



# Central Zone Newsletter

Winter 2005

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### CZ Officers

Arlene McDonald  
Eric Nelson  
Betty Kooy  
Mike Lewellyn  
Mark Davis  
Kate Chronic  
Tony Young  
Mike Tchoukaleff  
Paul Jones  
Sarah Sofelt

## Swimming Extravaganza in Colorado Springs

*from the Central Zone Directors*

Colorado Springs was a busy place for staff and volunteer leaders of USA Swimming on the weekend of January 21-23. The weekend kicked off on Friday afternoon with the *New Board Member Orientation Program*. That evening, the USA Swimming Board of Directors convened for its annual January meeting.

The BOD meeting continued on Saturday morning. At both meeting sessions, there were an unusual number of guests as the LSC General Chairs and USA Swimming Committee Chairs were also in town for their biennial summits.

On Saturday afternoon, the General Chairs and Committee Chairs met in a joint session followed by breakout sessions for each group.

Bright and early on Sunday morning, the General Chairs met in their Zones to discuss

Zone business while the Committee Chairs were assembling with their respective Vice Presidents to strategize over their committee's goals and objectives for the upcoming year.

Both groups came back together to wrap-up the weekend's discussion and devise an on-going communication plan before departing at noon on Sunday.

The Central Zone was well represented by 12 of the 15 General Chairs (or their representatives). Many thanks to those attendees for their contributions to the weekend's activities! It definitely was a mega-meeting weekend with lots of lively discussion! The content in most of this newsletter focuses on the discussion and subsequent reports that came out of that weekend.

[www.centralzones.org](http://www.centralzones.org)

## Speedo Championship Meets

### Spring 2005

Minneapolis, MN	March 10-13	Open
Cleveland, OH	March 17-20	Open
Topeka, KS	March 3-6	Closed

### Summer 2005

Minneapolis, MN	July 21-24	Open
Bloomington, IN	July 26-30	Open
Oklahoma City, OK	July 20-24	Closed

\*Open meets are open to swimmers from outside the CZ with US Open Cuts. See the CZ Web site for more information and links to the host Web sites.

## Scholastic All-America Challenge

*from Betty Kooy, SAA Committee*

Swimmers are the brightest and best of all athletes! USA Swimming honors their academic achievement through the Scholastic All-America program. Swimmers in the 10th, 11th, and 12th grades with a GPA of at least 3.5 who participate in qualifying meets are eligible to apply. Meets include the following:

- 2004 ConocoPhillips Summer Nationals
- 2004 Summer Speedo Championships
- 2004 U.S. Open
- 2005 ConocoPhillips Spring Nationals
- 2005 Spring Speedo Championships
- 2004 National Disability Championships
- 2004 Open Water National Championships

In the last few years, CZ has had the least number of applicants of all the Zones. A **challenge** is issued to CZ athletes to beat both Western and Eastern zones with qualified applicants in 2005.

Applications are due August 1, 2005 and are available on the CZ Web site and the USA Swimming Web site.

**Apply as soon as your  
2004-2005 academic year is complete!**

## CZ Highlights

### CZ Officials

All CZ officials are invited to apply to officiate at the Speedo Championship meets and at the Central Zone Championship meets. Applications for officiating at these meets are posted on the CZ Web site.

Officials must be a member of USA Swimming and an LSC certified official. Mandatory officials' briefings before each session are required.

Contact Mike Tchoukaleff if you are interested. (618) 466-4990 or email him at [miketch@piasanet.com](mailto:miketch@piasanet.com).

### Central Zone Meets 2005

**Grand Forks, ND** August 5-7  
LSCs: AR, IL, MW, ND, OK, SD, WI

**Ann Arbor MI** August 12-14  
LSCs: IA, LE, MI, MN, MV, OH, OZ

See the CZ Web site for up-to-date information and links to host Web sites.

### National Events in Central Zone

April 1-6 **World Championship Trials**  
and WUG Selection Meet  
Indianapolis, IN

June 9-11 **Disability Championships**  
Minneapolis, MN

June 10-12 **Councilman Classic**  
Grand Prix Meet  
Indianapolis, IN

You are invited to support these meets with your attendance. Check out the hosts' Web sites for further information.

# Central Zone General Chairs Meeting

**Colorado Springs, CO  
January 23, 2005**

**Present:** Arlene McDonald, Indiana, Central Zone Non-Coach Director; Eric Nelson, Central Zone Coach Director; Scott Barry, North Dakota; David Braun, Minnesota; George Bruce, Missouri Valley; Tom Hayden, Illinois; Tom Jones, Arkansas; Jan Lawler, Iowa; Robert Merchant, Michigan; Dale Nickels, Wisconsin; Cindy Roberts, Ohio; Peggy Speer, Midwestern; Bob Staab, Oklahoma

**Absent:** Ozark, South Dakota, Lake Erie

Introductions were made.

Contact information for Central Zone Directors was distributed. Eric Nelson, Coach Director; 316-683-1491 (Office – 10 AM – 1 PM CST); 316-393-5504 (M); [enelson@wichitaswimclub.org](mailto:enelson@wichitaswimclub.org)

Arlene McDonald, Non-Coach Director; 317-842-0528 after 1 PM ET; 317-442-2166 (M); [arlenemcd@aol.com](mailto:arlenemcd@aol.com)

The following reports were distributed to those in attendance: Minutes of Central Zone Officers Conference Call (posted on Central Zone website); Minutes of Central Zone General Chairs Conference Call (posted on Central Zone website); and the Central Zone Report to USA Swimming Board of Directors.

**Task Force  
Recommendations:**

**Zone Meet Site Selection  
and Host Expectations**

Eric Nelson:

Going to convention without bids for the zone meets isn't a good idea. We need to be more proactive in this and try to get bids prior to convention.

Host expectations need to be written down so teams know how to properly plan for this meet. Reports from previous meets would be helpful in planning for this meet since clubs don't do it every year and are often overwhelmed when trying to organize the event.

We need to require a host after-action report to give new hosts a better idea on numbers previously attending the meet, awards, hospitality, merchandise opportunities, potential problems from prior meets, etc.

There was a problem last year concerning the rule interpretation for delay of meet. It might be good to have the Official's Chair from each LSC address this issue prior to the next meet. Zone hosts should be required to provide information about the meet on the Central Zone Web site or their own Web site.

It was suggested that we should consider assigning areas for the meet three or four years in advance rather than just that year. Selecting dates for zones earlier might also help with planning for the LSCs when putting together their meet schedules.

It was discussed whether only certain pools should be eligible to host the meet or whether part of the uniqueness of this meet is attending a variety of pools (both indoor and outdoor), as long as they have the capability to handle the number of swimmers attending zones.

**Use of Surplus Funds –**

Arlene McDonald:

Due to surplus in the budget accumulated over the past few years, the Central Zone currently has approximately \$6000 in surplus funds.

Ideas brought forth by the task force for spending the surplus money included: Age Group Chairs/Senior Chairs Workshop; Zone Age Group Elite Camp; Zone Clinic for Parents Education; Olympic Development Camp; Olympic Athlete presenters at Zone Championships; Outreach program; General Chair/Executive Directors/officers brainstorming goal setting weekend; LSC Training sessions; Zone Open Water Festival; All Boys / All Girls Fun Meet (relay meet).

The following two ideas received the most support from the group and will be looked into as possible ways to spend the money.

An Olympic athlete at the Zone Championships would be exciting for the swimmers. Ideas included using them as presenters for awards, holding autograph sessions or clinics for swimmers.

### *General Chair Continued:*

Hold one or two camps in the LSC for swimmers. One site would be good financially, but two sites more practical given the size of the Central Zone. It was decided to do research into this option by contacting USA Swimming and coaches or facilities having done camps in the past.

The suggested best time for this camp would be April or May, with each LSC able to select a certain number of swimmers to attend. Long course facilities would be good to use.

There was a discussion on what level of swimmers to target – should it be age group or senior swimmers? Should it be for swimmers below the national level, with the minimum level possibly being determined by each LSC? There would be a director for the camp and each LSC would send a coach. Continuing to hold camps within the LSC every two or three years should be considered. Three or four people will get together to try to brainstorm this idea and construct a proposal.

### **National Topics:**

#### **Scholastic All-American**

**Committee:** Each LSC needs to do a better job promoting this to clubs. The application forms are available online, but clubs and swimmers need to be aware of it. Everyone should have received a letter from this committee this weekend describing the program in detail.

**Dues increase impact on Seasonal Swimmers in the LSC:** George Bruce, Missouri Valley, discussed the impact the dues increase has had on their LSC. In 2003 prior to the

dues increase, 40% of their athletes were seasonal swimmers. In 2004, they lost 627 athletes after the increase. Colorado and Iowa also have expressed concern on the loss of these athletes and how it is adversely affecting their membership.

We need to figure out a way to leave the seasonal athletes out of the dues increase. We need to ask the Board of Directors to form a task force to look into this. It is currently much cheaper for these athletes to join AAU or a YMCA or just swim somewhere without insurance than to pay the USA Swimming dues.

These athletes only swim a short period of time compared to swimmers who pay yearly dues, so the increase affects them more. We should use these swimmers as a feeder program for the year around programs. Outreach swimmers only pay \$5 for the year and these swimmers should probably not have fees cut that much, but there must be ways to reduce it.

Some clubs have seasonal swimmers practice separately from year around swimmers, having the facility insurance or separate club insurance cover them rather than joining USA Swimming. A fee of \$10 would be more reasonable because more swimmers would pay it.

George made a motion that the Central Zone ask Ron Van Pool to appoint a special committee to review and improve the seasonal program by the May board meeting. The motion was seconded by Bob Staab. Following discussion it was passed unanimously. Ron was contacted and is in agreement to this idea. It was

recommended that George be part of this group to work on this issue.

**USA Swimming Support to LSCs:** Great support has been given to Minnesota by Randy Julian and Pat Hogan. Clubs/LSC's having problems with the athletes right to participate have received tremendous support from USA Swimming. There has been much more openness between the national level and the LSCs, which is very positive.

**Meets in Central Zone:** There are many opportunities coming up in our Zone to observe some great meets. World Championship Trials in Indianapolis – everyone should have received a packet on this meet.

The NCAA Division I Women's meet will be held at Purdue March 17-19; Division I Men's meet will be held at Minnesota March 24-26. Division III Men and Women's Championship meets will be held in Michigan.

The Second Annual Disability Open (IPC meet) will be April 23-24 at Eastern Michigan University and hosted by Greater Toledo.

The meeting was adjourned 9:00 AM. It was agreed to continue discussion by scheduling a Central Zone General Chairs conference call the Wednesday evening before the next USA Swimming Board of Directors meeting. Information will be forthcoming about the details of that call.

Minutes by Jan Lawler,  
Iowa LSC

# *USA Swimming Board of Directors Meeting*

January 21-22, 2005  
Colorado Springs, CO

## **Central Zone Directors Meeting Notes**

The USA Swimming Board of Directors met in Colorado Springs on Friday and Saturday, January 21 and 22. The Board of Directors meeting on Friday was preceded by a New Board Member Orientation Meeting which was attended by Arlene McDonald, the incoming Central Zone Non-Coach Director. Both Eric Nelson, Central Zone Coach Director, and Arlene were in present for the Board of Directors meeting.

### **Friday, January 21**

#### **Treasurer's Report**

- Investment earnings for 2004 were 11.81%, which exceeded projections by approximately 2.5%
- The investment policy was passed.
- The USA Swimming Foundation assets are currently \$102,225.
- As per the direction of the BOD, a list of prioritized recommendations for the use of 2004 surplus funds was compiled and presented for approval. The recommendations were mostly technology items and related to upgrades to the SWIMS program and the website. The BOD approved all items designated as critical and also approved expenditures of up to \$500,000 for items on the high priority list.

#### **BOD Reports**

- Administrative: Committees are urged to consider fresh ideas for their 2005 convention workshops.
- Athletes Executive: Recruiting athletes to serve on committees has been a challenge. Any recommendations should be sent to Brian Jones.
- NCAA: The Division III championships will be held in Holland, Michigan; Division II in Orlando; Division I Women's at Purdue and Division I Men's in Minneapolis. There has been a push to look at reduction in practice times and length of season. Division I has been focusing on academic reform. The NCAA is beginning to study professionalism in the collegiate swimming ranks. The NCAA is against the use of the FINA bibs.
- YMCA: The YMCA is committed to supporting and working with USA Swimming to build a stronger bond between the two organizations.
- FINA: The World Championships will take place on the originally scheduled dates: July 15-31. The Montreal decision was a difficult one as they are still \$10 million (Canadian) short of being able to run the event. An announcement regarding the site of the event will be made no later than February 15. At this time, no alternative locations have been mentioned. If the event is held elsewhere, this could increase expenses for USA Swimming. The BOD approved the Executive Committee to be able to adjust the National Team budget based on a new site if needed. A site change could impact the scheduled Duel in the Pool with Australia.
- USA Swimming Foundation: It has been determined that the Golden Goggles will be an annual foundation event. The locations will be New York City in 2005, Los Angeles in 2006 and 2007, and New York City in 2008.
- Zone Report: The Central Zone submitted a written report that can be found elsewhere in this newsletter.

#### **Task Force Reports**

- USOC/NCAA Task Force: The mission of this group is to make recommendations to preserve and support Olympic sports programs at the collegiate level. Chuck Wielgus serves on this task force. The final report is due in September of 2005 and will include a joint value statement and recommendations in the areas of legislative, marketing, and financial.
- Males in Swimming: There has been a 10-year decline in male participation from 44% to 37%. Currently males comprise about 39%-40% of USA Swimming's athlete members. The task force is

## *USA BOD Continued*

identifying the problems and recommending solutions and will publish its findings in an implementation handbook. The task force will conclude its work in May or June.

- Background Checks: The pilot program in Florida has about 49 participants to date. The goal is to have a recommendation by September's convention.
- The board approved the formation of the following five task forces: Open Water; Governance – Committees, Governance – House of Delegates; Governance – Board of Directors, and Outreach.

### **USA Swimming Staff Reports**

- 2008 Olympic Trials: Five bids have been received for the 2008 Trials and have been turned over to a review committee which will be meeting in New York at the World Cup. A site recommendation will be forthcoming in May.
- Flume Status: The task force studying the decommissioning of the flume has yet to report its recommendation.
- Athlete Agreement: Work is in progress with the intent to report at the May meeting.
- Facility Licensing/Certification: Will report in May.
- China Strategy and Funding: There is an early start to planning for Beijing based on the coach/family experiences in Athens. The identification of key contacts and key strategic partners is now occurring.
- National Team Honor Code: The updated code was passed.

### **Saturday, January 22**

Pat Hogan discussed a promotional DVD that will be sent to each club. It had marketing and motivation showing Olympic Trials and the Olympic Games

- Rich Young representing WADA reported that 165 governments had accepted WADA's code. He said WADA's main goal is harmonization among the nations. He also discussed BALCO and indicated no swimmers were currently under investigation.

### **Old Business**

- Pat Hogan reported 25 registrations had been received from Hurricane families in Florida who were offered the 'outreach' fee of \$5 membership per swimmer. This number is lower than expected but the largest area club had not registered yet.
- FINA Bibs: Despite objections from the United States and Australia, the bibs are not going away. All other Federations are supporting the bibs. Athletes need to construct a proposal to suggest what bib funds are used for.

## **Division Directors' Action Plans for 2005-2008**

### **Pat Hogan, Club Development, BUILD**

- 50% of dues increase money is going to club development
- New areas include field services, programs and services, facilities development

### **Short Term Goals:**

- ✓ New DVD
- ✓ Club portal on website
- ✓ New club recognition program
- ✓ Build a pool conference
- ✓ 2 coach education and mentor programs
- ✓ Publish males in swimming task force paper
- ✓ New outreach initiative

### **Long Term Goals:**

- ✓ Make positive impact on athlete performance
- ✓ Raise level of professionalism of clubs
- ✓ Membership growth, retention and diversity
- ✓ Advance coach professionalism, leadership, education
- ✓ Increase number of pools

### **Challenges**

- ✓ Facility issues
- ✓ Financial viability of clubs
- ✓ High turnover
- ✓ "parent" factor

**Rod Davis, Business Development, PROMOTE**

Division Duties include marketing, promotions, events, communication, arts and graphics

**Short Term Goals**

- ✓ Splash Magazine direction
- ✓ Merchandise program
- ✓ Promotional platforms
- ✓ Publicity
- ✓ Deliver members to sponsors

**Long Term Goals**

- ✓ Financial independence from USOC
- ✓ Find opportunities for host cities to enhance sport
- ✓ Generate ideas for growth
- ✓ Seek new partners

**Challenges**

- ✓ Selling brand objective
- ✓ Find measurement tools—sponsorship not as measurable as advertising
- ✓ Develop opportunities attract corporate partners
- ✓ Communicate story, better publicity

**Everett Uchiyama, National Team, ACHIEVE**

High performance

- Science and technology

**Short Term Goals**

- ✓ Provide training, camps, competition
- ✓ Enhance, expand, develop programs
- ✓ Analyze integrity of athlete pipeline

**Long Term Goals**

- ✓ Win every gold medal
- ✓ Maximize resources for Olympic Games in 2008, 2012
- ✓ Communicate performance enhancement to athletes and coaches

**Challenges**

- ✓ Replacing aging Olympic coaches
- ✓ Foreign competitors
- ✓ Maintain team unity dynamics
- ✓ Adapt to changing landscape
- ✓ 'young sports' professional

**Business Ops/ Member Services, Carol Burch**

Members services include: IT, performance database, video production, athlete ombudsman

- Membership facts: 232,000 athletes, 37, 000 seasonal, 27,000 non-athletes, 2736 clubs, 114 seasonal clubs, 1809 outreach athletes, 962 swimmers with disabilities
- Priorities: develop new ways to serve, improve communication, keep current with technology, operational, organizational support for special projects
- Challenges: membership data, COLLECTING REVENUE, manage technology, risk management, interpret data from database

**Financial Affairs, Jim Harvey**

Reports financial condition of USA Swimming

- 2005 Budget \$21,000,000
- Biggest challenge: USOC funding questions

The meeting was adjourned following the presentations by the division directors.