



**MINNESOTA  
SWIMMING**

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Date: April 19, 2018

To: Minnesota Swimming House of Delegates

Subj: Executive Director's Report

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Greetings to all attending this year's House of Delegates or reading this report online.

As Executive Director I serve as the chief paid staff executive, providing leadership to professionalize the organization, pursue mission, attain financial objectives, and supervise day-to-day operations. This role is a non-voting position under the direction of the MN Swimming Board of Directors.

Since a year ago there are several key areas I have been focusing upon:

- Competitive excellence – Supporting the Technical Planning Committee who has developed goals and programming that includes:
  1. Doubling the number of 18&U qualifiers to Olympic Trials in 2020 from 2016;
  2. Seeking 100% participation in the USA Swimming Club Recognition program by the end of the quad;
  3. Increase LSC level training opportunities, camps, and competitions to elevate emerging swimmers at all levels and,
  4. Restore recognition for swimmers that puts the fun and feeling of accomplishment back into racing.

At the same time, we have contracted services with a marketing firm to help secure a corporate sponsor to fuel buildup of the sport; hence, developing the base.

A survey was published earlier this spring to gather input from the membership for a Strategic Planning meeting slated on May 5<sup>th</sup>. This day-long meeting will be devoted to making sure priorities are set and resources allocated to help members accomplish goals at their highest level in the sport for the remainder of the quad. To paraphrase from LSC mission, “**It's Our Time,**” to elevate performance in and out of the water. The organization does not belong to the general chair, board, executive director, office, coaches, athletes, or clubs – it is all of us members as a Local Swimming Committee.

- Pools – I continue to represent the interests of our members to increase the number of championship level venues for long course or short course competitions. Whether networking with professional service providers, public administrators and policymakers, testifying at a public hearing, or responding to inquiries about the grant program, this process requires presence and perseverance. Since a year ago I have met with leaders and advocates involving six 50-meter projects. It is unlikely all six will reach fruition, but I am optimistic at least one or two new indoor 50-meter competition pools will come about by 2020-21.
- Operations – Implementing the ACH electronic payment program was a big improvement for the clubs. The convenience of paying club transactions with MN Swimming via secure transfer has been collectively, popular. And it is good the office spends less time reconciling payment by check differences and deposits to the bank. We also said goodbye to Liz Starke as our Webmaster and Social Media Specialist in early 2018, and just recently welcomed Michael Duncan in this role. As part of the competitive excellence initiative we are exploring the feasibility of staff to provide greater support of the wet-side of the LSC.

In closing, I want to thank the hundreds of volunteers involved with swim meets, our officials, meet directors, and those serving on club boards and committees for everything you do for members of MN Swimming.

I want to welcome the new and continuing members of the MN Swimming board and recognize those who are stepping down from active involvement. I continue to say it is not always easy to be a volunteer, so I want you to know I see the gift you provide to our members – your time and service. Thank you!

It continues to be a privilege to serve as Executive Director and, as always, I invite you to tell me when things are going well or how we can improve. Have a great year, “**It's Our Time,**” and I look forward to seeing you on deck.