

# **New Jersey LMSC Board Meeting Minutes**

Time 10:30am Sunday, March 11, 2012

Panera Restaurant

Gillette, NJ

## **Attendees:**

### **Board Members**

Bill Reichle  
Chris McGiffin  
Ed Tsuzuki  
Tom Brunson  
Linda Brown-Kuhn  
Jen Bauman  
Chris Swenson  
Lynn Ascione  
Susan Kirk

### **Visiting Members**

Marie Vellucci

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## **MOTIONS**

- 1. MSA to remove Tom from the authorization to sign checks and for Tom to reconcile the NJ LMSC bank account on an annual basis with the provision that Tom is still able to deposit checks**

## **ACTION ITEMS**

- 1. Tom will order pre-printed deposit slips**
- 2. Chris will send out one email on April 15<sup>th</sup> to all 2011 NJ LMSC members who have not registered for 2012**
- 3. Ed will report to the EC the suggestion for a \$\$ value to be added to the LMSC donation option commensurate with the USMS \$\$ donations and the ISHOF \$\$ donations during the USMS online registration process**
- 4. Ed will work with Al in marketing an 'Open Water Festival' concept to the event directors of the Ray Licata swim**
- 5. Al will begin contacting past and present open water event directors to make introductions by 3.31.12**
- 6. Al will connect with new contacts by 5.31.12**
- 7. Susan to submit the banquet invitation and blurb to the webmaster to post on the NJ LMSC website homepage**
- 8. Susan to include the banquet invitation in the upcoming NJ LMSC email blast**
- 9. Ed to resend the email to the board with the wording suggestion for the plaque for the 2012 Lou Abel Distinguished Service Award**
- 10. Lynn to circulate a preliminary banquet menu to the board for additional input**
- 11. Chris S. will begin working on plans for a 'Racing Strategy for Beginners' clinic to be held in the fall**
- 12. Ed will email Chris S. the information that he has from his pre-meet talks that he has given in the past at the Sussex County Y**
- 13. Bill will reach out to Karlyn Pipes-Nielson for a price quote for her to host a clinic in NJ**
- 14. Ed will reach out to the folks who ran the open water clinic at SwimFest as a potential resource for a Pool Open Water (POW) clinic**
- 15. Bill will contact ASCA for a complete list of certified Masters coaches in the NJ LMSC**
- 16. Jen to submit the online registration and paper entry form links and a brief blurb to Jason to post on the NJ LMSC website**
- 17. Tom to turn all blank NJ LMSC checks in to Bill**

18. **Tom to go to the bank and remove himself as an authorized signee on the NJ LMSC bank account signature card**
19. **Chris S., Lynn, Linda, and Marie will all check their respective schedules and report their availability to Susan prior to the next board meeting on June 10, 2012**
20. **Susan will reach out to Bridgette and Alben to explore their interest and availability to attend the USMS Convention in September**
21. **Susan to resend the link to the NJ Masters Swimming merchandise portal to the board for review and email discussion**
22. **Susan will be the point person for the merchandise portal for the NJ LMSC**
23. **Bill will reach out to Ultimate Swim Shop about donating some gift certificates as door prizes**
24. **Bill will reach out to Ultimate Swim Shop about offering the current NJ LMSC members a 10% discount on merchandise purchases**

#### **Action items bolded**

Meeting was called to order at 10:47am

- I. Officer Reports
  - A. Newsletter (L. Brown-Kuhn)
    - i. Remaining issues for this year
      - a) The remaining Fast Lane issues for 2012 are: March (need submissions ASAP), April, May/June, July/August, September, October, and November/December
    - ii. Number of hardcopies
      - a) Tom reported that he mailed out four color copies of the February Fast Lane on February 13
    - iii. Linda reports that after 25 years of being the newsletter editor, she will step down at the end of 2012. Linda will assist with the transition once a new newsletter editor is elected. Linda would like to still be involved in some way as a volunteer with the NJ LMSC after she steps down from the newsletter editor position
  - B. Treasurer (B. Reichle)
    - i. 2012 Budget and actuals update
    - ii. **Tom will order pre-printed deposit slips**



C. Co-Registrar (T. Brunson/C. McGiffin)

i. 2012 Member Registration Report

a) Total NJ LMSC members ~ 722 members as of March 10, 2012

b) Total members by Club ~ see chart below

c) Total new members by Club ~ see chart below

d) 2012 Club registrations ~ see chart below

YEAR CLUB	#REG	#RE-REG	#NEW	LIFETIME RENWL%	#CLUBS
2012 ALL	722	601	121	83.2%	7
BERK	142	124	18	87.3%	
BRG	2	2	0	100.0%	
DRMS	51	43	8	84.3%	
GSM	313	279	34	89.1%	
HOBO	70	49	21	70.0%	
JAM	28	24	4	85.7%	
RBAY(bcya)	8	7	1	87.5%	
UNAT	108	73	35	67.6%	
2011 ALL	895	612	283	68.4%	9
BCYA	30	7	23	23.3%	
BERK	154	114	40	74.0%	
BRG	2	0	2	0.0%	
DESC	1	1	0	100.0%	
DRMS	72	47	25	65.3%	
GSM	341	300	41	88.0%	
HOBO	96	30	66	31.3%	
JAM	31	27	4	87.1%	
TWES	4	0	4	0.0%	
UNAT	164	86	78	52.4%	
2010 ALL	729	536	193	73.5%	8
BCYA	0	0	0		
BERK	127	104	23	81.9%	
BRG	0	0	0		
DESC	0	0	0		
DRMS	52	35	17	67.3%	
GSM	325	281	44	86.5%	
JAM	39	35	4	89.7%	
STVN	59	22	37	37.3%	
UNAT	127	59	68	46.5%	
2009 ALL	739	488	251	66.0%	7
BERK	118	95	23	80.5%	
DESC	11	2	9	18.2%	
DRMS	38	24	14	63.2%	
GSM	320	245	75	76.6%	
JAM	50	41	9	82.0%	
MOCY	8	7	1	87.5%	
STVN	80	24	56	30.0%	
UNAT	114	50	64	43.9%	
2008 ALL	715	501	214	70.1%	6
2007 ALL	634	475	159	74.9%	5
2006 ALL	600	454	146	75.7%	5
2005 ALL	526	348	178	66.2%	4
2004 ALL	527	342	185	64.9%	3
2003 ALL	541				

\* %RET'N =LIFETIME RETENTION=(CRNT RE-REG/CRNT YEAR TOTAL)\*100

- e) Annual Renewal Rate ~~~ see chart below
- f) Lifetime Renewal Rate ~~~ see chart below

**ANNUAL RETENTION**

	BCYA/ RBAY 11	BCYA/ RBAY 11&12	BERK 11	BERK 11&12	BRG 11	BRG 11&12	DRMS 11	DRMS 11&12	GSM 11	GSM 11&12	HOBO 11	HOBO 11&12	JAM 11	JAM 11&12	UNAT 11	UNAT 11&12	ALL 11	ALL 11&12
<b>Number of registrations</b>	30	12	154	112	2	2	72	38	341	254	96	40	31	23	164	76	890	557
<b>Annual Retention %</b>	40.0%		72.7%		100.0%		52.8%		74.5%		41.7%		74.2%		46.3%		62.6%	

**LIFETIME RETENTION**

	BCYA/ RBAY 2012	BC/RB 2012 rereg	BERK 2012	BERK 2012 rereg	BRG 2012	BRG 2012 rereg	DRMS 2012	DRMS 2012 rereg	GSM 2012	GSM 2012 rereg	HOBO 2012	HOBO 2012 rereg	JAM 2012	JAM 2012 rereg	UNAT 2012	UNAT 2012 rereg	ALL 2012	ALL 2012 rereg
<b>Number of registrations</b>	8	7	142	124	2	2	51	43	313	279	70	49	28	24	108	73	722	601
<b>Lifetime Retention %</b>	87.5%		87.3%		100.0%		84.3%		89.1%		70.0%		85.7%		67.6%		83.2%	

- ii. Member Donation Report
  - a) 2012 Member Donation report as of March 6, 2012

**MEMBER DONATION REPORT**

3/6/2012

DONATION	# DNTS	MAX DNT	TOTAL \$
ISSHOF	\$35.00	\$100.00	\$504.00
USMS	\$59.00	\$100.00	\$709.00
LMSC	\$49.00	\$100.00	\$687.00
TOTAL	\$143.00		\$1,900.00

10/31/2011

DONATION	# DNTS	MAX DNT	TOTAL \$
ISSHOF	\$50.00	\$100.00	\$576.00
USMS	\$73.00	\$100.00	\$771.00
LMSC	\$65.00	\$100.00	\$773.00
TOTAL	\$188.00		\$2,120.00

- iii. Chris will send out one email on April 15<sup>th</sup> to all 2011 NJ LMSC members who have not registered for 2012
- iv. Ed will report to the EC the suggestion for a \$\$ value to be added to the LMSC donation option commensurate with the USMS \$\$ donations and the ISHOF \$\$ donations during the USMS online registration process

D. Secretary (S. Kirk)

- i. 12 NJ LSMC emails have been composed and sent out to the NJ LMSC community since the annual board meeting on December 4, 2011
- ii. Registrant emails currently go out to 788 individuals
  - a) All 2011 NJ LMSC members who were not re-registered for 2012 by March 1<sup>st</sup> (330 members) have been deleted from the NJ LMSC email list
- iii. So far in 2012, 4 batches of updates for the email list have been processed
- iv. The 2011 NJ LMSC Annual Board Meeting (held on December 4, 2011) Minutes were submitted to the USMS National Office on February 1, 2012. The deadline is April 30, 2012

## E. Sanctions & Safety (J. Bauman)

### i. Upcoming Sanctioned Events

#### a) Third Annual March Madness Meed (Saturday, March 24, 2012)

- Draft entry form received 2.15.12
- Application for sanction approved 3.6.12 [online sanction system]
- Sanction fee (\$30) and performance deposit (\$100) received
- Sanction number assigned: #072-S001
- Pool measurement on file with USMS
- Meet announcement added to USMS calendar 3.6.12; will be posted to NJ LMSC website
- 2012 USMS rule book to be hand-delivered to meet director 3.10.12

#### b) Lake Hopatcong Open Water Swim Festival (Sunday, September 9, 2012)

- Draft entry form received 1.1.12
- Application for sanction approved 2.6.12 [online sanction system]
- Sanction fee (\$30) received 2.23.12 [performance deposit waived]
- Sanction number assigned: #072-W001
- Safety plan received 2.5.12
- Meet announcement added to USMS calendar 2.6.12; will be posted to NJ LMSC website
- 2012 USMS rule book to be hand delivered to event director

### ii. Completed 2012 Sanctioned Events

#### a) None

### iii. Upcoming 2012 Recognized Events

#### a) Sussex County YMCA "Adult Mini Meet" (Saturday, October 20, 2012)

- Draft entry form received
- Application for recognition approved 2.4.12 [online sanction system]
- Recognition fee (\$30) + performance deposit (\$100) has been received
- Recognition number assigned: #072-R002
- Pool measurement certification on file with USMS
- Meet announcement added to USMS calendar 2.4.12; will be posted to NJ LMSC website
- 2012 USMS rule book to be hand-delivered to event director

### iv. Completed 2012 Recognized Events

#### a) OCY Unofficial Team Championships (Sunday, February 12, 2012)

- Application for recognition approved 11.28.11
- Recognition fee (\$30) and performance deposit (\$100) received, check date 10.28.11
- Recognition number assigned: #072-R01
- Pool measurement certification on file with USMS
- Meet announcement posted to website and added to USMS calendar 1.5.12
- Performance deposit refund has been cleared by Ed

### v. Upcoming/Potential Events/Other

- Sussex County Y is not interested in doing two meets (spring & fall) per year; cites decreasing attendance as the reason
- Jen will reach out to those who have run meets in the past or have expressed interest in running meets for potential interest
- Clarification of "Meet Director's Guide" document
- Use of new online sanctioning system on USMS website (New Jersey was at the forefront of this!)

## F. Top Ten and Records (E. Tsuzuki)

### i. Meet results have been posted for the following meets

#### a) Hoboken Masters SCY – 12.10.11

#### b) Ocean County YMCA SCY – 2.12.12 (Justin Alsobrooks did an outstanding job!)

### ii. NJ LMSC SCY records have been updated from the Hoboken Masters and OCY meets

### iii. The NJ (SCM) top ten file was submitted on January 10, 2012

### iv. Go the Distance NJ results were updated on January 1, 2012 (for 2011) and sent to Jason to post on the NJ LMSC website

- G. Webmaster (B. Hobart)
- i. Website updates submitted to Jason are promptly posted and current
- H. Open Water (A. Fischer)
- i. Al is working with Jeff Jotz to transition the full responsibility of the open water calendar to Al by the end of the year (2012)
  - ii. Al will begin contacting past and present open water event directors to make introductions by 3.31.12**
  - iii. Al will connect with new contacts by 5.31.12**
  - iv. The goal and plan is to have at least 2 new sanctioned open water events by the end of the 2012 open water season
  - v. Ed will work with Al in marketing an 'Open Water Festival' concept to the event directors of the Ray Licata swim**
- I. Events Coordinator (B. Hobart/L. Ascione)
- i. 2012 NJ LMSC Banquet planning update
    - a) Invitations are currently in the process of being mailed out to the award recipients
    - b) Bridgette will begin making the chocolates soon
    - c) Bridgette is working with the Featured Speaker to test and fine tune the AV needs and functionality
    - d) Susan to submit the banquet invitation and blurb to the webmaster to post on the NJ LMSC website homepage**
    - e) Susan to include the banquet invitation in the upcoming NJ LMSC email blast**
    - f) Ed to resend the email to the board with the wording suggestion for the plaque for the 2012 Lou Abel Distinguished Service Award**
    - g) Lynn to circulate a preliminary banquet menu to the board for additional input**
  - ii. Other social events for 2012
    - a) (2) potential ideas for future social events
      - Golf outing in the fall
      - Monmouth Park outing following the Ray Licata ocean swim in August
- J. Coaches (B. Reichle)
- i. 2012 NJ LMSC sponsored (free to NJ LMSC membership) clinic/practice program recap
    - a) February 19<sup>th</sup> clinic at Cranford (short axis strokes) was a success with 31 swimmers in attendance. Coaching staff was superb. [Chris Swenson, Steve Swenson, Jeff Jotz, Judy Lee, Deirdre O'Mara, and James Sheerin]. Post clinic gathering at Kilkenny's was even better.
  - ii. Plans for future 2012 NJ LMSC sponsored clinics
    - a) Chris S. will begin working on plans for a 'Racing Strategy for Beginners' clinic to be held in the fall**
    - b) Ed will email Chris S. the information that he has from his pre-meet talks that he has given in the past at the Sussex County Y**
    - c) Bill will reach out to Karlyn Pipes-Nielson for a price quote for her to host a clinic in NJ**
    - d) Ed will reach out to the folks who ran the open water clinic at SwimFest as a potential resource for a Pool Open Water (POW) clinic**
  - iii. There are currently (6) ASCA certified Masters coaches in the NJ LMSC – Sally Kleeman, Al Fischer, Beth Cinkewicz, Pete Hockmeyer, Ed Tsuzuki, and Susan Kirk
    - a) Bill will contact ASCA for a complete list of certified Masters coaches in the NJ LMSC**
- K. Fitness (C. Swenson)
- i. Recap of the Inaugural 50 x 50s event 1.22.12
    - a) 41 registrants (once 100 x 100s participants were also allowed to register for the 50 x 50s)
    - b) 37 attendees
      - 6 coaches on deck – Bill Reichle, Susan Kirk, Ed Tsuzuki, Jim Sheerin, Beth Cinkewicz, and Chris Swenson
    - c) Feedback was positive
      - Suggestion received to offer a few more interval options for next year
    - d) Thanks to Bill Swenson for designing the 50 x 50s flyer at no charge

- ii. Lou Abel Memorial Award Nominations
  - a) Chris S. requested Linda to include a memo in the March Fast Lane newsletter
  - b) To date, only (1) snail mail nomination has been received
- iii. Potential future racing strategy clinic
  - a) Possible late spring date to get more swimmers racing for the summer
  - b) Other ideas?
- iv. Membership expansion
  - a) Chris S. has started to email a few college coaches in NJ in an attempt to boost the 18-24 age group and get USMS members started earlier
    - Response has been minimal so far, likely due to the end of season meets, etc.
    - This may be a small step towards cracking 1000 members for the NJ LMSC
    - Thought – to make sure that facilities that offer “Masters Swimming” have registered USMS members

## II. Old Business

- A. 2012 USMS 2 Mile Open Water National Championship – Lake Hopatcong Open Water Swim Festival
  - i. Event management updates
    - a) Online registration is open and the online entry link and paper entry form have been posted on the USMS Long Distance National Championship web page
    - b) Jen to submit the online registration and paper entry form links and a brief blurb to Jason to post on the NJ LMSC website**
- B. Places to Swim in NJ information verification update (B. Reichle, C. Swenson, L. Brown-Kuhn, J. Bauman, A. Fischer, M. Vellucci, L. Ascione)
  - i. Updates on the NJ LMSC website (Phase I)
    - a) All updates have been completed except Morris County
  - ii. Updates on the USMS website (Phase II)
    - a) All updates have been completed except Morris County

## III. New Business

- A. LMSC Standards
  - i. Compliance in NJ LMSC
    - a) Finance: Need someone to reconcile 2011 back account other than those authorized to sign the checks – Bill, Tom, and Chris
      - **MSA to remove Tom from the authorization to sign checks and for Tom to reconcile the NJ LMSC bank account on an annual basis with the provision that Tom is still able to deposit checks**
      - **Tom to turn all blank NJ LMSC checks in to Bill**
      - **Tom to go to the bank and remove himself as an authorized signee on the NJ LMSC bank account signature card**
    - b) Vice Chair volunteer to be elected at our 2012 Annual Meeting
- B. Convention Delegate discussion (Convention is September 12-16, Greensboro, NC)
  - i. Ed, Chris, and Susan are automatic delegates
  - ii. Based on membership (>800), the NJ LMSC will most likely be entitled to (3) delegates in 2012
    - a) Chris S., Lynn, Linda, and Marie all expressed an interest in attending the 2012 USMS Convention in September
    - b) Chris S., Lynn, Linda, and Marie will all check their respective schedules and report their availability to Susan prior to the next board meeting on June 10, 2012**
    - c) Susan will reach out to Bridgette and Alben to explore their interest and availability to attend the USMS Convention in September**



- C. Mylocker.net customized merchandise portal for the NJ LMSC (S. Kirk)
  - i. Portal is set up and ready to be used
    - a) No overhead; no inventory; no order coordination/work
  - ii. NJ LMSC would earn 12% on every order
  - iii. Susan to resend the link to the NJ Masters Swimming merchandise portal to the board for review and email discussion**
  - iv. Susan will be the point person for the merchandise portal for the NJ LMSC**
  
- D. 2013 100 x 100s update (February 3, 2013) (S. Kirk)
  - i. Susan reports that she has been in touch with Eric at RBAY about the rental of 16 lanes at the Raritan Bay YMCA for Sunday, February 3, 2013. They hope to have their pool availability fine-tuned by the early summer and Eric will provide an update at that time.
  
- E. Door Prizes for the 2012 NJ LMSC Banquet
  - i. Bill will reach out to Ultimate Swim Shop about donating some gift certificates as door prizes**
  
- F. Vendor discounts for current NJ LMSC members
  - i. Bill will reach out to Ultimate Swim Shop about offering the current NJ LMSC members a 10% discount on merchandise purchases**
  
- G. Sponsors for the NJ LMSC
  - i. Continue discussion through email and explore establishing a policy for the NJ LMSC
  
- H. Sanctioning of NJ LMSC events
  - i. The board discussed the current procedure for sanctioning events in the NJ LMSC and all agreed to continue operating with one Sanction Chair. If there is future growth of Sanctioned Open Water events in the NJ LMSC, then the NJ LMSC board will revisit the potential need for an Open Water Sanctions Chair.
  
- IV. Next LMSC Meeting
  - A. Date-- June 10, 2012
  - B. Time-- 10:30am
  - C. Place-- NPCP
  
- V. Adjournment
  - A. Meeting adjourned at 12:20pm