GENERAL CHAIRMAN:	**Arlene McDonald**
317/842-0528	**arlenemcd@aol.com**

SECRETARY: **Lynn Kinstler** **lynn@inswimming.org**
The November meeting minutes were approved as published.

NATIONAL/INTERNATIONAL EVENTS: Arlene McDonald **arlenemcd@aol.com**

2005 USA Swimming World Championship Trials
April 1-6, 2005 at Indiana University Natatorium in Indy

- **Local Organizing Committee**: The Local Organizing Committee has been meeting monthly in preparation for April's meet. A few positions on the LOC remain open including a co-chair for goody bags and co-chair for the VIP reception. Please send any recommendations for people to fill these positions to Arlene as soon as possible. A complete roster of the LOC is attached as an addendum.
- **Website:** The event website is now up and running at www.allgreatracers.com.
- **Tickets:** Discounted tickets will be on sale through January 31. Please encourage your club members and region members to take advantage of these reduced prices by purchasing tickets now.
- **Volunteers:** Volunteer applications have been sent to long-time swimming volunteers. The general volunteer form is now available on the event website for Indiana Swimming members. Please encourage your great club volunteers to submit an application before the January 31 deadline. They won't want to miss the chance to be part of this special competition. The support all Indiana Swimming board members and their clubs is necessary to insure a great event. Volunteer applications will be available at the meeting for board members to complete and submit.
- **Hospitality "Club for the Day":** Area swim clubs are being solicited to serve as a one-day hospitality "Club for the Day." In return for their participation, clubs will be able to select basket and awards kids from their club for that day. Clubs who participated in this role at the 2003 Spring National Championships are be given priority for participation. Any other clubs that might be interested should contact Arlene immediately.
- **Meeting with USA Swimming in Colorado Springs:** Tony Young, Julie McKenney, and Arlene McDonald traveled to Colorado Springs on December 21 to meet with leaders of USA Swimming to discuss this event and ways to insure its success. A complete report of that meeting is attached as an addendum.
- **Sponsorships:** Tony Young and Jeff Jarnecke have constructed numerous sponsorship packages for the event, some of which are specifically designed for USA Swimming member clubs. Tony will provided more information and discussion of these packages at the meeting.

General Chairs & Committee Chairs Meeting
The LSC General Chairs and USA Swimming Committee Chairs meeting will be held in Colorado Springs the weekend of January 21 in conjunction with the USA Swimming BOD January meeting. Arlene will be attending both as GC and as co-chair of the Championship Meet Evaluation Committee.

REGIONAL REPS (SR voting member in bold):
All regional reps are reminded to be in contact with their member clubs both before and after board meetings. Lynn has provided email lists by region.

Region 1 Non-Coach Rep:	**John Wilson**	**jdwilson@indy.net**
Region 1 Coach Rep:	TJ Day	swimday@yahoo.com
Region 2 Coach Rep:	**Tom Johnson**	**iacoachtom@earthlink.net**
Region 2 Non-Coach Rep:	Mark Gage	markgage@sbcglobal.net
Region 3 Non-Coach Rep:	**Mark Van Allen**	**mvanallen@rqaw.com**
Region 3 Coach Rep:	John Newhouse	jnewhouse@ma.rr.com
Region 4 Coach Rep:	**Keith Gast**	**coachgast@aol.com**
Region 4 Non-Coach Rep:	Brian Conroy	brconroy@aol.com
REVIEW:	**Bob Hartley**	**rhartley@locke.com**
PAST GENERAL CHAIR:	**Mark Hesse**	**mhessehoya@aol.com**

ADMINISTRATIVE VICE-CHAIRMAN: Kent Nelson
217/446-8165 coach@turtlesswimming.com

Personnel Committee - Has met with both Tony and Lynn and are currently working on the final draft of their letters of agreement. The personnel committee and finance committee have completed the year end staffing and fiscal information. I have asked Lynn to keep a close on her time commitment to registrations. We may need to bring in a part time staff member in heavy registration months. With the World Champs, World Trials and hopefully next years Zone meet, we can tend to over commit our office resources.

Quad Meet - congratulations to team Indiana. Special thanks to all of the volunteers who helped out. Many of our club and board members stepped up and pitched in... THANKS!

Notes from The Quad meet:

a. When doing apparel the team needs to be outfitted with shorts or pants. The team photo looks much better if everyone looks the same.
b. Indiana Swimming needs to invest in an inexpensive laptop for the Team Indiana Manager to use for entries and at the meets.
c. Changes to the quad meet:
    I. Formal time for pictures
    II. Explore the option of running miles and 500's in two pools.
    III. Other LSC's need to try and provide timers for the meet.
    IV. No change to the order of events.

Site Selection - Washington Township has been awarded they Summer LC Age Group State meet at IUPUI. The Indy Dolphins have been awarded the Open Water State meet. Summer LC Senior State still no host.

Awards - I have asked Lynn to look in to some new styles and designs for awards at the Divisional and State meets. We need to get our new logo out their and branded on to the state meet awards.

Team Indiana - Congrats to our new Team Manager Emily Kowalski. Many kudos from lots of people about how organized all aspects of the Team Indiana quad swimmers and coaches. Now on to Zones.

Board Development - Still nothing new... Hopefully after the championship season and World Trials, Arlene Lynn and I will hammer out the retreat. Please be watching out for articles coming your way. My goal over the coming months is to forward suggested reading for board members.

On a personal note - My wife, Julie, and I would like to thank all of those who's warm wishes and thoughtful gifts welcomed our new addition Cameron Michael. Julie and I feel very blessed and look forward to sharing many cherished memories with all of you. Again, Thanks!

Goals from December:

1.Finish staff letter of agreement - ONGOING
2. Create and implement staff quarterly review process - NOW PART OF LETTER OF AGREEMENT
3. Finalize all aspects of the Quad Meet - COMPLETED (w/ much thanks to Lynn & Tony)
4. Begin study on website - SHELVED
5. Work with Swimposium - MOVED TO FEBRUARY

Goals for January - February:
1. Finish Letter of Agreement
2. Swimposium flyers and ad material ready for Divisionals and State.
3. Work on creation of online form for meet requests and scheduling
4. Work with Technical Chair on Divisional Meet Evaluation form
5. Schedule first quarter Staff Evaluation
6. Begin preplanning for 2006 Zone Meet Bid

AWARDS: **Bruce & Shannon Nunnelly** nunnellyfamily@aol.com
Lynn met with the Award Co-Chairs and Brad Smith (AG Vice Chair) to discuss changes for our state meet awards. We are considering Banners for the Top 3 teams only and eliminating the consolation ribbons from the Senior State meet.
PERSONNEL: **Kent Nelson** coach@turtlesswimming.com
TEAM INDIANA: **Emily Kowalski** a40momski@aol.com

AGE GROUP VICE-CHAIRMAN:	**Brad Smith**
317/878-2136	**bsmith@nhj.k12.in.us**

ADAPTED:	**Joey Black**	**fishyjo@aol.com**
OPEN WATER:	**Ed Merkling**	**emerklin@iupui.edu**
TEAM INDIANA:	**Emily Kowalski**	**a40momski@aol.com**
CAMPS:	**TJ Day**	**swimday@yahoo.com**

More details to follow at the state meets and on the website. Coaches are being contacted to staff the camps.
OUTREACH:

SENIOR CHAIR:

Let me start by saying what an honor it is to serve has your Senior Chair. I only hope that I can live up to your expectations and somehow make a positive impact on Senior Swimming in Indiana.

In December I contacted all the college coaches in Indiana and solicited their opinions on…

1. Is there a strong relationship between ISI and your university? Why or Why not? What can we do to improve the relationship and better utilize your expertise?
2. Are ISI and its clubs producing senior athletes that are capable of swimming at your university? What can we do to improve in this area?
3. Do you have any suggestions for potential long-range goals for the Senior Chair of Indiana Swimming?

I did receive a couple of well thought out and lengthy responses, but only a small handful of our College coaches took the time to respond. So at this time I have not accomplished one of my major goals, which is to establish a strong bond between the ISI Senior Chair and the States Collegiate Coaches. I will continue to work on this and hope that during the spring and summer the College coaches will be more accessible and I will have more time to access them.

I am also working (not real accurate. Tony is doing all the work, I just tell him what I think of his work. Thank You Tony!!) with Tony Young, TJ Day, Mark Hesse and several others on the ISI camps program for the next several years. I am very excited about this project and think it will provide a tremendous opportunity for the current and future stars of Indiana Swimming. The major goal on my side will be to solicit increased coach involvement in the camps. We are planning to offer 4 separate camps, plus the Swimposium. This means a lot of coach involvement and I would like to not only tap our proven coaching stars, but try to develop a new batch as well. I believe we have a tremendous group of coaches in Indiana. I want to try and use these clinics as not only education and motivation for the swimmers, but also for some of our up and coming coaches.

I have arranged to host an ASAC coaches clinic in Fort Wayne, next October. This will be geared primarily to assistant coaches, high school coaches and summer league coaches. I believe the primary coaches at most clubs get the education they need, but the coaches that really 'build our base' don't get the basic tools they need to provide us with great swimmers. This will be a 2 ½ day clinic and will be held at Homestead High School. The cost will be $100 per coach. More details will be available as the winter season concludes.

At this point ISI does not have a host for Long Course Senior State. Again, Tony is doing all the work on this one, but I am very concerned and want to stay involved. Indiana's LC Senior state is one of the best meets in the Mid-west and I really want to see it hosted in a positive environment.

Well that's it. As you can see I haven't done much, but sit and talk a lot. I hope be able to give you a more substantive report at the next Board meeting.

Sincerely,
Chad Englehart

OPEN WATER:	**Ed Merkling**	**emerklin@iupui.edu**
TEAM INDIANA:	**Emily Kowalski**	**a40momski@aol.com**
CAMPS:	**TJ Day**	**swimday@yahoo.com**

FINANCE VICE-CHAIRMAN:	**Lucy Duncan**
317/745-6817	**lucyuss@aol.com**

Financial reports through December 2004 will be available by May 15th.

MARKETING VICE-CHAIRMAN:	**Brian Hindson**
317/696-1543	**brian.d.hindson@gmail.com**

TECHNICAL CHAIRMAN:	**Scott Ingram**
	Singram684@sbcglobal.net

OFFICIALS / RULES:	**Hal Paul**
317/335-2929	**hpaul1053@insightbb.com**

Reminder:

REGIONAL OFFICIALS REPS:

Region 1:	George Behrens	geobehrens@hotmail.com
Region 2:	Don Kropf	kropfdon@npcc.net
Region 3:	Dirk Combs	dpcombs@charter.net
Region 4:	Eliot Van Velzen	eliotv@insightbb.com

COACHES REP:	**Mark Hesse**
317/574-9935	**mhessehoya@aol.com**

COACH EDUCATION:	**Mark Hesse**	**mhessehoya@aol.com**
TEAM INDIANA:	**Emily Kowalski**	**a40momski@aol.com**

ATHLETE REPRESENTATIVES:

Kelley Otto (SSC)	**Jill Lockhart (YSC)**	**Andrew Ballentine (SSC)**
office@inswimming.org	**office@inswimming.org**	**office@inswimming.org**

OFFICE & STAFF	**Lynn Kinstler**	**Tony Young**
317/237-5780	**lynn@inswimming.org**	**tony@inswimming.org**

REGISTRATION & MEMBERSHIP:

REGISTRATIONS	**2005 YTD TOTALS**
Athlete Registrations	
Non-Athlete Registrations	
Club Charters	

MISSED CUTS: Any future host club with OUT-OF-Indiana teams attending, please check with the ISI office. There are quite a number of clubs that are not eligible to swim in Indiana sanctioned meets due to non-payment of missed cuts from previous meets. These teams can "re-instate" their eligibility simply by paying their fines.

SCHEDULING: 2005 Summer Schedule Requests accepted December 2, 2003 through December 1, 2004
2005-06 Winter Schedule Requests accepted May 2, 2004 – May 1, 2005

SPORT DEVELOPMENT DIRECTOR REPORT (Tony)

GENERAL
From November 17 to present my focus as Sport Development Director has revolved around such Special Events as the World Championship Trials, the Quad Meet, Swimposium and the Age Group Planning committee workshop. The World Championship Trials organization has taken quite a bit of time and may limit my club visits until spring. Continued office duties such as updating Times Database, Blast e-mails, sanctions and scheduling are ongoing. Special Projects include communicating with IHSAA and principals on the High School Moratorium issue, sitting in on the USA Swimming Club Development staff meetings, coordinating the proposed camps program and organizing the shipping of overseas donated equipment.

WORLD CHAMPIONSHIP TRIALS
Jeff Jarnecke of the IU Natatorium and I have taken on the responsibility of co-chairs of the sponsorship/marketing committee for the World Championship Trials meet. Jeff and I meet weekly and contact each other daily to coordinate the promotion of the meet, developing all sponsorship contact lists and contacting potential sponsors for cash sponsorships and VIK.

I met with Dale Neuburger, Larry McQueary, Justin Hirnisey and Connie Israel of the ISC staff to discuss marketing and sponsorship strategies. They were very willing to help us in any way possible with any sponsorship and VIK contact information needed. Larry has volunteered to be part of our marketing/sponsorship committee and has given us some contacts of "Friends of Swimming" that might be interested in assisting our efforts and leads on potential grants and marketing ideas.

Our contact lists include the Indiana Sports Corporation information from the World Swimming Championships. We have the list of organizations that purchased a sponsorship packages or donated VIK, the ISI mailing list, as well as over 5000 contact cards from people who visited the Hydro Zone at the World Swimming Championships.

A World Championship Trials brochure was developed and mailed out to over 1600 contacts which has started to stimulate ticket sales. Our first sponsor Sport Graphic donated the printing costs.

Arlene, Tina Mudd and I met to discuss the hospitality needs for the WCT. Since this is a very large portion of our budget both Jeff and I wanted to have a clearer picture of what type of VIK product needed so we might be able to solicit these items through sponsorship or donations.

6 different sponsorship packages have been developed with 4 very team friendly sponsorship packages. I will have a packet for each board member and will introduce these packages to the BOD on Monday night. Jeff and I will be contacting potential sponsors over the next few months.

Jeff and I will be promoting the meet at the IHSAA State Meets, Senior State and State Age Group by having an information booth in the concourse, information available at the Nat, hospitality, ticket booths, coaches' packets and heat sheets. Kent has developed promo spots as well for the video board. We propose ticket give-a-ways at each meet as well. We had a booth set up at the Quad meet and passed out over 500 pieces of information.

We will be asking each Indiana Swimming club to have a link on their website on the team web page and ask each team hosting an invitational to add our one page flier to local meet heats sheets.

Kent Nelson has the WCT website up and running complete with online ticket order information, meet/city information and sponsorship package information. He has been coordinating the ticket sales with Jim Kramer of the IU Natatorium staff.

Arlene, Julie McKenney and I traveled to Colorado Springs to meet with the USA Swimming staff to discuss the partnership and goals for the World Championship Trials meet with USA Swimming. The meeting was very helpful as both groups brainstormed opportunities that could make this a quality, entertaining and successful meet. Overall USA Swimming and the Indiana LSC better understands each groups needs and challenges while further building the relationship needed to host successful national meets.

The Advisory committee (Arlene, Julie, Jeff, Lynn and Tony) continues to meet on a regular basis to keep ahead of the game for LOC preparations.

Arlene hosted a Central Zone General Chairs conference call which provided an opportunity to ask the LSC's to assist in promoting the meet on their websites and at their state meets. Each LSC was offered 50 free tickets and $2.00 off any additional sales from their LSC.

SPECIAL PROJECTS

IHSAA
I continue to communicate with the IHSAA and high school principles to discuss the summer moratorium week. I have asked the Club/HS coaches for feedback and with their input developed an athlete and coach survey with which we can summarize information and take it back to the IHSAA to give them insight into how the moratorium is affecting our sport.

This information will need to be back to the IHSAA by the end of January. It is very important that as many coaches and athletes as possible participate in providing feedback to have a good representation of the Indiana Swimming/HS membership.

Swimposium
The 05 Swimposium has limitless possibilities but a couple of venue concerns. I have contacted FINIS, NIKE and Daktronics to ask for contributions to our clinic. Daktronics is willing to contribute cash to assist with speaker honorariums but would like to have a booth and exposure on our website in return. I am in discussion with FINIS and NIKE to see if either group will supply speakers for the clinic or camps. They would both like to have a booth and or product demonstrations at the clinic in return.

Herein lays the problem. The best scenario would be to have a venue that had a traffic flow that pushed the crowds to the venue area. At present the University of Indianapolis pool has been our Indianapolis area option with meetings held in various off-sight locations. The NAT is not available on the date and Brownsburg high school/Swim Indy did not have an interest. IA has had an interest in hosting at Notre Dame. We need a vendor friendly location.

Speakers who are interested in participating at this time. Milt Nelms would be interested in presenting a coaches track on Friday night, Saturday and an optional Sunday. Milt has worked with many Olympians and has an excellent program on athlete development that is beneficial to all levels of coaches. Mike Lewellyn from KC Blazers (head age group coach) can speak on a number of topics including parent education. Mike is a former USA Swimming Club Development staff member. Randy Julian of USA Swimming is the Central Zone Club Consultant is happy to conduct the Club Leadership School.

Camps
We have 3 potential hosts for two one day USA Swimming "Catch the Spirit" camps and the Age Group Memorial Day camps. USA Swimming will let us know what dates are available for the OTC Altitude training camp by the end of January.

The next camp coordination meeting will be held Monday January 17 prior to the BOD meeting where the camp staff selections will be made and all camp goals and philosophies finalized for each camp. The goal is to start publicizing these camps by the end of January.

FINA Solidarity
I am making final arrangements to ship donated equipment from the NAT, ICAC and Mecklenburg Aquatic Club to needy overseas programs. It has been a chore finding boxes and donated shipping assistance. We are hoping that a former swim parents' connection with Fed Ex with help put the final pieces together.

MEETS
Assisted in set-up and operations for the Quad Meet and also promoted the World Championship Trials at the meet.

MEETINGS
I attended a meeting for Sports Marketing and public relations professionals arranged by Mayor Peterson's office to listen to the future strategies of the Indiana Convention Center and Indianapolis Colts facility.

As the expanded convention center and sport facility will be multi-use venues these facilities will be able to provide opportunities for larger and additional convention and sport related activities in the Indianapolis area.

One question did arise concerning building a new 1000 room hotel in the downtown area and how this will affect the Pan Am Building. Mayor Peterson's representative reassured the NGBs that all of these organizations are very important to Indianapolis and are at the forefront of the city's mind during these negotiations with the legislature. The Pan Am building is a privately owned property and as the value of the market increases, this could affect our location in the future.

Arlene and I met with Jay Chambers to discuss Jay's interest in becoming our next Outreach Chairman of Indiana Swimming and future goals and ideas for this position.

I have been working with Jireh Sports Academy to assist them in creating a swim lesion/water safety program for inner city youth. This is our first step in developing and outreach program with competitive swimming as a future goal.

I attended a CHAMPS program grant writing workshop to prepare a grant proposal for the Jireh Sports program. I am currently writing the proposal which is due next Tuesday.

USA SWIMMING/LSC
Attend by conference call, monthly meetings with the Club Development Staff that share information on observations and key issues from club visits. This last meeting was centered on the 10 top reoccurring problems for clubs that the CDD can find answers to.

I sat in on a conference call arranged by Arlene with the Central Zone officers to discuss future goals for the LSCs.

Participated in a conference call arranged by Arlene with the Central Zone Chairs to discuss future goals and promote the World Championship Trials.

Continue to conference call with the Age Group Planning committee to continue to organize the Age Group Chairs workshop proposed for April 22-24 in Colorado Springs. Brad Smith our Indiana Age Group Chair will be our representative at this workshop.

GOALS
- Continue to develop Camp Templates for camps program.
- Continue to organize Camp Structure
- Promote Camps within the LSC
- Develop Swimposium Presentation Outline and make all logistical arrangements
- Promote Swimposium within LSC
- Continue to work on LOC for World Selection Meet
- Continue to work with Age Group Planning Committee on Workshop for Age Group Chairs
- Compile results of Athlete/Coach Moratorium survey to share input with the IHSAA
- Organized Club/Coach educational meetings
- Club/Meet Visits
- Guest speaker for championship season upon request.

EXECUTIVE DIRECTOR REPORT (Lynn)
WOW! These are some long pre-meeting reports! Lots to read by Monday evening!! I wish I'd have spent some more time making a nice neat bullet list of things done these last 2 months, but I'm lucky to get this pre-meeting document out to you today!! Meetings on World Championship Trials, the Quad meet, Officials and Coach Renewals, and basic financial duties!!

I'm still in a game of catch up with registrations and other duties. I'm taking home my laptop for YTD 2004 finacials (so that a copy can be available at the Monday evening meeting) and state meet entry letters postings (by Saturday, January 15).

I have brought in some help for the registrations. It was a no-brainer for me and Kathleen has been able to give me 16 hours so far in the last 2 weeks and that has helped TREMENDOUSLY. I'm very optimistic about being caught up with

registrations by January 31 and being able to start uploading some fall 2004 meets within the next week. We'll start loading 2005 meets when all registrations are done.

That's it…maybe by the state meets, I'll be caught up! Of course, then we roll into WCT!!!! ARGH!!

OLD BUSINESS

BOD Job Descriptions
Arlene distributed Expectations of all members. With te help of the office staff, job descriptions are more uniform looking and include expectations of voting (or non-voting) members as well as a General Job Description and Responsibilities. If you have not received a copy of your position's job description, please contact Arlene.

NEW BUSINESS

General Chairs Meeting: LSC Expectations of Zone

USA Swimming Privacy Policy (attached)
Clarificaton: Hy-Tek is revising software to not include ID3's for general reports.

High School Moratorium
Tony is compiling information from the surveys he's received. The goal is to work with the IHSAA on flexibility of dates.

ACTION ITEMS

- Approval of Jay Chambers as Outreach Coordinator
  PASSED. His contact information will be included in the BOD list for future meetings and a BOD list (always available from Lynn).
- Summer 2005 Senior State: Still no host. If no host by Friday, Januar 21, 2005, the Board will have to host. Host receives $7,500 as per the 2005 budget. Any discussion about increasing the stipend for the Senior host needs to take place in AUGUST before the Budget meetings. A comment was made that some clubs may chose to skip out on Senior State if the meet were not at the Natatorium, the alternate sites that don't have sufficient warm-down facilities. A conglomerate of Indianapolis-area clubs has agreed to host the Senior State meet.
- Relay Time Standards: Following the adoption at the September 2004 HOD meeting for the inclusion of both the 400 Free Relay and the 400 Medley Relay for the 13-14 age group at Age Group State, we needed to include a standard for the 400 Free Relys (the 400 Medley relays were already there for 200 Medley proofs). The times that Scott Ingram proposed were considered and Scott was asked to compare to the add-up of the 100 freestyle cut and the standards he propoposed and generate time standards that would be half-way between the two. Standards were completed in time to include on the website.
- Fiscal Year Change-Lucy asked for the Board's approval to change our Fisca year to match our USA Swimming year (September 1 - August 31). Lucy since inquired of and filed extension paperwork for our 990 for 2004 (Sept. 2003-August 2004). After World Championship Trials and tax season, Lucy will file our 990.
- License Plate Fundraiser-Tony presented information regarding the Indiana Swimming license plate project. We would probably be granted approval as our organization is an educational group under the IRS and Indiana tax codes. However, we would have to pay up front for 500 plates. This item was tabled due to the high number of plates we had to guarantee.

ANNOUNCEMENTS

Next BOD meeting: Monday, April 18, 2005 – 5:30 pm – Pan Am Plaza, Olympic Suite, Indianapolis
Next HOD meeting: Saturday, September 24, 2005 – 1:00 pm – 5:00 pm
Site TBD by August 2005 meeting

2005 USA Swimming World Championship Trials
April 1-6, 2005
IU Natatorium – Indianapolis

LOCAL ORGANIZING COMMITTEE – 1/12/05

Advisory Committee: Lynn Kinstler, Tony Young, Julie McKenney, Jeff Jarnecke, & Arlene McDonald

DIRECTORS
Julie McKenney (Facility)
Jeff Jarnecke (Facility Asst.)
Arlene McDonald (Event

ACCOMMODATIONS
Lynn Kinstler

ATHLETE GUEST SERVICES
Beth Feeney
Christy Harrison
Lynn Kinstler

COACHES LIAISON
Mark Hesse

FACILITIES/MEDICAL/DOPING
Keith Dollard
Ed Merkling
Katy Thompason
Kevin Miller
Sara Land
Eric Martin

HOSPITALITY/VIP RECEPTION
Tina Mudd
Shelli & Steve Moss
Local USA Swimming Clubs

MEET SALES
Jim Kramer (Tickets)

PRINTING/MEET OPS/RUNNERS
Scott Ingram
John Fischer

PUBLICITY/MEDIA
David Dawson
Ric Burrous
Peter Bick (Photography)
Kent Nelson (Website)

ATHLETE/COACH/OFFICIAL GOODY BAGS
Joey Duncan Black

AWARDS/BASKET KIDS
JoAnne DeFrance
Bruce Nunnelly

CLERK/TIME TRIALS
Emily Kowalski

FINANCE
Jim Kramer
Lucy Duncan
Lynn Kinstler

MARKETING/SPONSORSHIPS
Tony Young
Jeff Jarnecke

OFFICIALS LIAISON
Hal Paul

PRODUCTIONS/CEREMONIES
Kent Nelson
Joey Duncan Black
Advisory Committee

REGISTRATION/CREDENTIALS
Lynn Kinstler
Loren Seale

SWIMMING OPERATIONS/DECK ROTATION
Lucy Duncan
Dave Paetzmann

VOLUNTEER COORDINATORS
Erica Pedersen
Meredith Smith

USA Swimming/Indiana Swimming Meeting
World Championship Trials
December 21, 2004 – 10:30 AM
Colorado Springs, CO

MEETING NOTES

Participants: Amanda Bryant, Rod Davis, Dean Ekeren, Wendy Ethridge, Jim Harvey, Candi MacConaugha, Mike Unger, John Walker, & Chuck Wielgus – *USA Swimming*; Arlene McDonald, Julie McKenney, & Tony Young – *Indiana Swimming*.

Introduction

- Meeting participants introduced themselves.
- Chuck welcomed those present and inquired about the purpose of the meeting.
- Arlene clarified that since this event is one of USA Swimming's three premier events in 2005, the primary purpose of this meeting was to guarantee that the planning of the local organizing committee would meet or exceed USA Swimming's expectations for the event. Additionally, when hosting a meet, the Indiana swimming community always seeks ways to improve the staging of the event and "take it to the next level." To accomplish this, the local organizers desired to sit down with the key staff members from both organizations to create the collaboration to enhance this effort.

Goal Recognition

- When asked about Indiana's financial goal for the event, Arlene stated that the Indiana's desire in hosting the event is not financial, but rather is to promote the sport of swimming and continue the momentum generated by the 2004 Olympic Trials and 2004 FINA World Championships. While making a profit is always desirable, this is not an issue as long as the host can at least break even financially.
- Chuck explained that USA Swimming's vision for their events is twofold: (1) to run a technically flawless event and (2) to put on a great show. He explained that the greatest challenge is to put on a great show especially since many times the local media "don't get it." It is also many times difficult for those two goals to work together or "mesh" as different constituencies (participants and fans) at an event may have different expectations.

Sponsorships

- Seating for sponsors: Amanda inquired about the plans are for the seating of USA Swimming sponsors. There will be reserved seating at the start end for USA Swimming sponsors. Amanda said that reserving 25 seats for this purpose should be satisfactory.
- The meet host can use any space above the spectator chair rail for local sponsor recognition – banners, signs, etc.
- Dean asked that the host reserve two events per evening for awards presenters from national sponsors. Local sponsors or local celebrities can serve as presenters for any other events that evening. The local host will submit an awards presenter schedule to Dean for approval, and Dean will fill in the two USA Swimming awards presenters each day.
- National sponsors are guaranteed exposure on the video board and public address system.
- Toyota and 24 Hour Fitness should be added to USA Swimming's banner rights sponsor list.
- The host can solicit local sponsors that conflict with USA Swimming's "banner right" sponsors. However, there can be no deck advertising for local sponsors.

Promotions, Marketing, Event Enhancements
A lengthy brainstorming session related to "putting on a great show" generated the following decisions and suggestions.

- There will be no TV coverage of the event. TV is an expense item, and the economics do not support TV coverage. Also, network or ESPN is a challenge since swimming doesn't have a "season" that the media can follow or a series that we can sell. TV coverage is a risk for the organization because of its cost. (Rod)
- "Great Show": Make it a great show for the people who are there and the media. Highlight the entertainment aspect by using lights, music, and video. (Chuck)
- Don't make the event something that it is not. Reach out to the swimming community and market to families. Market through surrounding LSC's by creating "Spring Break" and "Weekend" ticket packages. Offer local LSC's up to 50 free passes to encourage family/swimmer attendance. Market according to who is swimming when based on the order of events. (Rod)
- Have a promotional piece or "theme" (Chuck)
  1. "1st Significant Meet on the Road to Beijing"
  2. Have an educational component related to the theme – cross word puzzles, daily trivia contests, etc.
- Piggyback with the Women's NCAA Final Four
  1. Use Final 4 Teams as guests to present awards
  2. Offer programs that use NCAA coaches who are in town for the event
  3. Offer ticket packages that compliment the NCAA game schedule
  4. Work with NCAA organizing committee to promote each other's events
- April Pools Day (Rod)
  1. There will be national presence at an Indianapolis location on Friday, April 1 (Rod)
  2. Possible free nationwide lessons programs on Saturday, April 2
  3. May have national elementary school contest to see who wins a pool party
- Splash Magazine – It is difficult to coordinate pre-meet information with deadlines (Amanda). There will be coverage of results and pictures after the event.
- Sponsor programs to have school kids present at event at no cost– particularly prelims

Athlete Appearances and Promotions

- 800-1000 athletes are expected
- Work with Speedo to create an "athlete component." Rod and Amanda will spearhead this effort with Speedo and will get back with meet host by **February 1** to report on the possibilities. (Rod)
- Play up the Phelps factor. (Mike)
- Create a "buzz" to get people to attend the event. What is the "hook" or "anchor" that would draw people to the event? Getting big-name athletes "up close and personal" with the audience is the key.
  1. Have nightly promotions such as: "Michael Phelps Cap Night," "Natalie Coughlin Goggle Night," "Brendon Hansen Bobblehead Night," "Aaron Piersol Poster Night,"etc. (Chuck)
  2. Sponsor a morning "Breakfast with Champions" or "Lunch with Champions."

3. Find a site for autograph session and schedule one hour after prelims every day. Possibly have a tent on the south grassy area where lunch is served. A lunch ticket gets a person into the autograph session.
4. Before finals, have "ask an athlete" night where audience or "club for the day" members submit questions
5. Conduct "on deck" interviews & post-race interviews: A USA staff member could assist with this (John)
6. Have athlete interviews/appearances for "club of the day"

- Have a reunion of "Wall Athletes"
- Make use of retired athletes – autograph session, interviews, etc. Go through their agents. (Note: Host needs list of potential retired athletes)
- It is OK for host to use names and pictures of athletes for meet promotions –flyers, website, ads, etc.as long as it is not used for resale value. (Rod)
    1. Use "scheduled to appear" when referring to athletes
    2. It is preferable to use Speedo athletes in promotions.
- National Team division will solicit athlete participation and notify host by **mid-January** regarding which national team athletes will be competing. It is expected that 99% of National Team athletes will participate as athlete assistance is based on this meet. (John & Candi)
- Be sensitive to athlete competition when planning athlete promotions.

Merchandising

- Vendors should be identified by **mid-January** (Amanda)
- Speedo selects swimwear vendor
- Toyota might request a booth
- Pre-Event Merchandise Sale by Host: Will work with LOC and let them know by **mid-January** (Amanda)

Omega

- Finish line cameras on a truss (not poles) will be used. (Dean)
- Live timing will be in effect just as at Olympic Trials (Dean)
- Omega set-up should be complete before the venue opens for practice (Dean) Therefore, Omega should be there to accept their own equipment.
- Mike Gibbons, Guy's father, now works for Dak, so there should be no issues between them and Omega

Venue/Facility

- Host can tie into race analysis cameras for viewing on the video board.
- USA swimming would like to see pre-race, start, and post-race through host cameras on scoreboard with underwater race analysis cameras in between.
- Dean will facilitate a list of deliveries.
- Wireless Internet can be made available (Julie)
- Speedo would like additional storage at the facility (Amanda). This will be a challenge. (Julie)
- USA Swimming will need a location for team processing. (Candi) The old mail room can be used for this purpose. (Julie)
- USA Swimming requests enhancements to the facility sound system (Mike)
- USA Swimming requests an enhanced <u>security plan.</u> (Candi)
    1. Request for better security at the top of the east deck stairwell

2. Need separate, controlled ingress and egress points for Olympians; another for other athletes
3. Be sure to provide the details of the security plan to coaches at the technical meeting.

LOC Website

- Host cannot broadcast video on event website. (Rod)
- Can broadcast inside the venue
- Will be an underwater camera that can be used to broadcast only inside the venue.
- There needs to be a link from USA Swimming website to event website. (Chuck) Work with Wendy to accomplish this.
- Event host can link to Omega live timing.
- Is Indiana swimming ticket information on USA Swimming website? (Chuck) Not at this time; one-page flyer will be sent to Wendy to post.

Awards

- The World Championship team can be introduced and recognized on the last evening (Tuesday). (John)
- Top 8 finishers will be receiving awards.
- High point awards will be given at the last evening session (Tuesday)

Media

- USA Swimming's media staff will be at the event.
- All pre-meet media credentials go through USA Swimming.

On-Site Credentialing

- Host will create an on-site "Request for Credentials" form.
- Dean will need to sign off on these requests at the event.

Officials

- In all likelihood, the meet referee will be Ron Van Pool. (Dean)
- Unsure of the timeline for the assignment of other officials. (Dean)
- Host would like to have list as soon as possible to facilitate officials' needs.

Meet Information Book

- Will be ready for approval soon.

Event Logo

- Not ready at this time. (Amanda)

Closing Comments

- Thank you to Chuck & USA Swimming for facilitating this meeting. The consensus was that it was very beneficial for both organizations.
- Chuck asked Indiana to be the catalyst to keep them involved to accomplish the tasks discussed today.

Summary of Deadlines & Tasks

- **Mid-January**
  1. LOC notified of National Team participants in event. (John)

2. Vendor list available for host. (Amanda)
3. Logistics of pre-event merchandise sale by host finalized (Amanda)

- **February 1**
  Host notified regarding Speedo athlete appearances and promotions (Rod)

- **Others**
  1. Event Logo (USA Swimming) – **ASAP!**
  2. Arrange for wireless Internet (host)
  3. Seek additional storage areas (host)
  4. Arrange for sound system enhancements (host)
  5. Devise athlete security plan (host)
  6. Send ticket information for USA Swimming website to Wendy (host) – Completed 1/5/05
  7. Create “Request for Credentials” Form (host)
  8. Meet Information Book (Wendy) – Received 1/3/05; host responded 1/7/05 with revisions.
  9. Arrange for link to LOC website (host)
  10. Notification of officials roster (USA Swimming)

USA Swimming
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To clarify the issue of publishing information regarding USA Swimming members by USA Swimming and its LSCs, the Board of Directors of USA Swimming has approved the following policy:

> *The following information, and only the following information, shall be acceptable for publication in any form, including but not limited to the world wide web, regarding any USA Swimming member without express written authorization from the athlete, if of majority; the athlete's parent/guardian, if a minor; or the non-athlete member:*

name,
age in years,
club affiliation,
time and place, and
any awards or honors.

USA Swimming membership numbers may be published when done for data transmission only. USA Swimming membership numbers may not under any circumstance be published together with the name of the member or in a series of reports that when taken together will reveal the name and membership number of the member.

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