



**MINNESOTA
SWIMMING**

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To: Minnesota Swimming House of Delegates
Minnesota Swimming Board of Directors
Minnesota Swimming staff

Re: Executive Director's Report: Annual Meeting of the MSI House of Delegates

It has been a busy and exciting 90 days. Being in the nonprofit management industry for many years has allowed me to hit the ground running; however, the biggest challenge has been navigating the MSI map. Who has responsibility? Where are the answers? How do we get things accomplished effectively? While confounding at times, I learn quickly and remain honored to be serving as your executive director.

What has been accomplished and where are things going over the next 6-12 months? First, there are the relationships. I have met with as many members as I could in a short time. Teams in Greater Minnesota, western Wisconsin and the Twin Cities. Members of the MSI board, coaches, officials, and thought-leaders throughout the organization. I have represented Minnesota Swimming to people outside the organization; introducing myself and explaining who we are and what we do. I have formed new working relationships with our experienced staff who are highly knowledgeable and dedicated to this organization. And it has been a pleasure to contribute to the collaboration among generations of members who have proposed a plan for greater athlete representation on the MSI House of Delegates and Board of Directors.

What is ahead? Numbers one, two, three and four on the list – implementing the strategic plan:

- 1) Documenting policies, procedures, processes, operations – everything to ensure continuity of the organization through the inevitable turnover of volunteer leaders and staff. This also involves compliance with USA Swimming's LSC Excellence and Achievement Program (LEAP).
- 2) Leading a process to create a business and marketing plan that sets out a framework to guide decisions that are long-term to grow the sport in our entire region.
- 3) Cultivating complementary relationships with other organizations that strengthen our swimming community and keep athletes first and,
- 4) Forming a long-term pool facility strategy, with particular interest on long-course pools, so that there is capacity to accommodate a growing number of athletes who are joining the sport.

How can you be part of the action? If you see an opportunity to provide your input and talent (and you will see more), please step up to the starting block. We have a very welcoming nature in our organization and a shared passion for the sport of swimming. We will make it convenient for you to participate and do our best to make your involvement meaningful and satisfying.

Please contact me or a member of the staff if we can be of help. I will look forward to talking with you on the pool deck this coming year.

Sincerely,

Robert J. Crunstedt, CAE
Executive Director