



2018 Spring Meeting
Fort Meyers, FL
Monday May 14TH 2018

The mission of the Eastern Zone is to develop a unified organization designed to work in cooperation with the LSCs to support and promote the Eastern Zone Swimming Membership.

FINAL AGENDA

1. Call to Order
2. Approval of Minutes from 2017 Annual Meeting
3. Financial Report – Mary Fleckenstein
 1. Budget Report Update - Rick Lewis
4. Approval of Agenda
5. Report of Officers
 1. Zone Directors Report - Mary Turner & Tristan Formon
 2. Technical Planning Committee Report – Jerry Adams
 3. Report of Zone Championship Coordinator - Bud Rimbault
 4. Zone Board of Review - Bud Rimbault / Ward Foley
 5. Athlete Representatives Report – Ty Seymour
 6. Age Group Chair Report – Edgar Perez
 7. Diversity Chair - Nadine Johnson
 8. Officials Chair - Bob Menck
6. Unfinished Business
7. Nominations
 - a. Zone Director (Coach)
 - b. Diversity Coordinator Chair
 - c. Secretary/Treasurer
 - d. Athlete Representative
8. Reports from National Committees (Please provide a written copy of your report to be included in the minutes.)
9. New Business
10. Adjournment



Eastern Zone Swimming 2018 Spring Meeting Report - May 14th, 2018

Respectfully submitted by Tristan Formon and Mary Turner

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www.easternzoneswimming.org

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EZ Diversity and Inclusion Committee

The EZ Diversity and Inclusion Committee continues to convene monthly via conference call. **Nadine Johnson-Jesionek** (EZ D&I Chair) will provide a more detailed update. The committee continues to strive to create a more inclusive environment in the Zone, promoting diversity and exploring potential new population centers within the population to **BUILD THE BASE** of the Eastern Zone. Thank you to each of the EZ LSC D&I Committee Chairs for your participation on this committee. Highlights of current discussion items include:

- Ideas and suggestions for the National Committee Task Force: Officials & Coaches Outreach or Assistance Criteria - The world of volunteerism is an ever-evolving challenge, initially getting adults to consider becoming volunteers and then encouraging volunteers to remain involved after their athletes move on. The potential inclusion of non-athletes into the LSC Outreach program would serve as a new, previously untapped source of potential volunteerism.
- Developing a proposal for an EZ Travel Team to attend multicultural meet and potentially seeking funding support from Eastern Zone on the off years from the EZ D & I Camp & Summit

EZ Board of Review

LSCs are asked to review their respective 2018 EZ Board of Review appointees and forward updates as necessary to **Bud Rimbault** budr@optonline.net, **Ward Foley** gefoley@yahoo.com, **Mary Turner** myturner525@gmail.com, **Tristan Formon** tristan@berkeleyaquaticclub.com

If there are no changes, LSC GCs are requested to indicate as such.

2018 USA SWIMMING EZ SZ Workshop

USA Swimming hosted the EZ SZ Workshop in Alexandria VA Friday April 13 – Sunday April 15. There were four tracks, General Chairs, Safe Sport, Diversity and Inclusion AND Officials. It was well received by those in attendance. The merging of the SZ and EZ workshops from 2017 provided the additional opportunity to network with a different population.



2018 EZ Championship Meets

2018 IM Extreme Games-NE

January 26-28, 2018, University of Maryland, College Park, MD (hosted by Potomac Marlins)

1192 Athletes / 6650 IE

2018 Speedo Sectionals Spring Long Course

March 22-25, 2018, Buffalo, NY (hosted by Star Swimming)

391 Athletes / 1614 IE

2018 Speedo Sectionals Region 2 (South)

March 22-25, 2018, Christiansburg, VA (hosted by Virginia Swimming)

567 Athletes / 1748 IE

2018 Speedo Sectionals Region 1 (North)

March 22-25, 2018, Ithaca, NY (hosted by Syracuse Chargers)

754 Athletes / 2630 IE

2018 Short Course Age Group Championship

March 29-31, 2018, Webster, NY (hosted by Fairport Swimming)

928 Athletes / 3639 IE

2018 Zone Open Water Championship

June 30th 2018, Lake Quassapaug in Middlebury, CT (hosted by Shoreline Aquatic Club)

2018 Speedo Sectionals Long Course "Super Sectional"

No Bids Received

2018 Long Course Senior Zone Championship

August 2-5, 2018, Buffalo, NY (hosted by Star Swimming)

2018 Long Course Age Group Championship

August 8-11, 2018, Richmond, VA (hosted by Virginia Swimming)

On behalf of the EZ Member Clubs, Athletes and non-athlete members, we are appreciative of the efforts by the Meet Hosts and the officiating crews for their commitment to providing the most optimal competitive experience for the participating athletes and clubs.



Eastern Zone Swimming 2018 GENERAL CHAIRS Meeting Report - May 13th, 2018

Respectfully submitted by Tristan Formon and Mary Turner

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www.easternzoneswimming.org

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FINANCIAL UPDATES

USA Swimming – 2017 Financial Highlights

- Beat 2017 budget by \$405,387 with operating deficit of (\$747,813).
- Investment returns of +14.78% provided \$990,500 to the operating budget and added over \$3.8 million to reserves.

USA Swimming Foundation – 2017 Financial Highlights

- \$169,825 operating surplus exceeded budget by \$405,825.
- \$1,441,876 major gifts/grants exceeded budget and 2016.
- \$702,200 Annual Campaign exceeded budget and 2016 results by 21.3%.
- \$871,089 sponsorship including Phillips 66 \$625,000.
- \$15,550,838 endowments increased \$3,068,279 for the year including +14.81% return.
- \$732,500 grants to USA Swimming from endowments, Phillips 66, and Swim-a-thon.
- \$494,737 grants to Make a Splash local partners.

Financials for 2017 was reviewed. The audit group reviewed both USA Swimming and USA Swimming Foundation, both were found to be in good standing. Jim Harvey gave a brief update on the Foundation 2018 1Q.

USA SWIMMING SAFE SPORT UPDATE

- Safe Sport Certified Club Program - Rationale: To advance the culture of Safe Sport at the Club level and increase the participation of Parents and Athletes in Safe Sport training initiatives. The preliminary draft of the program includes a self-assessment tool for clubs and an overall Safe Sport Certified Club Program which will likely include both required and optional components. There will be a tiered achievement levels similar in construct to the USA Swimming Club Excellence and USA Swimming Club Recognition Programs.
- Train the Trainers - Rationale: to create a pool of qualified Safe Sport Trainers available to provide in-person training to LSCs, Clubs, Camps, Swimposiums, etc.
- NBC is supporting USA Swimming's efforts and helping to get the message of our Safe Sport programs out to our stakeholders and others.
- Safe Sport Mondays – discussion guides to get the conversation started. A booklet of the discussion guides has been provided to every club.



- Safe Sport Workbooks – the previous edition was primarily focused upon younger athletes, but a new workbook will be published this year for an older target audience. Provided to LSC Safe Sport Coordinators and can be downloaded from the USA Swimming website.
- Ongoing education provided by the staff: Since April 7th, 819 people (Athletes/Coaches/Volunteers) in 14 engagements, to be proactive in education and awareness including:
 - 4 Club Visits
 - 2 Regional Coaches Clinics
 - Zone Workshops
 - #SwimBiz
 - National Junior Team Camp
 - Women in Leadership Conference
 - National Diversity Select Camp
 - National Coaches' Conference

Specific curricula have been developed for the audience of a particular session. (Ex. Athletes receive training on safe boundaries, how to recognize inappropriate behaviors, etc.) The trainings focus on a proactive approach but also include how to respond to 'red flag' behaviors.

- There has been an increase in reports of 'red flag' behavior reports indicates an increased level of awareness of potential suspicious behavior.

AGE GROUP TECH SUIT PROJECT RECOMMENDATIONS

Tim Bauer has outlined the AG recommendation to legislate a consistent nationwide tech suit restriction for all 12 & Under athletes. The proposed legislation will prohibit these athletes from wearing tech suits at sanctioned, approved, or observed meets with the exception 12 & Under athletes competing in meets at the Sectional level or above. The definition of a technical suit will be included in the proposed legislation. The legislation proposed an effective date of 1/1/20.

FLEX MEMBERSHIP

The new registration type, FLEX, will go into effect starting September 1, 2018. Statera and USA Swimming's IT division are in the process of developing the changes in the membership database (SWIMS) where LSC registration chairs will be able to register FLEX members. The key elements of FLEX are as follows:

- FLEX is optional for LSC's and clubs
- FLEX is an annual membership
- Registration fee - \$10 USA Swimming fee and LSC's can charge up to \$10 for a total fee of \$20
- FLEX members can compete in only two (2) sanctioned competitions
- FLEX members can upgrade to a year-round membership, where the FLEX member pays the difference from a year-round membership fee and the FLEX membership fee

JUNIOR COACH MEMBERSHIP

The new registration type, Jr. Coach, will go into effect starting September 1, 2018. Again, Statera and USA Swimming's IT division are in the process of developing the changes in the membership database (SWIMS) where LSC registration chairs will be able to register Jr. Coach members. The key elements of the Jr. Coach registration are as follows:



- Members 16 and 17 years of age are eligible for this membership type
- Jr. Coach members are required to complete all the non-athlete coaching requirements except for the background check, which will be required upon turning 18 years of age. They will have 30 days to complete their background check. If they don't do it within the 30 days, their non-athlete coach member status is removed.
- Jr. Coaches will not be required to pay an additional non-athlete fee.
- The 2019 Non-Athlete Registration Application has been revised to include Jr. Coach membership type.

TRANSFER POLICY

Currently any athlete who wishes to transfer from one team to another must submit a transfer request form as specified by 203.5 in Rules and Regulations. The Board approved a policy change that removes the requirement for a consistent paper form to be used. Instead, the athlete must submit a transfer request that includes specific information. This will require a slight change in 203.5: . . .shall submit a completed transfer *form*. . . will become . . . a completed transfer *request*. . . if approved.

ZONE DIRECTOR'S COUNCIL

A board committee – serve as a conduit for informational flow both grass-roots to national and vice-versa. A motion was made that Zone Directors will carry an automatic vote at the USA Swimming HOD effective 2019. The motion carried.

2020 OLYMPIC TRIALS

Mike Unger provided a brief outline on 2020 Trials. While the exact dates have not been determined at this point, Trials will be held in late June 2020. The event order will mimic the event order from Tokyo, however the IOC has not yet finalized this new format. One additional day will be added to Trials to accommodate the additional events. The qualification period will begin on November 28, 2018. The reduction in the qualification window should allow USA Swimming to significantly reduce the overall athlete size of the meet along with faster time qualification standards (1800 -> 1300-1400 athletes)

ATHLETE SUMMIT UPDATE & ASSESSMENT – The Athlete's shared a de-brief and video recap.

- Athlete Feedback:
 - 96% of athletes agreed that after attending the summit, they felt more confident in their ability to lead their peers.
 - 99% of athletes agreed that the USA Swimming Summit provided them with physical, educational, leadership, and social skills that will help them succeed in life.
- Coach Feedback:
 - 98% of coaches agreed that after attending the summit, they felt more confident in their ability to connect swimmers to leadership opportunities at the local and zone levels.
 - 99% of coaches agreed that USA Swimming cares about developing leadership in coaches like me.

LSC BY-LAWS TASK FORCE

The USA Swimming endorsed the changes to LSC Bylaw Template as proposed by the Task Force. This document was shared with LSCs during the past few weeks and will be an important piece of legislation



at USAS. If passed, it will require each LSC to revise its Bylaws so that they comply with the new template by January 1, 2020.

USAS CONVENTION UPDATE

USA SWIMMING Convention Education Committee reported a slightly different schedule for this year's schedule using Wednesday for Committee Meetings, Thursday for Workshops and Friday for Governance. The Convention Education Committee is working with LSC Development to create a Pre-Convention document with suggestions as to how LSCs can better inform their delegates about their Convention experience and facilitate dissemination information back to LSC level.



TO: Board of Directors
FROM: Tim Hinchey III
COPY: LSC General Chairs
Committee Chairs
Staff & Selected Others
DATE: May 7, 2018
SUBJECT: General Update

TECHNICAL/SPORT

Sport Development

This spring Sport Development has been very busy with conferences/clinics/workshops/camps:

- Two workshops for the Eastern & Southern Zone and Central & Western Zone were held for General Chairs/Safe Sport Chairs/Diversity & Inclusion Chairs.
- A Women's Leadership Summit in Colorado Springs.
- "She Leads", a program designed to teach leadership skills to female athletes who are sophomores, juniors or seniors in high school. This was also held in Colorado Springs.
- Four Regional Coaching clinics were held in Jacksonville, Wichita, Denver and Long Island, reaching 305 coaches. The vast majority of these coaches had never attended an in-person coaching clinic.
- The National Diversity Select camp was held in Colorado Springs.
- Around Memorial Day weekend, the first step in the USA Swimming National Camp system, the Zone Select Camps, will be held. These camps are the first introduction to National Team culture for 232 athletes. They also provide leadership opportunities for 28 coaches and managers.
- Video Review service for athletes and coaches was offered at the NCSA meet and YMCA Nationals.

National Events

TYR Pro Swim Series - We are looking to change the model that is used in selecting our TYR Pro Swim Series hosts. Currently, USA Swimming pays hosts a \$20,000 management fee, but we are now developing a Request for Proposals (RFP) to send to interested parties in which we will solicit a rights fee from potential host cities for these events. The RFP will explain the technical requirements required in hosting but will also extoll the value of the USA Swimming brand and detail the benefits and potential income opportunities in hosting these events. Our intent is to distribute the RFPs early this summer and award the 2019-20 sites by convention this fall.

COMMERCIAL

Merchandise

We have finalized a partnership renewal with SwimOutlet.com to be the official store of USA Swimming. We are also working with the USOC and its ecommerce partner Fanatics on a second merchandise opportunity. We also added a new partnership with Swaponz to create custom USA Swimming and National Team athlete phone covers.

Corporate Partnership Sales

We have started discussions with Phillips 66 on a renewal of our partnership. In 2008, we struck a 10-year-deal that expires this year and we are proposing to extend the partnership through the Olympic Games in LA in 2028. If successful, we will also be celebrating the 50-year anniversary of the relationship in 2023. We are progressing on another renewal with CIPRODEX, the prescription medication for swimmer's ear. This is the second renewal from the initial partnership. We also have agreed upon a 3-year extension through 2020 with MilkPEP.

Phillips 66 Sentiment Analysis

We commissioned Nielsen Sports to do a "sentiment analysis" of how social media coverage and traditional media coverage is improved by their association with USA Swimming. A sentiment analysis looks to evaluate positive, negative or neutral tones in social media coverage. The sentiment of coverage improved for Phillips 66 when connected to USA Swimming and the USA Swimming Foundation. This report was well received by the Phillips 66 leadership and will be a keystone as we pursue the renewal.

Sales Agency

We have contracted with Impression Sports and Entertainment of Denver to support commercial growth and new sponsorship sales. They will start to engage dozens of brands and companies and their work experience includes clients in college sports, professional sports, marathons, stadium naming rights and more.

Brand Perception Research

In 2012, 2014 and 2016 we have worked with Sponsorship Research International (SRi) to conduct research to understand awareness and impact of corporate sponsorship on the USA Swimming membership community. For example, we find out if members of USA Swimming think more highly of our partners and if their intent to purchase their product is raised by their association. Spoiler: it does! We will conduct the same study this summer to help our partners and gauge perception of athletes, coaches and officials about the overall organization of USA Swimming. This research will begin in July and August and will be commissioned yearly moving forward.

How Families Choose Swimming Research

We have just fielded an additional research study in late April that will survey parents of non-swimmers and parents of former USA Swimming members for additional information on why they chose the sport, why some kids & families quit, how they make equipment decisions and more. This is being conducted by Sports Marketing Surveys, which is the official survey provider of the Sports & Fitness Industry Association. We expect results by summer.

Splash Magazine

After meeting with an internal group to look at the future of *Splash* magazine and conducting a survey to determine the media consumption habits of our readership, *Splash* will move in the direction of specifically targeting swimmers between the ages of 12 and 14. The new design – a hybrid of sports lifestyle magazines and teen magazines – will be in place by Fall of 2019. An internal editorial board is in place to help determine content. The new focus will focus much more on imagery.

USASwimming.org

We have a few navigation changes coming for the web site. Safe Sport will be moved to the main navigation bar of the website. In addition, a link to the store for USA Swimming merchandise will be moved to the red navigation bar, where “Find a Team” and Deck Pass information now stands. Recommendations from the first round of user testing earlier this year will be implemented. Changes to be made by mid-May.

USA Swimming Productions

USA Swimming’s premier live desk show, Deck Pass Live, has more than quadrupled viewership by averaging almost 250,000 viewers per day during live event coverage in a combination of our web site and on Facebook Live. This past year, we covered 22 live events, produced 19 hours of content reaching 7.2 million people, with 2.8 million video views, 3.8 million minutes watched accumulating 18.8 million impressions across all platforms.

Phillips 66 Nationals Activation

Our events, marketing and sponsorship team did a site visit to Irvine and invited corporate partners Phillips 66, Arena, Speedo and Xfinity in March to increase their on-site activation and provide some turn-key options at the Phillips 66 National Championships. Opportunities for partners ranged from fan promotions, fan zone activations to hospitality.

Staff Updates

We have several updates in implementing our staffing plan for the Commercial Division:

- Ellison Elledge ... formerly with Professional Bull Riders (PBR) and the USOC; Manager of Partnership Marketing
- Melissa Katz ... formerly with USOC and Denver Broncos; Manager of Organizational Communications
- Mike Lawson ... freelance videographer and editor working in film and post-production in LA; Videographer in USA Swimming Productions
- Senior Director of Sales & Marketing ... we are working with executive recruiter Marquee Search to fill this position for summer

BUSINESS AFFAIRS

Risk Management

In April, USA Swimming held individual meetings to update our insurers at the Risk & Insurance Management Society (RIMS) Annual Conference in San Antonio. Despite recent publicity, the insurers are still comfortable with our risk profile and intend to offer us renewal terms well before expiration. Several other insurers still have us on their list as target accounts in the event of unexpected changes to our existing program.

Human Resources

USA Swimming is in the process of hiring a Director of Human Resources to replace the previous Human Resources Manager.

Information Technology:

Online Membership Services Project

The Online Member Services project establishes the integration of club databases hosted by third-party club management software vendors such as Team Unify and Active/HyTek with the SWIMS member database. The primary goals of phase one, the Member Data Validation Service, are to:

- 1) Design, develop and deploy the technology required to allow for the database integration to facilitate the exchange of athlete member registration data.
- 2) Design, develop, and deploy features to improve the quality of athlete member registration data for the clubs and for USA Swimming.

Work completed on phase one includes:

- 1) Development of the required technology infrastructure (Application Program Interfaces or APIs), security, and test system.
- 2) Meetings with all vendors to review the technology, associated documentation, and testing procedures. All vendors have agreed to try to get changes to their software in place by August for club registrar training with the goal of having phase one features ready to go into production by September 1.
- 3) Development of features to improve the quality of athlete data including:
 - a) Improvements to the SWIMS holding tank that give LSC Registrars the ability to compare club member names, DOBs, and other registration data submitted by the club against the same data in SWIMS to accept or reject changes to a member record. Discrepancies go back to the club registrar for cleanup. Webinars were held for all the LSC Registrars to learn about using the new features in the SWIMS holding tank.
 - b) The ability to accept member contact updates such as email, phone, and address throughout the year.

The technology implemented in phase one will be leveraged in a future phase for the development of features that will give non-athlete members the ability to register online.

Customer Relationship Management (CRM) and Digital Marketing

Responses to our Request for Information to select a consultant to conduct Discovery were received from 15 companies. Each company was thoroughly evaluated on a variety of criteria that included proposed budget, experience with similar projects, and their understanding of our specific needs and goals. Semi-finalists were invited to Colorado Springs for in-person interviews. Amberleaf (<http://www.amberleaf.net>) based in Chicago, IL was selected as the firm to conduct the Discovery phase of the project. A project kick-off meeting was held on April 11 and in-person and virtual meetings are scheduled to begin on May 1.

Discovery is expected that last about six weeks and includes an evaluation of USA Swimming's current databases, data collection methods, marketing strategies and donor cultivation methods (ways data is coming in or going out of the organization) and recommending future technology infrastructure needed. The goal of Discovery is an action plan for the selection and implementation of Customer Relationship Management (CRM) and digital marketing technology. The plan will outline the project steps, costs, technology recommendations, and staffing required to build out the information technology infrastructure over multiple phases.

FOUNDATION

USA Swimming Foundation Grants

Awarded \$436,000 in USA Swimming Foundation funding to 78 Make a Splash Local Partners across 33 states, to serve more than 16,000 children

Make a Splash Tour dates and locations

- **Washington, DC - June 1 & 2:** Cullen Jones, Rowdy Gaines, Missy Franklin (other athletes TBD)
- **Seattle, WA - June 4:** Nathan Adrian and Rowdy Gaines
- **San Francisco, CA - June 6:** Cullen Jones, Ryan Murphy, Rowdy Gaines (and keeping our fingers crossed for some Stanford female swimmers!)
- **Orlando, FL - June 13:** Cullen Jones, Rowdy Gaines (celebrities and other athletes TBD)

Major Gifts & Grants

To-date in 2018, \$275,000 in major gifts and \$35,000 in grants have been secured. Of the six major gifts secured, the USA Swimming Foundation gained two new trustees, including the first-ever National Team alumni member. Another gift will provide \$12,500 to National Team athletes each year from 2018-2025.

Annual Campaign Financial Overview

As of April 26, 2018, the Annual Fund received more than \$62,100 in donations. This is more than \$25,500 above this time last year. This is very encouraging, considering last year was a record-breaking year.

Swim-a-Thon

Three months into our current Swim-a-Thon year (Swim-a-Thon's FY begins February 1), swim clubs hosting swim-a-thons have raised \$61,862 towards the foundation's \$400,000 revenue goal for 2018, compared to \$48,389 of \$370,000 revenue goal this time last year.

Please share the word with your local clubs about how hosting a Swim-a-Thon can support their efforts to hire coaches, purchase equipment, pay for travel, etc. AND support the USA Swimming Foundation!