we are transferring \$122,000 to equities (stocks) to maintain a 57% equity position in our portfolio. There will be an allocation of \$49,000 to an emerging market fund. Our cash is earning about 1.8-1.9%.

Mutual funds investment costs were kept down, but the reason or method was not discussed. It was probably in the report (that I did not have).

The committee had some questions for the speaker, some I caught the answer, some I did not.

Factor investing? (unclear answer)

Does the high yield part of the portfolio include emerging markets? A: no.

Should we insulate (the portfolio) in case of an economic downturn? A: possibly in emerging market (not clear if that was the investment or the area of downturn).

A proposal was made to reduce equity holdings in the portfolio to 49% from 57%.

A note was made about risk asset of 70%, risk control of 30%

Current default on high yield investments (presumably bonds) is very low.

The committee discussed moving more money into cash next year, no decision was reached at the meeting.

As an interesting side note: the chair of investment committee shared that he is invested 100% in equities for his retirement funds, when the market took a dip, he bought margin positions and turned that into 120%. He did not suggest that it is a safe or rational thing

to do, but said that he was comfortable with high risk and that it was "pretty exciting" when the market takes off.

Mike

# September, 2019 U.S. Aquatics Sports Annual Convention Report

**Submitted by David Johannsen:** Attendee and Member of the USMS Records and Tabulation Committee.

I greatly enjoyed the Convention. I attended about 15 meetings of the Records and Tabulation, Rules, Investment, Finance, History and Archive, Recognition and Awards, Southwest Zone and the House of Delegates. I also attended Workshop #3 (The Combined Sanctions/Top Ten Role) and Workshop #5 (The Ways We Differ—How to Include Others).

## Highlights:

**Records and Tabulation (member):** We have a wonderful, first year chair, MJ Caswell. The primary project for 2019 is to update and revise the R & T Guide to Operations. MJ asked committee members to possibly mentor individuals new to Top 10, especially processing results into the Top 10 and individual times database. I volunteered to especially help with LMSC Records.

We also discussed the upcoming Workshop #3. The volunteers on R & T are concerned that USMS staff might be looking to replace some of the Sanction/Top 10 volunteer work. I believe the strong consensus was that USMS Staff should support the volunteers in regards to technology, communication, etc. Local volunteers are best able to know their pools (measurement issues), their coaches/swimmers (recognizing “errors” in times) and policies/procedures and rules that apply at the LMSC level, but not nationwide. I have had experience with the proper roles of volunteers and paid staff with Southern Calif. Swimming around 1980, USA-Swimming in the early 2000s and Santa Barbara Swim Club, several times in recent decades.

After the convention, MJ asked me to work on a “project” of submitting for possible deletion, invalid times that are currently in the USMS database and possibly on Top 10, All-American lists, etc.

**Rules:** I had significant input to Charles Cockrell, the Rules Chair several months ago in regards to relay issues. My input (and perhaps others) has resulted in a major amendment to USMS Rule 104.5.4 (7). See also 102.9.6. The current rules had “allowed” coaches/swimmers to change their relay age group up to the “start of the relay heat”, by NOT stating that a relay team could NOT change age groups [after the relay submission deadline]. The rules were clear for the two annual National Championships that you could NOT change relay age groups after the submission deadline, but for other meets, technically you could switch age groups up to the start of the relay. I first made the SPMS committee aware of this issue at our Face-to-Face meeting on February 9, 2019. The passed amendment to Rule 104.5.4 (7) will read “...Following relay submissions, no changes in the age group or seed time are permitted...” At the rules committee, Chair Cockrell stated that “submissions” implies “submission deadline”.

The Rationale for this rule change stated, “Some confusion in the relay entry procedures have been noted in recent championship [zone] meets. Additionally, errors have been discovered in the post-processing of meet results or in the submission of records and top 10 times. This amendment clarifies the relay entry provisions for both national championships (sic) meets and other sanctioned meets.”

**Investment (guest):** The investment committee is following a standard “asset allocation” program through an advisor with Northern Trust. In my opinion, “asset allocation” programs dominate investment management (perhaps 80% of professionals), so they are a good way to be “average” or mediocre. HOWEVER, I also believe that organizations such as USMS SHOULD have “asset allocation” as their primary strategy. In order to obtain better risk/reward returns, I believe you would need more expertise on the investment committee similar to many large public or private pension plans. The committee asked for my advice and I think I was well received.

**Workshop #3 -- The Combined Sanctions/Top Ten Role (active participant):** Many participants, especially from large LMSCs, expressed opinions about the USMS staff perhaps becoming too involved with the Sanction/Top 10/Meet Recording process. See my previous statements under “Records and Tabulation”.

**Workshop #5 – The Ways We Differ—How to Include Others (active participant):** I was in the group that dealt with communicating with limited English Masters. I was pretty active since I have family that was born in both France and China (my “pretend” sister). I also have helped our coaches in the last year with UCSB Masters swimmers who have “OK” English, but limited swimming “vocabulary”. Many are in UCSB post-graduate programs.

Hope to see many SPMS members in Jacksonville (my birth city) next year.

David Johannsen

**Diana Dolan LaMar**  
2019 USMS Conference Summary

**Officials** – Two years ago, the officials committee created a goal to encourage more USMS swimmers to become USMS officials. This goal has resulted in 152 officials, 82 starters, and 30 referees. Despite this increase, there is still a need for additional officials. Short-course Nationals is more challenging to staff due to the operation of two pools. Long-course Nationals was reasonably staffed due to the high number of local SCS USA officials who volunteered. Many thanks to Omar, Alina, and Cami Stein for their efforts to ensure appropriate staffing. Six of the officials swam AND competed at the meet – another goal of the Committee.

The length of meet days is a great concern to the Officials Committee, and it was recommended to the Championship Committee to adopt the FINA rule of 10-hour maximum days. Despite Long-Course Nationals moving to a 5-day format, a couple of days were longer than 10 hours. This places too great of a burden on the volunteers – especially those who work all 5 days, as well as swimmers who swim late in the day. This recommendation results in a trickle-down effect since it may impact NQT's and distance events. *This is important to watch and solicit input from SPMS members.*

**Rules** – The Rules Committee is well organized and works well with USA Swimming in an attempt to align the USA Swimming Rules with USMS Swimming Rules. There are some differences; however, most of them align. There continues to be some confusion regarding swimwear, and it appears it is not enforced across all LMSC's (tie-back rules for female swimsuits); however, this is NOT a new rule. A lot of discussion occurred regarding relay entry cards and disqualifications. I was impressed that the Rules Committee took the time to listen to members at the HOD and then reconvened and changed some of their recommendations. This is an important committee for officials to participate in since rules and officials align closely – it is far easier to recommend/create rules than to enforce it. LMSC's need to take the time and review the new rules with coaches – *SPMS needs to ensure coaches are aware of rule changes so information trickles down to the swimmers and the information does not come from officials,*

**Registrar** – This committee appears to be “re-creating” due to feedback from the Volunteer Task Force. The HOD voted to change the name to Membership Coordinator which was supported by the majority of the committee members, but there was a lot of discussion regarding the change. Membership Coordinator more accurately reflects the position since registration is completed automatically through the USMS Office. With the movement towards a uniform registration fee, the role of Registrar will change to that of answering questions of local members, assisting with club transfers, etc. It was noted that the HOD defeated the recommendation of the Registrar committee to move from a 60-day waiting period to a 30-day waiting period for club transfers. Approximately 10 LMSC's pay for a Registrar (Membership Coordinator) – the rest are all volunteers. *SPMS might consider re-wording this contractor position due to the name change and responsibility changes.*

**Volunteer Task-Force Committees** – Over the past two years a Volunteer Task Force Committee interviewed USMS members, sent surveys, and solicited input. Several recommendations came about which include a possible uniform registration fee, changing the names of some committees, and disbanding and creating new committees. The workshops attempted to engage additional USMS input regarding these changes; however, there were obvious tensions from several members. Change is challenging and implanting change is even more challenging. It will be interesting to see what progresses throughout the year. *It's important that SPMS National Committee members communicate potential changes at the SPMS Conference Calls so feedback can be communicated by SPMS Committee Members up to the National level.*

**HOD Meetings** – As a first-time delegate, I was very impressed with the way HOD works; especially that members can ask questions and speak their opinions. This enables some of the committees to return to work and change opinions and recommendations prior to a HOD vote. The session on candidates is too long. Overall, the system works well.

Respectfully submitted,  
Diana Dolan LaMar – 760-518-8573  
National Officials Committee Member, SPMS Fitness Chair, SPMS Interim Secretary

## **Robert Mitchell**

### Southwest Zone meeting

New Mexico struggled to get open water swims sanctioned. The Southwest Zone Open Water championship was awarded to New Mexico with Southern Pacific as back-up.

### Championship Committee

Considering ideas about offering online scratch option. Currently only Nationals does not offer an online scratch option.

Considering moving relay deadline from rule to policy. This would allow meet committee to set relay entry deadlines as needed.

Considering opt in to receive printed program.

### History & Archives Committee

Relay Top 10 which are missing from the online Top 10 database is being converted from a paper copy into a digital file by committee members.

National Office is looking for historical AAU Masters and USMS photos as well as additional historical documents as part of the USMS 50th Anniversary Celebration. Please contact Daniel Paulling at the USMS National Office if you can help.

National Records Chronology Project is proceeding.

### Proposed National Committee Structure workshop

Presentation was excellent. I enjoyed the small group discussions about the top 4 topics.



## **Jessica Seaton**

As a member of the Sports Medicine Committee, I attended the Sports Medicine Committee meeting. Our very own Arlette Godges was responsible for the well-received roll-it-out booth at Summer Nationals in Mission Viejo. There was discussion about having such a booth at future national championships, since so many people made use of it. The Sports Medicine Committee will be joining forces with the Fitness Committee in the future. The committee minutes are available here.

<https://www.usms.org/admin/minutes/spm-2019-9-12-1.pdf>

As a member of the Rules Committee, I attended all 4 Rules Committee meetings. The rule amendments generating the most discussion had to do with relays and distance events at nationals. In contrast to USA Swimming, USMS does not count the lead-off split time for top ten or records if the relay was disqualified for any reason. We voted not to change this rule. A proposal to allow Nationals meet directors to require swimmers to make the national qualifying times for both the 800 and 1500 if they want to swim both was also defeated. The feeling of the committee was that meet hosts can limit the time for both long distance events by requiring swimmers to make the NQT for one distance event, combining men and women, reserving an outside lane for an extra slow swimmer.

The Sports Medicine lecture was given by Genadijus Sokolovas, Ph.D. and entitled "Training Design for Masters Based on the Recovery and Rate of Adaptation." Much of his research is based on blood lactate levels before and after various swims. Elite swimmers show the highest levels after 100s. 200s have higher levels than 50s, but less than 100s. Masters swimmers in the 40-50 age groups have lower levels, and in swimmers over 60 the levels are even lower. Higher levels of lactate are associated with more speed. Lactate levels also depend on muscle fatigue. If you don't replenish your glycogen levels with a carbohydrate rich snack immediately after your fast swim, you will have lower levels on glycogen stores and will have lower lactate levels and slower times on your next swim. Active recovery increases the rate of lactate clearance, which you want so you're not tight for your next race. High volume, low intensity training reduces the athlete's ability to produce peak lactate levels, but does improve lactate clearance. Higher lactate levels are produced with low volume, high intensity training. He went on to discuss various strategies to improve training over the course of a season using two strategies: increase duration with same intensity or increase intensity over the same duration. New stresses in practice increases adaptation.

## **Karin Wegner**

From Karin Wegner, SPMS Delegate and member of the USMS Fitness Committee:

2019 USMS Convention in St Louis was another fantastic opportunity to be surrounded by 300+ of the most like-minded people in the world! Scheduled topics and unscheduled topics were stimulating and valuable to bring home to SPMS, both to our local volunteers and our membership at large.

Our Southwest Zone meeting was productive as usual. We voted Michael Heather in as our new Zone chair as Mary Hull steps down. We agreed to support Arizona, New Mexico and San Diego on future development of sanctioned open water events such that they may bid to host a Zone open water championship.

Also on the topic of open water, I was extremely impressed with the national open water committee's structure. They have organized many sub-committees, each with its own chair and vice-chair and working members. Each sub-committee had important tasks to accomplish and document, and they reported on their work over the past year. Examples of sub-committees were Safety, Rules, Training, Promotion, Event Management, and Certification of Open Water Officials.

I attended the Diversity and Inclusion Committee meeting, which was their first national meeting since they evolved out of a "task force". They completed extensive research and interviews of USMS coaches around the U.S. with the goal of learning how some clubs have succeeded at attracting members from minorities. They reported on coach and club experiences nurturing members from many minority races and ethnic groups, LGBTQ, and disabilities (para athletes). The committee plans to add marketing efforts, and with this, I suggested they add our SPMS member Megan Johnston to the committee to lend her expertise in graphic design and marketing. The chair, Sarah Welch, was very excited and plans to add Megan to the committee.

The National Fitness Committee has a meeting to share ideas and goals, with the objective to follow up during monthly phone conferences, in which we will prepare task forces. The Fitness Committee will work with USMS National Office to set specific goals on new membership gains as well as current membership engagement in events. The Fitness Committee plans to draft up fresh new ideas for local grass-roots marketing, such as posters and flyers, as well as new videos to promote Masters swimming in a modern, hip, fun way. Once these drafts are complete, the Fitness Committee will consult with Jay and Kyle at USMS about moving the ideas to professional graphic design and videography and distribution.

One of the controversial items at convention was the proposed change of club transfer period, with a vote to change from 60 days to 30 days from the last competition date with the last club affiliation. My reaction was that most felt this change was a bad idea, but I felt that they were focused on such a small percentage of the membership, that this topic needed a longer analysis. The vote did indeed turn down the idea of changing to a 30 day transfer rule, but it resonated with all the registrars as to the need to go home and discuss with their LMSCs.

There were other exciting and sometimes controversial topics at convention, such as a proposed altitude adjustment for ePostal swims in Colorado at elevation, and a proposed "Unified Fee" making the national membership the same price no matter where you affiliate. I am available to discuss topics from 2019 USMS Convention with anyone who would enjoy chatting about them!