



**MINNESOTA
SWIMMING**

Robert J. Crunstedt, CAE
Minnesota Swimming Inc.
1001 Highway #7, Room 250
Hopkins, MN
55305-4723

bcrunstedt@mns swim.org

Date: April 20, 2012

952.988.4185 o
952.988.4183 f
612.910.1616 m

To: Minnesota Swimming House of Delegates

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

It has been a tremendous year of change and growth for Minnesota Swimming. Keeping a level playing field for 70 clubs in our LSC, while serving the interest of the greatest number of members has been challenging AND rewarding. Fulfilling the strategic plan was the goal and the steps forward include:

- Documenting policies, procedures and processes for **organization continuity**, which ultimately led to achieving LEAP Level 1 LSC certification with USA Swimming. The next step is continual improvement on Level 1 benchmarks and pursuing Level 2 certification. I also kept an eye on new and emerging leaders and urged them to step up where their strengths would increase value to our members. Finally, I strived to get the best people in place - whether it was an ad hoc committee if we needed to be nimble on a task, or organizing and re-energizing standing committees if systematic improvement was the best approach.
- Integrating our first **business and marketing plan** into the 2012-13 budget process provided a framework to invest more resources into our swimming community. This was a process I started with the Finance Vice Chair and followed with the Finance Committee, where they considered member feedback and ideas from other LSC's. Subsequently, a representative group of members served as an ad hoc team to vet the dozens of ideas and ultimately prioritize the opportunities. With the high-level concepts and financial resources now in place we will turn to our committees to form up the steps to put things into action.
- Progress on our **pool facility strategy** has been very encouraging. I met with various members who are pursuing pool development, renovation, or enhancement efforts. I testified at a Minnesota Senate committee hearing and a city-level hearing in favor of public policy to construct an indoor long course pool. A grant development process for MSI to consider pool facility requests is now adopted. Finally, with the approval of the 2012-13 budget a portion of the members' equity becomes designated to support pool projects with significant benefit for our members.
- **Cultivating complementary relationships** with other organizations continues to be about conversation and exploring mutually beneficial opportunities. This includes high school swimming, particularly with the officials and coaches associations, and exploring models in some communities where a great relationship exists between high school and club swimming programs. I also connected with Minnesota Hockey to learn more about great ideas that benefit their members. Lastly, I worked with another segment of our swimming community in the Phillips Neighborhood in south Minneapolis to bring their pool back online. While they are not members today, cultivating this relationship it is part of a bigger purpose to introduce swimming to an under-served community - a familiar beginning for most of our members.

It is tough to say good-bye to a member of our staff, Paul Windrath, who has been a long-time contributor to our swimming community - both as a coach and Webmaster. I want to thank him again for everything he has done and wish him all the best for the future.

I would like to welcome Sandra Hibbard as Web Coordinator. She is a communications pro and brings great experience in learning what audiences need from a web site and translating it into layout and content. She is also a swim parent and served as webmaster for multiple sites in the Minnetonka swimming community.

We will also welcome our first student intern from May 7-June 1. Ceallach Gibbons, our Athlete Committee Vice Chair, will be on board completing some senior year requirements. She will spend dedicated time in the office to advance and sustain our Athlete Committee initiatives.

I would like to welcome the new and continuing board members and thank those who will be stepping down from your roles on the board. It is not always simple or convenient to be a volunteer, but I want you to know what a wonderful gift you provide to our members – your service.

Lastly, I would like to recognize Cassy and Sheryl for their hard work and so many little things I see they do to help our members.

It has been a privilege to serve as Executive Director. I share the same passion you do for this sport and encourage you to continue to let me know when things go well or how things can improve next time. As always, please contact me or a member of the staff if we can be of help.

I will see you on deck.

Sincerely,

A handwritten signature in black ink that reads "Bob Crunstedt". The signature is written in a cursive, slightly slanted style.

Robert J. Crunstedt, CAE
Executive Director