



USA Swimming Board of Directors

September 23, 2008 Meeting Central Zone Directors' Report

LSC Financial Reporting/Crime Insurance

Due to recent losses, our LSC Crime Insurance carrier would not renew the policy. The replacement carrier has raised the policy deductible from \$5,000 to \$25,000 and is requiring the following controls in order to be covered by the policy:

- Dual signatures are required on checks in the amount of \$5,000 or more;
- The person who issues checks cannot be the same person that balances the monthly bank statement;
- An audit committee be formed whose responsibility is to review the LSC books, at least, semi-annually.

Game Plan 2012

- The 2012 quadrennial projection is balanced with an operating surplus of \$375,600.
- Both revenue and expenses are budgeted at \$108.5 million and are projected to increase by approximately 16.5% over 2008 quad levels.

The budget philosophy of budgeting our revenues conservatively while maintaining adequate funding for program expenses is being followed.

- Revenues are projected to grow steadily throughout the quad with an Olympic year bump due to Trians.
- Expenses grow steadily throughout the quad but at a slower pace than revenue.
- These trends result in operating deficits at the beginning of the quad and offsetting surpluses at the end.
- Membership revenue is budgeted to increase by approximately 20% which breaks down to 10% membership growth and 10% rate growth.
- Membership is 59% of revenue.
- Most divisional budgets are in line with an overall 16.25% increase in spending.

Registration/Membership Committee

The committee is proposing an enhanced Club Search feature to give non-members who come to our website all the tools they need to find clubs and pools in their area, to provide them with resources (via our website) to find the best club for their particular needs/abilities and to contact that club through our website. This new feature is being introduced to LSC registrars at convention.

Scholastic All-American

- There were 947 successful applicants, 576 women and 263 men.
- 71% of applicants achieved a 4.0 GPA (weighted).

LSC Development Committee

The LSC Development Committee is proposing a new LSC program modeled after the Club Recognition Program. This new program is titled LSC Evaluation and Achievement Program (LEAP) and will be extensively discussed at the LSC General Chairs' meeting on Friday. The program consists of three levels and is intended to assist LSCs in measuring their effectiveness. Participation in the pilot program is voluntary. LEAP is a collaborative effort for LSCs to get better and will be monitored by the Zone Sport Development Consultants, the Zone Directors, and the LSC Development Committee.

Athletes Executive Committee

This year's athlete convention program will have a different look and feel. The goal is to educate and inspire athlete reps to do better work at the LSC level.

USA Swimming Foundation

It's an exciting time for the Foundation; they are as busy as they've ever been.

- The Golden Goggles is scheduled for Monday, November 17, in New York City and is a black-tie event. The focus is currently on table sales with the goal of a minimum of 83 tables sold.
- A "Friends of Swimming" program is being launched on November 1 to establish and maintain a relationship with people who are interested in supporting the growth of swimming in the United States through swim lessons and the promotion of swimming as a lifetime health and fitness activity. This is an online marketing initiative intended to raise funds that will be used to support the activities of USA Swimming and the USA Swimming Foundation. Participation is entirely separate from membership in USA Swimming. The fee to join is \$30 per year of which \$10 will go directly to help fund learn-to-swim lessons for at-risk children.

2009-2012 Business Plan

USA Swimming's 2009-2012 business plan has been completed and was used to develop the 2012 quad budget. The cornerstones of the business plan are a continued commitment to the core objectives of BUILD, PROMOTE, & ACHIEVE, along with the following five major priorities:

1. Build – we will seek to increase membership by at least 20% by 2012.
2. Promote – we will seek to increase positive public recognition of our sport, attract new corporate and organizational partners, and increase USA Swimming's revenues and net worth.
3. Achieve – we will seek to have our National Team win more gold medals at the 2012 London Olympic Games than were won at the Beijing Olympic Games.
4. Improve LSC Effectiveness – we will seek to help our LSC's become more effective and efficient in providing programs and services to the athletes, coaches, officials, and clubs in their area.
5. Support the USA Swimming Foundation – we will seek to administer, promote, and expand the activities associated with the *Make a Splash* programming initiative in order to enhance the Foundation's "giving case" for support and thereby use swimming as a means to promote water safety, fight youth obesity, bring greater diversity to the sport, and foster lifetime fitness.

Online Membership

A study was conducted with clubs, LSCs, members of the Registration Committee, and others after the April meeting. A great deal was learned, and the decision was made to postpone this concept.

2008 Beijing Olympic Games

Mark Schubert shared his observations regarding the recently completed Olympics, all of which praised every aspect of the experience. He indicated that it was the most competitive Olympic Games ever and that Team USA had to fight for every accomplishment. He was most impressed with the volunteer efforts of the Chinese.

Respectfully submitted,
Arlene McDonald
Bill Schalz
Central Zone Directors