

# Dixie Zone Newsletter

## Fall 2009

### CONVENTION RECAP

The following events were awarded to the bidders:

2011 USMS SCY Nationals – Mesa, AZ  
2011 USMS LCM Nationals – Auburn, AL

For the 2010 LC Nationals in Puerto Rico, it was decided to allow swimmers to enter 4 events without meeting the qualifying times in order to encourage participation. This pool is a 10-lane long course pool which will also help shorten the length of the meet.

The House of Delegates approved a deficit budget again, in an amount of about \$70,000. The USMS portion of the membership fee will increase \$2 to \$27 for 2010. The fee will continue to rise \$2 a year for up to 7 more years.

The top USMS award is the Ransom J. Arthur Award, named after the founder of USMS. This year's honoree was Julie Heather (CA). Dorothy Donnelly Service Awards went to eleven people this year. Jerry Clark (NC) was the lone recipient from the Dixie Zone.

LMSC Minimum Standards were enacted. These will help ensure that USMS members are receiving a minimum level of service from their LMSCs

Several national standing committees were eliminated as those functions are now being performed by full time employees of USMS. This included the International Committee, the Communications Committee, the Publications Management Committee, the Marketing Committee, and the Zone Committee. A new committee, LMSC Development, was added.

A major area of discussion in the House of Delegates was the swimsuit debate. USMS will recommend to FINA Masters Committee that both men and women be allowed to wear suits from the shoulders to the knees and allow zippers and other fastening devices. The FINA Masters Committee will be meeting in late September. USMS decided that for yards competitions, we will use the same effective date as FINA decides for meters.

This year's election was for the officers. Those elected are: President – Jeff Moxie, Treasurer – Ralph Davis, Secretary – CJ Rushman, VP of Community Services – Nadine Day, VP of Local Operations – Ed Tsusuki, VP of Administration – Michael Heather; VP of Programs

– David Diehl. A new Legal Counsel was appointed – Doug Church. Debbie Cavanaugh was re-elected as the Colonies Zone chair.

Full convention meeting minutes will be available on the USMS website.

### 2009 DIXIE ZONE MEETING

The annual Dixie Zone meeting was held at the convention. Complete meeting minutes can be viewed at <http://www.dixiezone.org/Minutes/Minutes09.pdf>.

Debbie Cavanaugh, Florida Gold Coast, was re-elected to a second 2-year term as the Dixie Zone Chair.

The 2010 Dixie Zone Championship meets were awarded to:

SCY – Orlando, FL – March 26-28  
LCM – Sarasota, FL – June 12-13  
SCM – New Orleans, LA – Dec. 3-5  
OW – Sarasota, FL – October 2.

A committee was formed to devise guidelines for the Zone Championship meets in an effort to increase participation by swimmers from throughout the zone. If you have any suggestions, contact Barb Protzman at [swimbarb@hotmail.com](mailto:swimbarb@hotmail.com).

### 2010 USMS SCY NATIONALS

The Georgia LMSC is hosting the 2010 SC Nationals in Atlanta at the Georgia Tech Olympic Natatorium. Dates are May 20 – 23. Everyone in the Dixie Zone is encouraged to attend and support these Nationals. LMSC Chairs and Coaches - please continue to promote this meet to your swimmers over the next months. We need a high attendance to make this meet a success!

### 2011 USMS LC NATIONALS

Auburn Masters Swimming and the James E Martin Aquatics Center at Auburn University are excited to announce that we will host the 2011 Long Course National Championship Meet. The proposed dates are August 9-13, 2011.

The Indoor Competition pool at the Aquatics Center has successfully hosted many large competitions,

including the 1994, 2003, and 2009 SEC Swimming and Diving Championships, the 1998 Men's and 2003 Women's NCAA Division I Championships, the 1995, 2000 and 2005 US Open Championships, and of course the 2001 and 2007 Dixie Zone SCY Masters Championships. The water depth and flow over gutter system help to make the pool one of the fastest in the world as evidenced by the number of NCAA, American and US Open records set in it. Auburn Masters Swimming also hosts an annual meet every February that is always well attended and well received.

In addition to the Indoor Competition pool, for warm-up and cool down there is an 8 lane 25 yard pool housed in the same building and a 50 meter by 25 meter outdoor pool within a one minute walk of the Aquatics Center building.

Auburn is a 90 minute drive from Atlanta's Hartsfield airport. A regular shuttle bus service connects Auburn and the airport, and the shuttle operators plan to increase capacity to meet expected demand. There will also be shuttle service linking the pool and area hotels, of which there will be no shortage. For those who prefer to drive, there will be ample free parking near the pool.

As many of you know, Auburn is a major center of swimming excellence, and the Aquatics Center is festooned with banners celebrating SEC and NCAA championships by both our men's and women's teams. We hope that a number of our "emeritus" varsity swimmers will compete as a tune-up for the 2012 Olympics!

We look forward to hosting you in our home pool and in our community.

Sarah Stalkamp, Director, Aquatics Center, Auburn University

Conner Bailey, Auburn Masters Swimmers

## 3<sup>RD</sup> QUARTER USMS REPORT

By: Rob Butcher, USMS Executive Director

This third quarter business update for U.S. Masters Swimming includes a look back at 2009 and the accomplishments recognized by U.S. Masters Swimming. This report also includes a look forward into 2010 and update to our Action Plan.

### Recap

As a brief recap, the highlights of our 2009 action plan called for the following:

- I. **Centralization** – establish a headquarters where we could consolidate national priorities for the organization, develop the necessary infrastructure to allow for efficiency, increase

productivity, foster staff communication, identify opportunities and create accountability.

- II. **People** – continue our transition at the national level from a nearly all volunteer-operated organization to a professionally managed organization.
- III. **Information Technology** – continue to see progress in our IT investments that would benefit our membership and the image of U.S. Masters Swimming.
- IV. **Marketing and Promotion** – rebrand the image of U.S. Masters Swimming and begin to better promote our image through internal resources as well as external partnerships.

I'm pleased to share that we made progress in all four areas with these milestones:

### Centralization

- After a six-month national search, the Board of Directors selected Sarasota as our headquarters.
- In May we entered into a long-term lease agreement with the City of Sarasota for the 2,000-square-foot historic Pagoda building to serve as our national headquarters. Our lease is public knowledge with monthly rent of \$1,066 a month with an annual 3 percent escalator.
- In June we renovated the building, adding new flooring, a conference room, semiprivate cubicles and a phone system. We continue to make improvements.
- In July we opened our doors.
- Our headquarters can permanently house 10 employees with an option to add seating for up to two more employees as we grow.

### People

- The controller position was elevated to full-time status with additional human resources responsibilities.
- The editor position was elevated to full-time editor-in-chief status with content management responsibility for *SWIMMER* magazine, usms.org and our new e-newsletters. Laura Hamel was hired as our editor-in-chief.
- A director of business operations position was created with responsibility for membership services, club and coach services and our expanding event initiatives. Mark Gill was hired as our director of business operations.
- An account executive position was created to serve our national sponsors as well as grow our sponsor partnerships. Kyle Deery was hired as our account executive.
- A second membership coordinator position was created to serve our growing membership needs as well as be a resource to our LMSCs.

This position will serve additional administrative functions and will now be performed in the headquarters. Anna Lea Matysek will be assuming this role in the winter.

- Tracy Grilli has moved full-time into membership services as well as being the support person for our convention and national events.
- Jim Matysek, our IT director and Webmaster, is in the process of relocating from Kansas City to Sarasota.
- Mel Goldstein continues to lead our club development initiatives.
- I relocated from Charlotte to Sarasota in June.

### Information Technology

- My USMS is now a member exclusive-content area. In My USMS, members will find our coached workouts and have the opportunity to posts photos and blogs.
- Our fastest growing program is Go the Distance. With more than 1,000 members participating, GTD was managed entirely by e-mail and Excel. With our new USMS fitness logs, GTD is now automated.
- We continue to add enhancements and functionality to online membership registration. In 2009, 70 percent of our membership registered online.
- Clubs are now able to renew their annual membership online. This is an important technology step as we desire to auto-populate Places to Swim.
- Our 5K, 10K, 3,000 yard and 6,000 yard Postal Championships were offered online for the first time, serving as a positive test for the administration of future postal events to move online.
- usms.org is undergoing a strategic redesign.

### Marketing and Promotion

- We introduced a new USMS logo and accompanying style guide.
- We introduced a monthly member e-newsletter and monthly coaches e-newsletter. Both have been very popular, with open rates near 50 percent.
- We introduced new marketing resources available for free to any LMSC or USMS club, including:  
USMS brochures, USMS bag tags, USMS stickers, USMS "Adult Swimming Offered Here" facility stickers, USMS swim caps
- To date, more than 130 clubs have ordered these items signifying a large appetite for USMS support at the local level.
- This fall and through the winter we are introducing an online USMS brand awareness campaign designed to promote the mission of

USMS during our peak membership registration period.

- Our brand and Masters stories have been featured in such publications as the L.A. Times, Washington Post, St. Petersburg Times, Indianapolis Star, Men's Health and Sports Business Journal.

### Moving Forward

In 2010, we will continue to build on these four pillars while taking additional action with the initiatives outlined below. All initiatives support our purpose, "to promote health, wellness, fitness and competition through aquatics."

### Club Development

- In 2009, USMS staff visited more than 10 states. Our goal was to meet with coaches, promote the value of USMS, encourage membership and incubate new USMS programs. We visited Florida, California, South Carolina, Arizona, Missouri, Georgia, North Carolina, Virginia, Illinois, Indiana, Idaho, Massachusetts and Oregon. In part because of our club development efforts, USMS has added 46 new registered clubs in 2009 for a total of 626, or an 8 percent growth rate from 2008.
- Under Mel Goldstein's leadership of our club services program, we have added the following regional club development coordinators:

Jim Halstead – Jim is a coach with Curl Burke Masters. He will be responsible for Dixie Zone and Colonies Zone.

Susan Ingraham – Susan is head coach of Masters of Southwest Texas. Susan will be responsible for South Central Zone, Southwest Zone and the SPMA LMSC  
Lisa Dahl – Lisa is Vice President of the Pacific Northwest LMSC. Lisa will be responsible for the Northwest Zone and the Pacific LMSC.

- With the help of The Woodlands Masters Swim Team, we hosted our first ever Masters coaches experiential weekend. More than 35 Masters coaches attended the inaugural SwimFest, sharing best practices from the dry side of coaching as well as learning from each other in both the pool and open water environment. SwimFest 2010 is planned for San Diego.

### Events

- USMS will serve as the host for the 2010 Summer Nationals in Puerto Rico. Mark Gill will serve as our event director, with all of the USMS staff providing support. Our goal is to

create a truly rewarding experience for our members, sponsors and the swimming community.

- Our open water task force has recommended the creation of the H<sub>2</sub>Open Series, an open water series under the U.S. Masters Swimming banner. The idea for H<sub>2</sub>Open is to use the national reach of U.S. Masters Swimming to provide national exposure, promotion and event enhancement for key open water events that are part of the series. We have included some seed capital in the 2010 budget to secure clinicians and for branding at the venues.
- The 2010 YMCA Masters Nationals will become a U.S. Masters Swimming sanctioned event.

### **Membership Enhancement**

- We are reviewing our insurance offerings to members to see what new benefits we can add that would increase the value of membership.
- We are supportive and are encouraging LMSC sanctioning of even more events. Our new membership coordinator will be a resource to LMSCs in this initiative.
- *SWIMMER* magazine is getting a shot of energy with new features and departments, more letters from members, more authentic photos and product reviews.
- Beginning in 2011, the national office staff has been charged with operation and promotion of our Postal events. We will be crafting and

implementing a strategy that allows for additional participation from both fitness and competitive swimmers.

### **Marketing and Promotion**

- The January/February issue of *SWIMMER* magazine will include a pullout, high-energy event promotion poster and accompanying feature article on USMS's 2010 event lineup.
- We are adding more marketing tools that can be available to LMSCs and clubs.
- We will seek additional publicity from the media and continue to grow promotional partnerships with organizations that share our values.

### **MISCELLANEOUS**

Thank you to Andy Dyer for his continued hard work on the Dixie Zone top ten and Ed Saltzman for maintaining the Zone records.

Anyone -- especially LMSC officers, newsletter editors, web masters, and coaches -- who would like to be on the email list to receive announcements about meet entries and results, please contact Dick Brewer at [rdbrewer@gmail.com](mailto:rdbrewer@gmail.com).

# DIXIE ZONE CALENDAR

<b>2009</b>		
Oct. 31- Nov.1	SCM	<b>Dixie Zone SCM Championship</b> – Columbia, SC
Nov. 7	SCY	Upper Keys Fall Invitational – Islamorada, FL
Nov. 13-14	SCM	Crawfish Aquatics Pentathlon & One Mile Swim – Baton Rouge, LA
Nov. 15	SCM	Bridge the Bay I – Sarasota, FL
Nov. 22	SCM	Bridge the Bay II – St. Petersburg, FL
Nov. 22	SCY	Dotty Whitcomb Memorial Turkey Dip – Pensacola, FL
Dec. 4-6	SCM	Southern Masters SCM Championship – New Orleans, LA
Dec 5-6	SCM	Holiday Classic – Coral Springs, FL
Dec. 5	SCM	St. Nick's Invitational – Atlanta, GA
Dec. 5-6	SCY	Florida State Senior Games – Estero, FL
<b>2010</b>		
Jan. 23-24	SCY	Sarasota Y Sharks Invitational – Sarasota, FL
Jan. 30-31	SCY	Sunbelt Masters – Charlotte, NC
Feb. 6-7	SCY	South Carolina SCY State Meet – North Myrtle Beach, SC
Feb. 13-14	SCY	Valentine Meet – Clearwater, FL
Feb. 13-14	SCY	Auburn Masters Invitational – Auburn, AL
Feb. 27-28	SCY	Polk Senior Games – Lakeland, FL (for ages 50+)
Mar. 5-7	SCY	17 <sup>th</sup> Annual Masters Challenge – Fort Lauderdale, FL
Mar. 20	LCM	Goodlife Games – Clearwater, FL (for ages 50+)
Mar. 21-22	SCY	St Pete SCY Championships – St Pete, FL
Mar. 26-28	SCY	<b>Dixie Zone SCY Championships</b> – Orlando, FL
Mar. 27-28	SCY	St Patrick's Day Invitational – Atlanta, GA
Apr. 10	SCY	Hilton Head, SC
Apr. 15-19	SCY	YMCA Masters Nationals – Fort Lauderdale, FL
May 1-2	LCM	May Day Relay-Sprint Meet – Ft. Myers, FL
May 1-2	SCY	Tiger Masters Meet – Clemson, SC
May 20-23	SCY	USMS SCY Nationals – Atlanta, GA
June 5	LCM	Classic City Invitational – Athens, GA, Univ. of GA
June 11-13	LCM	June Krauser Summer Splash – Fort Lauderdale, FL
June 12-13	LCM	<b>Dixie Zone LCM Championships</b> – Sarasota, FL
June 18-20	LCM	Orlando, FL
June 26-27	LCM	South Carolina LC Championships – Greenville, SC
July 31 - Aug 6	LCM	FINA World Masters Championships – Goteborg, Sweden (tent.)
Aug. 9-12	LCM	USMS LCM Nationals – San Juan, Puerto Rico
Dec. 3-5	SCM	<b>Dixie Zone SCM Championships</b> – New Orleans, LA

For more calendar details, check out [www.usms.org](http://www.usms.org) and [www.dixiezone.org](http://www.dixiezone.org).

It is recommended that meet directors post their meet information on the main USMS Calendar as well as on the Dixie Zone Calendar.

<b>Zone Website:</b> <a href="http://www.dixiezone.org">www.dixiezone.org</a>	<b>Zone Chair:</b> Debbie Cavanaugh <a href="mailto:cavdeb@juno.com">cavdeb@juno.com</a>	<b>Newsletter Editor:</b> Barb Protzman <a href="mailto:swimbarb@hotmail.com">swimbarb@hotmail.com</a>	<b>USMS Website:</b> <a href="http://www.usms.org">www.usms.org</a>
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