Eastern Zone Meeting

Ft Lauderdale

May 14, 2011

Meeting was called to order at 9:10.

In attendance were:

Adirondack: Kim Crounse, JoAnn Faucett

Allegheny Mountain: Pete Barry, Todd Clark, Jamy Pfister, Paul D. Selferth, Jacinta Batidky, Laura

Hartman

Connecticut: Ed Becker

Maine: Lia Langeveld, Laura Flewelling

Maryland: Matthew McDonough, Christopher Swenson

Metro: Mary Fleckenstien, Mike Morrissey, John McIlhorgy, John Yearwood, Larry Collins

MidAtlantic: Cherita Gentilucci, Mike Seip

New Jersey: Eric Fucito, Greg Eggert, Bud Rimbault, Jim Wood, Stephanie Crofton, Tristan Forman,

Stephanie Koziol, Libby Dalziel

New England; Sherry Wingfield, Jamie Bloom, Niko Fantakis

Niagara: Brad Boyle, Tim Dubois, Marty Keating, Marci Callan, Adam Zakowski, Greg Danner

Potomac Valley: Manga Dalizu, J. Riley Eaton, Boots Hall, Tim Husson, Bill Marlin, Bill Stephens, CJ Fiala,

Greg York, John Ertter

Virginia: Brian Kupferer, Mary Turner.

Independent: Peter Clark, Sid Cassidy, Jay Thomas, Meredith Griffin

A moment of silence was observed for all current and past members of the Eastern Zone who have

passed away.

The minutes of the meeting of September 17, 2009 in Chicago have been on the website for some months. Are there any corrections or additions to the minutes. Seeing none, a motion was made and seconded to accept the minutes. Passed.

Peter Clark, Eastern Zone Consultant for Sport Development An Education presentation on Sexual Harassment will be required first for coaches then officials. More will come from Colorado Springs on this.

There have been extensive changes to the Club recognition programs. Among other changes, the Club excellence program will now require qualifying every year. Further details are attached.

Sid Cassidy and Jay Thomas. Open water report There is an increased emphasis on safety at these meets. For Open Water Major events there will now be two Meet Directors. Both or either has the authority to cancel the meet if safety concerns exist. Water and air temperature standards were established. A chart with the required temperatures and safety regulations will be sent to all zone directors. A safety plan for the 10 K was established. It will be combined with the 5 K (one the same day) for site efficiency. Detailed changes for Open Water are available on the USA Swimming website. International Open Water Hall Of Fame meeting to be held at the United Nations in June.

Open Water Committee is working on guidelines for the training of officials.

Presentation by Meredith Griffin from Y National. She addressed the increased cooperation between the Y and USA S. Many Ys have USA S programs. Officials are increasingly accepted on USA S decks. They now take the USA S tests but with added questions on Y values. The main problem for LSCs with a big Y component is how to accept times for Y meets. Large Y meets often have an LSC sanction, dual meets seldom do. Problems exist getting times into Swims. A workshop will be held during Convention on the Y subject.

International Open Water Hall Of Fame meeting to be held at the United Nations in June.

Financial Report given by Boots Hall, Treasurer. Currently we have \$6,091.11 in the Eastern Zone account at USA Swimming. We owe Fairport Swimming approximately \$437 for the Spring Zone meet, which will be paid as soon as we get the Financial Report for the meet. Also due is reimbursement for the zone athlete's airfare to this meeting. Also the VA LSC will be reimbursed for fines from Zone meet. Treasurer thanked the LSCs for prompt payment this year for the Zone Dues, which are due in September. Last year ALL LSCs had paid by November. Reminder that dues are due again in September for the 2010-2011 season. Two LSCs have already paid. We thank Speedo for providing the new zone banners. Motion was made and seconded to accept Financial Report. Passed.

Report of Zone Directors

Club Development: Many upcoming camps: Diversity Select Camps, May 5-8, 36 athletes and coaches at the Olympic Training Center, Co. The 3 day camp includes pool, training, motivational and educational session as well team building activities. Open Water Select Camp at Fort Myers, scheduled for June 7-11, conducted at FI Gulf Coast University, 12 male and 12 female and their coaches will attend. The camp will include long course, salt and fresh water workouts. Zone Select Camp (Eastern Zone) May 19-22 at Penn State University, University Park, PA. A total of 28 male and 28 female, girls 12-13 and boys 13-14

at the time of performance. EZ Diversity Select Camp June 16-18,2011 at LaSalle for 2 athletes, a coach and possibly another adult per LSC.

Regional Coaches Clinics were held April 15-17 and April 29-May 1 at various locations, a total of 400 coaches were expected to attend.

Video Services at "Y" Nationals were provided at for the 3rd straight year by Club Development.

America's Swim Team: Ryan Lochte will be the main face of our America's Swim Team campaign in 2011.

Athlete Partnership Program: Athletes participating will take part in over 60 appearances during 2011. Each appearance will vary in style and substance.

Content Focusing on Clubs, Senior Swimmers: In effort to provide inspiration for USA-S member, www.usaswimming.org has begun a monthly feature package focusing on our top-performing clubs. Clubs will be selected based on Club Excellence rankings and we will feature one swimmer and on coach from each club as well write a story on the operations of the selected club every month.

Digital Splash: For the 1st time ever, SPLASH magazines will be available to its 200,000 subscribers in a digital format. This digital edition will be offered free, in addition to the print addition. This provides us to augment the magazine with videos, live links and to expand our sponsor offerings. Future plans include iPad and Android apps to make SPLASH truly mobile. A beta version of the Mar-April version is available. May-June issue will be distributed widely to our membership. Hard copies will be still available to subscribers.

Make a Splash Marketing: In 2011 Cullen Jones will hit 6 new markets. AT&T will be unveiling a congratulatory voice recorded message by Matt Grevers targeting Make a Splash graduates. Marriott is now focusing on helping all their employees become water safe and we're in the process of developing a program with them to teach all of their employees and family members how to swim. Also Friday Sept 16th at Convention in Jacksonville Fl will be Make a Splash Blue Spirit Day. Everyone is asked to wear a blue shirt or a Make A SPLASH shirt to show support.

Meet Coverage: USA-S digital team began a new push to provide top-notch digital coverage for our events. It will include behind the scenes videos, interviews with athletes, photo galleries and more.

Mutual of Omaha Duel in the Pool: The 5th Mutual of Omaha Duel in the Pool will be Dec 16-17 in Atlanta, GA and will be broadcast live on NBC.

Splash Bash: Our Bash is returning for the 4th consecutive year. Hosts will receive everything they need to host a viewing party around the NBC coverage of the World Championships in Shanghai. We will begin registering hosts in May and are expecting 500 hosted parties, which be a record for a non-Olympic year. Hosts can email splashbash@usaswimming.org for more information.

Webcast: We are webcasting a growing number of events and the viewership is increasing. We have webcasted 14 events from Aug 2010 April 2012.

Staff Updates in Business Development: Four new people joined this staff recently. They are Talia Mark, Marketing Manager, Emily Silver, Athlete Relation Manager, Amanda Rost, Marketing Manager, corporate services, Matt Whewell, PR & Digital Communications Coordinator.

National Team: Frank Busch joined USA-S staff in May to become the new National Team Director. The 8 Zone Directors met with Frank after the BOD meeting on Sat.May7th. He hopes to increase funding for the Youth Team.

Open water Program Manger: Bryce Elser has been hired to fill this new position. He will report directly to the National Team Director.

Open Water Nationals Championships: This event is scheduled for Jun 10th in Fort Meyers, FL. Because of the recent release of recommendations from the Open Water Review Commission, the dates and location of this event has been changed to Ft Lauderdale, Fl. The 10K will start at 9:30 am.

World Championships: USA-S will be sending a very strong team to this year's FINA world Swimming Championships in Shanghai, China in July 24-31. We have concerns of food contamination which are being looking into.

2012 US Olympic Trials: The selection procedure for the 2012 Olympic Team is currently being worked on with the USOC that should be posted in late May. All planning of the Trails in Omaha is going well and tickets should go on sale June.25th.Currently 910 athletes have qualified. The meet referee will be Dan McAllen and will run June 25th thru July 2nd 2012.

Membership Services: USA-S membership remains strong, both in terms of growth and retention. Through March our year round athlete membership is up from 263,216 to 267,640 compared with the same time last year. Non-athlete numbers are up 27,529 to 27,853; and club memberships are also up from 2,648 to 2,699.

Technology Update: NCAA used our database and software to help select the field for this year's D I, II and III championship meets. The system worked well and we received positive feedback from NCAA. Our on-line meet entry system will also be used by FINA for the World Championships in Shanghai and the World Jr. Championships in Lima, Peru.

Golden Goggles: Will be held Nov 20th in Los Angeles at the JW Marriott property in LA

Make A Splash quick facts: Atlanta; funding partner was Atlanta Falcon Youth Foundation, Program Partner was Boys and Girls Club of Metro Atlanta, Resource Provided Starfish Aquatics Institute, 8079 lesson enrollments since June 2007, 80% of the children have achieved Level 2 or higher. Make a Splash Huston, Funding partner Conoco Phillips, 2009 enrollments 2,347 vs. projected 1,140. Local Partner Programs 373 local in 45 states, 14 applications pending, over 430 other initial contacts. Total Participating Number, Since June 2007, 776,124 swim lessons enrollments have been counted by out Make a Splash partners. It has helped scholarship 26,285 enrollments into lessons. Since fall 2010 our Local Partners used their own dollars or local funders to scholarship an additional 18,767enrollments into lessons, too.

Make a Splash New Jersey: The USA-S Foundation has been awarded a grant \$400,000 from Dept of Juvenile Justice to conduct water safety lessons in 5 NJ communities.

LSC Officials Chair Clinic: June 17-19, 2011 at Kansas City, MO. This workshop will focus pertinent official issues. It will include individual presentations, small and large group discussions. WIO (Women in Officiating) will also present their findings to this group.

FINA: 2011 has requested that the Technical Swimming Committee begin a Swim Schools for Officials. For the most part these materials have been borrowed from USA Swimming.

Master Swimming: USMS registered 44,109 members in the 1st quarter of which 32,890 were previously registered in 2010 for retention of 74.6%. This represents a membership increase over 2010 of 5.25%. The goal of USMS is 100,000 members, at this rate it won't be obtained until 2025. Registered clubs for 2011 is 705 versus 692 for the same period in 2010.

NCAA: Division I Women's Champs. 4 NCAA records and 1 American record, Men's 3 American records. Division II Men's 15 NCAA records broken, Division III 11 NCAA (6 women and 5 men).

2011 Convention Schedule is completed Jacksonville Fl Sept 11-18,2011

LEAP: To date Level 2 LSC's Gulf, Indiana, Lake Erie, Maryland, New England, N Caroline. Level 1 LSCs; the same list as Level 2 with the addition of Connecticut, Colorado, Border, Iowa, Illinois, Metro, Middle Atlantic, Midwestern, Mississippi, New England, Niagara, N Carolina, North Texas, Oregon, Pacific Nwest, S Carolina, Virginia, Wisconsin. Level 1 Submitted with revisions Ozark Louisiana, N Dakota, S-Eastern, Utah, Adirondack. There are a remaining 5 LSCs incomplete with no revisions and 3 failed to submit. A total of 22 LSCs have completed Level 1.

SWIMS Data Base: 2011 2826 meets, 2,455,936 swim times, 192,918 swimmers. March 2011 website activity 671,119.

Records: American; three individual, three relay, all SC yards. National Age Group; 12 individual, six relay all SCY.

YMCA SC Nationals; There were at least half of dozen senior USA-S officials welcome to work their national deck. The Y received much needed support in the early planning, later called on many USA-S members to help run the meet in FT Lauderdale. The "Y" and USA-S are making great strides into working together. In 2009-2010 284 YMCA/USA-S Teams, 2010-2011 282 Y/US teams.

Officials: there were 11,504 officials registered for 2010, presently we have 11,104 for 2011.

Travel policy: This fall the Club Development Committee developed a travel policy that was subsequently approved by USA-S BOD. This policy has since been distributed to all clubs and LSCs.

LSC Education: Over the past several months committee members have conducted phone interviews with LSC disability chairpersons. Hopefully the data will be completed by convention.

Coach Education Webinar: The committee has developed a webinar on coaching swimmers with disabilities. The webinar will be delivered online as soon as our speaker has agreed upon a date.

Sign Language Video: Two members of the 2009 Deaf Olympic team prepared a video on sign language for coaches and swimmers. They posted the video on YouTube so it can easily be down loaded.

Diversity is a big part of USA-S to better track the ethnicity of membership.

Pre-Employment Screening Program: a draft copy has been put together, it is presently being reviewed.

New Background Check Program: as of May 5th 23,938 checks submitted to Acxiom, 23,684 checks completed, 23,613 have posted to SWIMS. Officials: 12,377 in 2010; 11,326 have registered YTD in 2011, 10,043 have successfully completed Acxiom BGC-89%,1026 expired 2/15/11, 31 expired 4/30/11, 191 will expire on 12/31/11. Coaches: 12,543 coaches in 2010, 12,393 have registered YTD in 2011, 9,154 have successfully completed the Acxiom BGC-74%, 74 coaches expired on 2/15/11, 1195 expired on 4/30/11-10%, 1942 will expired on 12/31/11. 14 counties in NY charge an additional \$65 county charge, USA-S will pick up \$40 of that cost. For Level 1 \$3.50 and for Level 2 \$5 is kept to cover legal fees and extra county fees. To date it is almost an even wash for cost to USA-S.

Gender Equity Force: update in Jan 2011 this task force requested USA-S fund a two-day session to enable the TF to discuss strategies to move forward toward USA-S stated goal to better understand why the organization has a low number of women in leadership positions. A proposed agenda was requested prior to approving the allocation of funds, a agenda has now been submitted to the BOD. Bruce Stratton will review the request.

The Officials and Times & Recognition Committees are working with the Membership & Registration Committee on a combined zone workshop to be scheduled for 2012. Training on the use of SWIMS and OTS will be part of those workshops.

Open Water Emergency Legislation was presented to the BOD, seven items were accepted, two items needed more review before approval.

SWIMS Database: overview 2011 YTD 2,826 total meets, 2,455,936 swim times, 192,918 athletes. March 2011 website activity 262,328 people visits.

Operation MoJo: Called Deck Pass for athletes and coaches to earn patches via face book. Skiing presently use this system and is very successful.

US Navy Seal Challenge: www.usaswimming.org/events 500-yd swim, max number of pushups in 2 minutes, max number of pull ups in 2 minutes and 1.5 mile run. This challenge given to swimmers to earn.

IMX/Extreme Games: Northeast site Feb 3-5, 2012 at Takoma Aquatic Center, All the EZ LSC included with the addition of W. Va.

ASCA: education subject for the next year will be coaching boys.

SC Nationals will now be Long Course for the Olympic Year.

JoAnn Faucett EZ Director Non-Coach Marci Callan EZ Director Coach

Report of Officials Chair: Jamy Pfister Southern Sectional was great. Motion to accepted, seconded and passed.

Technical Planning. Pete Barry gave report on the Technical Planning Meeting (which immediately preceded this meeting). There will be a conference call on changing zone meet. Should we change it or not. Not limiting it to two per event per zone. The new format, brought forward by Virginia Swimming, would mirror Sectionals and make the meet more of a club meet environment. It would be split into 2 sections, North and South. It would have qualifying times, with LSC's still maintaining the 2 entry minimum per event. 15 – 18's would possibly be removed from the meet. The general feel of the body was not to make any changes but have further discussion. A pool is needed for the Southern Sectional.

Minutes of the technical planning meeting that preceded this meeting are attached.

Athlete Report: C.J.Fiala. _This year marks the first year that Zone Athlete Representatives have been involved in the USA Swimming Athlete Executive Committee (AEC), the Athletic Representatives on the National Level. The AEC has begun working on several different project initiatives as well as working with different organizations within the sport of swimming. A contact list has been created with name, LSC, phone, and email for all the Athlete Representatives across the nation. There also has been a creation of Eastern Zone Athlete Representatives Facebook page. All athletes that attended the USA Swimming Convention in September 2010 are currently enrolled in the group. Any athletes that have not been included in the group or athlete you know of from your LSC that has not been included please contact me at the information below. This year as Eastern Zone Athlete Representative my goal was to get as many athletes involved in the Eastern Zone meeting as possible. Due to costs, prior arrangements and grueling student-athlete schedules not all athletes were able to make it but we are glad several are here. Over the next 2 years with the 2012 Olympic Trials around the corner, there will be several new events for athletes coming out. The television-broadcasting schedule is broadening as are other new intiatives for the benefit of our athletes. Any questions, problems, issues, and suggestions would be greatly appreciated! Please feel free to contact me at any time! Thank you!

Cherita Gentilucci. EZ Diversity camp in Philadelphia 2 atheletes 1 coach and one other adult per LSC. Some aren't sending any. Others full.

Zone Championship Report: Bud Rinbault: Short Course Zone Bids of Virginia and Niagara. Sectional bids Long Course Discussion in caucus.

Two bids for the Zone Meets/ VA swimming Christiansburg Aquatics Center (new facility down next to Blacksburg) and Fairport Swimming again. LSCs caucused and voted: Result is that the Spring Zone Meet will be at Rochester, NY hosted by Fairport Swimming.

Northern Sectional Meet. One bid for the meet: Buffalo. With no other bids, Buffalo was awarded the bid. Southern Sectional Meet to be discussed in caucus. Interested bids were Virginia for Christiansburg

(Short Course only). There were two bids for a Long Course Sectional Meet. St Mary's hosted by Maryland or GMU hosted by Potomac Valley. Decision will rest on site availability. TBD.

New Business. The time and location of the 2012 May meeting to be decided. Date will depend on USA Swimming's date for its May meeting. Either the first or the second weekend in May will be the date. Two bids: NJ offered the Newark Airport and NI offered to host at Ft Lauderdale. Vote was taken and NI will be hosting at Ft. Lauderdale.

A committee of three will choose to consider selecting a recipient for the Eastern Zone Award. This award can be awarded every year, but doesn't have to be. Boots Hall will select two others to be on the selection committee.

Motion to adjourn was made at 12.10 Seconded and Passed. Meeting adjourned.

Changes to the Club Excellence Program

I. Effective with the 2012 Program

TRUE CLUIS program

Athlete Eligibility

Athletes must be age 18 & Under in order to be eligible to participate in the program and score performance points. The performances of 19 & over athletes will not be included in the program.

<u>Events</u> Include the Women's 1500 Free and the Men's 800 Free in the events eligible to score performance points. Previously, only points scored in the Olympic events counted toward the team's performance points.

Open Water Component
In previous years, a small number of athletes could qualify a club for Gold, Silver or Bronze
generally based on placing at an International O.W. Meet or USA Swimming's 10K and 5K O.W.
Nationals. The proposal to include more O.W. athletes and to introduce a scoring component is
as follows:

	Eligibility	Scoring
Gold	Any 18-Under athlete who competes in USA Swimming's 10K O.W. National Championship finishing: Top 10 for Women Top 15 for Men (FYIPrevious year was placing an 18-Under on 2010 Pan Pac OW team)	Any Club Excellence eligible athlete would score 895 points toward their team's performance scoring.
Silver	Any 18-Under athlete who competes in USA Swimming's 10K O.W. National Championship finishing: • 11th-30th place for Women • 16th-35th place for Men (FYIPrevious year was placing an 18-Under in Top 3 at 10K OW Nationals)	Any Club Excellence eligible athlete would score 860 points toward their team's performance scoring.
Bronze	Any 18-Under athlete who competes in USA Swimming's 5K O.W. National Championship finishing: Top 10 for Women Top 15 for Men (FYIPrevious year was placing an 18-Under in Top 3 at 5K OW Nationals)	Any Club Excellence eligible athlete would score 825 points toward their team's performance scoring.

If an athlete chooses to swim in both the 10K and 5K O.W. Nationals they could score performance points in both events.

Minutes from Technical Meeting Eastern zone Meeting Saturday 8:00 AM, May 14, 2011

Attendance: (Pete I check off the names I gave you the list) Peter Barry, Jamy Pfister, Peter Clark, JoAnn Faucett, Marci Callan, Brad Boyle, Tim dubois, Adam Zakowski, Cheritta Gentilucci, John Ertter, Marty Keating, Boots Hall, Jamie Bloom, Sherry Wingfield, Tristan Forman, Eric Fucito, Bud Rimbault, Stephanie Crofton, Michael Seip, Greg York, Tim Husson, Manga Dalizu, Bill Marlin, Brian Kupferer, Mary Turner, Larry Collins, John Yearwood, Lia Laneveld, Ed Becker, Mike Morrissey, Mary Fleckenstein, Riley Eaton, Linda Crounse, Jay Thomas, Todd Clark, John McIlhaney

Peter opened the meeting at 8:00 AM. He stated that he had no issues to discuss other than a few suggestions that came out of the South Sectional Meet. The suggestions were: 1. Change order of events 2. Change dates of the meet to end on a Saturday rather than a Sunday 3. Switch Thursday with Sunday so Thursday is a full day and Sunday is only the two distance events. 5. Start Sunday's events 1 hour earlier. The South stated they scratched down to the 42nd person in two events to staff finals. The North stated they scratched down to the 18th person in some event and final events were not full for some of the events. Larry Collins motion that proposed order of events be drafted for presentation at the September HOD meeting. The motion was seconded. The motion failed. Peter then stated if some people wanted to pursue this Peter would draft an event structure to juggle the time line if they requested it through an e-mail.

JoAnn then discussed there were some phone calls to several board members from one LSC requesting that their swimmer was denied swimming the Sectional Meet because the two regions were closed meets to the Zone clubs from the other region. It was suggested that this information had been published for some time and it was the clubs and coaches responsibility to make sure their athletes and family members were aware of any restrictions pertaining to the meets.

Peter then asked for the report from the Age Group Committee:

Eric stated the IMX meet will be held February 3-5th 2012, at TAC in Washington DC, Potomac Valley LSC. The coaches said they loved having the Saturday Afternoon off because it gave many of the clubs a chance to so some sightseeing which the athletes loved. They had over 200 athletes and are expecting 300 athletes plus for the February meet. For the second year format they changed the 400 IM to end the marquis event. They made the 500 free the first event which made it more exciting for the athletes. They (the Age Group Committee) lowered the point system from 1800 to 1500 to allow for more athletes to participate. Hopefully this will get to the 500 which Eric felt was the max for this event. Eric also explained that each region could adjust their own point system numbers for their own area. The 15/16 athletes were included this year. The meet host can offer I M R events if they want to.

Eric stated they would appreciate funding to help the host out. Niagara (Tim Dubois) questioned that the IMX was to be offered February and November alternating years. Eric explained by alternated to those two months meant that one year you had two IMX meets in the same year and the following year there were none. The committee felt February was the ideal month for the Eastern Zone to host the IMX. Eric also stated the EZ did very well compared to the rest of the country. Eric said the 13 and older athletes had 6 events; the 12 younger athletes had 5 events to swim. There are no 10 and younger events offered. Eric than handed out the statistical information on the growth and success of the swimming and member clubs in the EZ. (See attached) The last item was the Open water competition within the Eastern Zone. Eric would like the schedule of the Open Water events to be listed on the EZ website. He would also like information from each LSC that host Open Water competition to

send report to him so they compile the data on the various competitions for information for the website. Peter thanked Eric for his report.

Virginia then asked Pete if they could present their proposal to the Technical Committee. (See attached) Brian Kupferer asked the LSCs to look over the proposal to discuss the following changes. The suggested items discussed were: eliminating the 15-18 age group from the zone meet, establishing a time standard having the zone meet in both regions to mirror the sc sectional meet, and consider bonus events to start in 2012 or 2013. It was decided by the membership this could not take place until 2013. After much discussion Metro motioned that a conference call be set up to include representation from each LSC. The representation should be the zone directors, tech planning chair, age group chair and each LSC Age Group Chair or coach. The results of this call will then be presented at the September HOD meeting.

Jay Thomas then stated he had a letter from West Virginia University Swim Team from Morgantown, West Virginia, requesting participation in the Region II Sectional Meet for the EZ. It was explained that our sectional meets were closed to the opposite region within the zone, but not to other zones such as clubs from the Central Zone or Southern Zone. They could have swum in the Sectional Meet if they had submitted an application.

Peter then closed the meeting with the following information. The zone meeting for 2012 will be March 29-31. The Short Course Sectional Meets were closed last year. It will be up to each region to decide whether they will be closed or not for the following years. It will also be up to each region the dates they can host the SC Sectional Meet. It is also up to each region to establish their qualifying times for their meet. Peter asked for a motion to close the meeting. Tristan Formon motioned the meeting be closed, Riley seconded. All in favor.

Meeting adjourned at 8:56.

Respectfully submitted, Jamy Pfister