



Board Of Directors Report
General Chair
May 11, 2016

General Information and Updates:

1. Attended USA Swimming LSC Leadership Workshop for General Chairs in Denver on April 22-24.
2. Received and distributed the following USA Swimming Communications:
 - Chuck Wielgus General Update – April 20, 2016
3. Posted report of 2016 Regular (Spring) HOD Meeting attendance on ISI Website.
4. Senior Committee Appointments – *appointed by General Chair with advise and consent of the Chair of the Committee*
 - Todd Capen (ACAD)
 - Dave Krotiak (FOX)
 - Kevin Zakrzewski (PAC)
 - Kate Chronic (MDWY)
 - Adam Cremieux (WEST)
 - Mark Townsend (MAVS)
 - Tim Lewarchick (SCST)
 - Rob Busby (SPY)
 - Margaret Guanci (NTSC), Athlete Member
5. Executive Committee – Report pending
6. Audit Committee – no report
7. Budget Committee – no report
8. Personnel Committee – Two meetings conducted with Advisory Panel to discuss and begin developing role/responsibilities for ED replacement position. Goal is to complete Job Description and make recommendation to BOD at June meeting.

Action Items:

1. Approval of Committee Chairs – *appointed by General Chair with advice and consent of the Board of Directors:*
 - Scott Walker (Open Water Committee Chair)
 - Carlos Ceja (Disability and Inclusion Committee Chair)

Respectfully submitted,

Stephen Mitchell

Attachments:

- Chuck Wielgus General Update – April 20, 2016
- Executive Committee Meeting Minutes (pending)

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TO: Board of Directors

FROM: Chuck Wielgus

COPY: LSC General Chairs
Committee Chairs
Staff & Selected Others

DATE: April 20, 2016

SUBJECT: GENERAL UPDATE

There is much to share with you in advance of the coming April 30th Board meeting. This update is chock full of detailed information. Much of this has to do with the lead-up to the Olympic Team Trials and the Rio Olympic Games. As an overall statement, I can assure you that every aspect of USA Swimming is functioning at the highest level of efficiency and excellence. As always, please feel free to contact me or any member of the Executive Leadership Team at USA Swimming headquarters if you have any questions or wish to receive additional information about any of the items mentioned in this report.

MEMBERSHIP

Year-to-date membership of year-round athletes is up .1% to 313,482. Non-athlete membership is up 2.3% to 34,723 members. There are currently 2,932 member clubs, which is up 1.2%.

Pursuant to the discussion at the last Board meeting, staff have been working with the relevant committees to explore the possibilities for creating new membership categories. Club Development Division Director, Pat Hogan will be making a presentation at the April 30th meeting; and we sent you information in advance that directly relates to proposed new membership categories.

MEMBERSHIP & GOVERNANCE INITIATIVES

MEMBERSHIP CATEGORY CONCEPTS

At the January 2016 Board meeting, there was a thorough discussion regarding membership trends and opportunities. Following that discussion, the Board directed staff to analyze

potential adjustments to current membership options and report back at the April meeting. In developing recommendations, staff was encouraged to seek the input of key standing committees.

As previously noted, a document summarizing work on this project to that point was distributed to the Board. It is a working document, not a final set of recommendations.

The information was distributed well in advance of the Board meeting in order to provide Board members plenty of time to review the document and provide feedback, make suggestions, ask questions, and express concerns prior to the April 30th meeting.

Staff would like to receive initial feedback or questions prior to the Board meeting to help us conduct further research and streamline the Board conversation. Please send advance questions to Pat Hogan. He will then summarize that information and share it with the Board prior to the meeting. It is our hope that this information gathering exercise will help us save time and be more effective at the Board meeting.

LSC/ZONE STUDY TASK FORCE UPDATE

Following a recent in-person meeting in Houston, the LSC / Zone Study task force has begun to distribute a series of recommendations to five stakeholder groups:

- Board of Directors
- Zone Directors
- LSC Development Committee
- Governance Committee
- Club Development and Membership Services staff

The Board of Directors received this distribution April 12.

Over the next 2-3 months, the task force plans to meet either in-person or by conference call with each of these groups to discuss and polish these recommendations.

The adjustments being recommended are grouped in three types – Structural, Cultural and Governance. There is a fourth group of challenges identified as “Adaptive” that will require additional study before recommendations are suggested.

A proposed implementation plan growing out of the updated version of the current report will be brought back to the Board of Directors for approval in September.

INFORMATION TECHNOLOGY UPDATE

For the purposes of this “General Update,” I will provide you with a top-line view of our current IT projects. We are continually working on any number of projects, but there are two major items that will be the focus of this update: the website redesign and online registration.

WEBSITE REDESIGN

This project is taking longer than we originally anticipated. We planned to have the new website ready by the time of the Olympic Team Trials, but we are finding that there is more involved in getting this project completed than we initially planned. The deadline was self-imposed, and while it would be nice to meet the deadline, I think it is much more important that the project be done right and to the level of excellence to which we hold ourselves. Realistically, we believe that the project can be completed sometime in the 4th quarter of this year. Below is a status of major pieces of the project:

- User Experience (ex. site map and content architecture) and graphic design phases are complete
- Sitefinity selected as the Content Management System (CMS) and initial development has started
- Technical development is underway for the CMS and database
- Content migration, testing and stabilization of the site are in the planning stages

We anticipate exceeding the original projection of \$1.5M, and now believe that \$1.75M is going to be a more realistic number. The increased costs are due to more complexity and the UX/design process and are not directly related to the delayed launch. There is some good news, however. We think that we can find savings in other areas of the Business Operations & Events Division budget to offset the extra \$250K.

ONLINE REGISTRATION = ONLINE MEMBER SERVICES

For starters, we have often referred to this project as Online Registration, however online registration does already exist in the swimming community. We will refer to USA Swimming's role and project as "Online Member Services" as a more fitting description of the project. Because there are multiple aspects to this initiative, this more accurately reflects what we are seeking to accomplish. The plan is to accomplish the following:

Phase #1 – This initial phase involves enhancing our IT systems so that we can align our membership database with the third party vendors that are currently providing the software programs that our member clubs are using. We propose completing this in the 2nd quarter of 2017.

Phase #2 – We refer to this phase as "Registration Lite," which is meant to be a simpler registration program for smaller clubs (~50 members and less) that do not have the resources to pay for the support services provided by the third party vendors. We propose completing this phase prior to the end of 2017.

Phase #3 – The final phase of the project will provide online registration services for our non-athlete members. We propose completing this phase by the end of 2017.

As a next step, I have asked our IT Department, under the direction of John Burbidge and overseen by Mike Unger, to bring forward a proposed budget to accomplish each of these three phases. This budget will then become part of both the 2020 quad budget and the 2017 operating budget.

BUILD THE BASE

SWIMPOSIUMS

The Member Services Department has coordinated three Swimposiums that have taken place this month in Alaska, North Carolina and Florida Gold Coast. Nine more Swimposiums will be held next fall in Utah, Oregon, Missouri Valley, Southeastern, Montana, Midwestern, San Diego – Imperial, North Texas and Potomac Valley.

OFFICIALS' OPEN WATER CLINIC

This workshop was held April 6-10 in Fort Myers, FL in conjunction with Open Water Nationals and the Open Water Festival at Miromar Lakes. Officials for this workshop had to be nominated by their LSC to attend and gained classroom and practical “on deck” open water officiating experience at the events.

EVALUATOR AND MENTOR CLINIC

Member Services is planning this clinic for October 7-9 this year. LSCs will be asked to nominate 2-3 officials whom they believe would make good N3 mentors and evaluators in their LSC. Selected officials will receive a “train-the-trainer” curriculum they can take back to their LSCs to help promote and retain officials in their area.

OFFICIALS' WORKSHOP

This workshop will be held October 21-23 in Phoenix, AZ. This annual clinic gives the newer referee tips and tricks they can use to become better officials in their LSC and to share with other officials in their area.

LSC CONSULTING

Spring and summer are busy times for LSC leaders across the country as many will be participating in a variety of educational workshops facilitated by USA Swimming's LSC Governance Consultants. LSC board members and club leaders in Georgia, Gulf, Adirondack, and San Diego Imperial Swimming will be engaged in Session I of the LSC strategic planning program where they will study the principles of effective governance and begin the strategic planning process by revisiting the LSC's core values, vision, and mission as well as identifying and developing several short-term initiatives. Each of these LSCs will then complete Session II of the strategic planning process where they will construct a full 3-5 year strategic plan for the LSC. LSCs that have recently completed session I of the strategic planning process and are currently scheduled for session II include Alaska, Arkansas, Ohio,

Oregon, and Iowa.

LSC's which have achieved LEAP level 2 are eligible for a full strategic planning session where principles of effective governance and completion of a 3-5 year strategic plan is developed in a 1 ½ day program. LSC completing the full strategic planning session include; Allegheny Mountain, and Maryland.

Other spring and summer LSC activities include LEAP level 2/3 workshops where LSC leaders receive guidance with the requirements of LEAP level 2/3 and construct a strategy for developing LSC programming to meet those requirements. LSCs participating in the LEAP level 2/3 workshops include; Colorado, Wisconsin, Georgia, San Diego Imperial, and Oregon.

Sierra Nevada and Central California LSCs continue to move forward with merging their LSCs. At the April 23rd General Chairs workshop in Denver, leaders of both LSCs will be meeting with USA Swimming staff members for further guidance on the process.

LEAP UPDATE

The final phase of LEAP 1 re-certification for the current quad is complete with the exception of one LSC, which is working with the LSC Development Committee to complete their LEAP 1 re-certification. The re-certification process progressed smoothly for LSCs overall. Feedback from LSCs regarding the LEAP program has been very favorable with most LSCs indicating LEAP has been an effective tool to assist them in better serving their membership.

To date, 19 LSCs have achieved LEAP 2 status, 3 are currently in the review process, and an additional 27 LSCs working to complete LEAP 2, with submission deadlines ranging from May of 2016 to May of 2017. 4 LSC's have completed LEAP level 3, Maryland, Illinois, Lake Erie, and North Carolina. 17 additional LSCs are currently working on submitting LEAP 3, with submission deadlines through November of 2018.

The LEAP 2/3 workshop has proven to be an amazingly effective program that facilitates LSCs with a desire to pursue level 2/3. The ½ day workshop helps LSCs organize their submission and create a timeline plan for completion. The format involves several members of the LSC in the process, a factor that significantly increases their chance for a successful submission.

2016 WOMEN'S LEADERSHIP CONFERENCE

Conducted the weekend of April 8-10, the Spring Women's Leadership Conference (WLC) brought together 37 coaches from across the country for a weekend of growth both personally and professionally. The summit was designed for women to connect, brainstorm, problem solve and network with each other. The main focus areas included:

- Professional development sessions that build communication skills
- Determining best "coaching" styles
- Honing goal setting and visioning skills
- Creating a personal and professional development plan

Our 2 remaining conferences will be held in Fort Lauderdale, the weekend before the ASCA World Clinic, and in Phoenix in late October.

2016 DIVERSITY SELECT CAMP

The 2016 Diversity Select Camp will take place May 5-8 at the Olympic Training Center in Colorado Springs. 49 athletes ages 14-16 and their personal coaches have been selected to attend the camp. The purpose of the camp is to instill a vision of success and inspire athletes from ethnically underrepresented populations to become leaders and achievers in the sport.

The excellent camp staff includes:

Head Coach:	Anthony Nesty	University of Florida
Assistant Coaches:	Emily Melina	Lake Oswego Swim Club
	Brett Wilson	Badger Aquatics Club
	Jarrold Hunte	Mako Swim Team
	Robert Green	DC Dept. of Parks and Recreation
Women's Manager:	Kimi Davidson	SwimMAC Carolina
Men's Manager:	Jason Cochran	Nitro Swimming
Elite Athlete Rep:	Maritza Correia	

NYCPR PARTNERSHIP

September of 2015 marked the start of the second year of USA Swimming's partnership with the New York City Park & Recreation Department. To date a total of 690 athletes have registered as Outreach Members. They practice at 13 different P&R pools under the direction of 55 USA-S coach members. NYCPR athletes participated in 8 different Metro Swimming sanctioned competitions including the Metro Team Qualifier Meet, the Metro Silver Championship Central and the Borough Cup Championship. Nine athletes qualified for the Metro Junior Olympics.

2016 CLUB EXCELLENCE GRANTS

We are in the grant award phase of the annual Club Excellence program. Grant requests from 20 Gold and 76 Silver Medal clubs have been reviewed and scored. Announcement letters were distributed the week of April 11 and, as Letters of Agreement are returned, we will begin to distribute \$454,976 in grant awards. The average Gold level grant for 2016 is \$10,475 and the average Silver level grant is \$2967.

2016 OPEN WATER SELECT CAMP

On May 31-June 4, USA Swimming will conduct the 2016 National Open Water Select Camp in Ft. Myers, FL. The National Open Water Camp is viewed as a unique opportunity to introduce

accomplished in-the-pool distance swimmers to Open Water swimming. Since the inception of this camp, a significant percentage of finalists in the annual 5K and 10K Open Water National Championships have been participants in this camp program.

24 athletes and their personal coaches have been invited to the 2016 camp. The camp will include long course workouts, salt water workouts and fresh water workouts in addition to educational sessions.

The following individuals will serve as this year's camp staff:

Head Coach:	Jack Fabian, Unattached
Asst. Coach:	Michele Lowry, University of Utah
Asst. Coach:	Meghan Olson, Dayton Raiders
Asst. Coach:	Jeremy Anderson, Canyons Aquatic Club
Asst. Coach:	Ryan Purdy, University of Minnesota
Head Manager:	Dale Porter, Bolles School Sharks
Assistant Manager:	Tim Hochradel, Arizona State University
Assistant Manager:	Erin Condon, Gator Swim Club
Elite Athlete Rep:	Eva Fabian
Nat'l Team Doctor:	TBD
Sport Psychologist:	Lenny Wiersma
Camp Director:	Morgan Weinberg

2016 ZONE SELECT CAMPS

In late May and early June, 224 athletes (28 male and 28 female per Zone) will participate in the 2016 Zone Select Camps. Girls selected are age 12-13 at the time of performance and selected boys are age 13-14 at the time of performance. The camps include a combination of educational, motivational, and training experiences structured to mirror a national team experience. Following are the sites, dates and lead staff for the 2016 Zone camps:

Central Zone

May 26-29

University of Cincinnati, Cincinnati OH

Site Director: Pieter Ritz

Head Coach: Todd Tucker

Head Manager: Julie Smiddy

Southern Zone

May 26-29

Florida Gulf Coast University, Ft. Myers, FL

Site Director: Neal Studd
 Head Coach: Ian Murray
 Head Manager: Mary Liston

Western Zone

June 2-5

Arizona State University, Tempe AZ

Site Director: Dan Kesler
 Head Coach: Dave Gibson
 Head Manager: Jennifer Gibson

Eastern Zone

June 2-5

UMBC, Baltimore MD

Site Director: Chad Cradock
 Head Coach: Heather Fort
 Head Manager: Heather Thomas

REGIONAL BUILD-A-POOL CONFERENCES

The first Regional Build-a-Pool Conference of 2016 will be conducted in Chicago on April 22-23. This conference will attract a mixture of coaches, team leaders, community officials, architects and industry vendors. They will participate in a two-day format that provides information about:

- Programming pools for financial sustainability
- Renovating and upgrading existing pools
- Expanding or adding on to pools
- Designing and building new facilities

Looking forward, the schedule of conferences for the remainder of this year includes:

- June 11-12- Missoula MT
- July 3 - Omaha, NE
- Sept 10-11 - Ft. Lauderdale, FL
- Oct 22-23 - Nashville, TN
- Nov 12-13 - Morgantown, WV

PROMOTE THE SPORT

LGBTIQ

The topic of Lesbian, Gay, Bisexual, Intersex, Transgender and Questioning Inclusion is at the forefront at USA Swimming through discussions on the competition side as well as climate in the sport. News reports focused on laws in North Carolina as well as an April segment on

Harvard swimmer Schuyler Bailer on CBS' *60 Minutes* have brought heightened media attention in just the last few weeks. A staff team has started internal discussion to "frame" the topic for discussion with the USA Swimming Board of Directors. The group's vision is to create a welcoming and safe environment within USA Swimming that is inclusive across all cultures. Ethnic diversity efforts have been in place for the last decade, so an effort is being made to address LGBTIQ topics in a more focused way.

To date, the USA Swimming House of Delegates has addressed Code of Conduct updates to prohibit discrimination (2013) and several planning guides and workshops have been offered on related topics. The Rules and Regulations Committee had a task force in 2015 regarding transgender athletes. We currently receive 15-25 calls annually to the Safe Sport office on LGBTIQ-related topics such as how to handle bullying, locker rooms, travel policies, exclusion, use of homophobic language and more. Facilities are facing questions regarding how to handle bathrooms, locker rooms and unisex accommodations. Our approach is to separate the discussion into "climate" and "competition" (which primarily relates to transgender athletes) and to conduct a research project to collect member feedback. We want to advise the Board of this ongoing discussion before bringing an update and/or recommendations to the Board in the future. We see the following next steps:

- Conduct a USA Swimming Climate Survey "holistically" across all cultures (ex. Ethnicity, disability, sexual orientation, sexual identification) to gauge how welcoming and inclusive the sport is today. This survey will target USA Swimming members and will be conducted during the summer of 2016 with results available at the September 2016 Board meeting. Simultaneously, this survey will also look at perceptions of USA Swimming from the point of view of different cultures
- We recommend a working group or task force to look at the Competition side, with a focus on athletes who are transgender. This group would look at the impact on rules, legal, selection procedures, bathroom usage, etc.

SGRho PARTNERSHIP – SWIM 1922

The 2016 Swim 1922 Partnership has started strong with four school visits and one swim clinic with Spokesperson and Olympian Maritza McClendon, that focused on water safety and education (**News Clip:** Olympic swimmer visits Ferguson school <http://goo.gl/3xDcLT>). We've launched the Swim 1922 contest which will run from April 1 – July 5 and focuses on getting all of their members in the water to compete for the most points via swimming laps and participating in aquatic events. Swim 1922 is launching a T-shirt fundraiser during their National Conference in July of 2016 with 100% of the proceeds going to the USA Swimming Foundation as a donation from Sigma Gamma Rho to help support learn-to-swim programming. Sigma Gamma Rho is made up of approximately 500 Chapters and 100,000 members. Last year, they hosted 72 swimming events nationwide, logged in 729 hours of community service hours related to swimming, with 1,959 swim lessons completed and 480,551 laps swam.

MULTICULTURAL INITIATIVES

USA Swimming and the USA Swimming Foundation are partnering with Howard University Swimming & Diving Team, the only Division 1 HBCU (Historically Black College/University) in the country to host a swim clinic to promote swimming within minority communities. USA Swimming is a sponsor of the National Association of Black Journalists' National Convention where we will host a panel session entitled, "African-American Olympians in Swimming" and a networking reception for the Sports Task Force which will put USA Swimming in front of over 2,000 journalists of color. USA Swimming will also be participating in the Congressional Black Caucus in the Fall to talk about health initiatives in the African-American community.

USA SWIMMING HOUSE

The slate of public and private events at USA Swimming House for the evenings after finals is nearly finalized. Post-finals events include:

- Sunday, June 26 – Sundae Sunday with the Olympians (Public Event)
- Monday, June 27 – Coaches Social presented by Competitor Swim (Private Event)
- Tuesday, June 28 – Breakfast (for Dinner) with the Olympians (Public Event)
- Wednesday, June 29 - Wine & Craft Beer Tasting (Public Event)
- Thursday, June 30 – U.S. Olympic Team Family Night (Private Event – tentative)
- Friday, July 1 – The "6" Olympic Team Reunion presented by BMW (Private Event Honoring 1956, 1976, 1996 Teams (Private Event)
- Saturday, July 2 – Wine & Craft Beer Tasting for Coaches presented by Marriott Rewards (Private Event)
- Sunday, July 3 – BBQ, Fireworks & Apple Pie (Public Event)

Pre-registration will open for all the events above in late April/early May at USASwimming.org. Several other luncheons and/or breakfast events are also planned for the USA Swimming Foundation, LA 2024 and more.

AQUA ZONE

Sponsors and industry partners are getting plans set for the fan experience at Trials. A few key Aqua Zone updates include:

- #SurfOmaha presented by Marriott Rewards – plans are final to bring the surf experience to the Aqua Zone. Marriott Rewards will be the presenting sponsor for this activation.
- Aqua Zone Rewards presented by BMW – we are partnering with FISH Technologies to bring a social and data collection component to the Aqua Zone. All who sign-up for Aqua Zone Rewards will be entered to win a BMW X1 lease.

SwimBiz

The second- annual #SwimBiz conference was held in Colorado Springs March 30-April 2. We had 140 participants including 43 swim teams, 13 other national governing bodies, 12 companies, 1 LSC and many USA Swimming staff come learn about social media, sponsorships, marketing and riding the Olympic wave in 2016. President Jim Sheehan also joined the conference.

Winners of the #SwimBiz Club Marketing Awards included [Southeastern Swim Club](#), [Kihei Swim Club](#), [Pikes Peak Athletics](#), [King Marlin Swim Club](#), [Sunkist Swim Team](#) and [Pelican Athletic Club](#). Details are at www.usaswimming.org/swimbiz.

We also partnered with The Fitter &Faster Swim Tour to create the Shark and Minnows Tank. Our “sharks” included yours truly, David Arluck of the Fitter & Faster Tour and USA Cycling CMO Kelly Feilke. Teams pitched their best ideas to grow the sport in an Olympic Year to the three sharks. Out of six finalists, Hurricane Aquatics (Miami, Florida) won a \$3,000 grant and Pony Express Swim Team (St. Joseph, Missouri) and Marlin Swim Club (Edmund, Oklahoma) each earned \$1,000 grants.

NEW ATHLETE PROMOTIONS

The communications team took advantage of the many National Team athletes passing through the U.S. Olympic Training Center over the past month for a number of athlete-driven social media events, including:

- Live Twitter Video Q&As with Elizabeth Beisel and Haley Anderson, which was the first-ever uses of platform with the Beisel Q&A reaching nearly 300,000 views
- Facebook Live Q&A with Tyler Clary – First use of platform for Q&A with 8,000 views
- Video Q&A with Ryan Lochte used across Facebook, Twitter and Instagram – 270,000 reach across all three platforms
- Instagram Takeover by Jordan Wilimovsky – 55,000 total likes
- Facebook Live broadcast of #SwimBiz Shark and Minnows Tank generated 18,000 views

OLYMPIC ISSUE OF *SPLASH* MAGAZINE

We have combined the May-June and July-August issues of Splash to be one, single Olympic Extravaganza special double issue. Preview content for both the U.S. Olympic Trials in Omaha and the Olympic Games in Rio will be featured. We will also be spotlighting Finding Dory, The Last Gold and the SwimToday campaign. The issue is slated to hit mailboxes on the week of May 9.

SwimJitsu

SwimJitsu will grow from 8 events in our 2015 pilot, to 28 events in 2016. We had more than 200 applicants to host an event in 2016, and already have 25-30 clubs and LSCs lined up for 2017. Hosts will have two options to choose from including:

- SwimJitsu: the full course and 4-6 training games. Most teams utilize this version for recruiting or retention.
- SwimJitsu Lite: a scaled down course with 2-3 training games. Most teams use this version as a fundraiser, and is more flexible as it fits into smaller pools.

There are 17 SwimJitsu and 11 SwimJitsu Lite events planned. We estimate 10,000 to 12,000 participants for the year. All events will take place from April through September and is approximately \$65,000 shy of break even on 28 events. The search for a title sponsor is still in progress.

USA SWIMMING PRODUCTIONS

Tricia Vanderslice began her duties as the Director of Content Programming in the newly-formed department of USA Swimming Productions. This is a new position with Business Development and was created to grow our digital and video content creation efforts. She will jump right in with video projects for the Trials, Chobani, Blue Diamond, MilkPEP, Phillips 66, SwimToday and more. Most recently, Tricia was the President & Founder of Fuse Media, where she worked on content creation, digital strategy and web site redesign. She has also been the Global Director, Media Production for IRONMAN, Director of Marketing for the North American Soccer League and Director of Marketing for Hard Candy (cosmetics).

WORLD PREMIERE FOR "THE LAST GOLD"

Production of our feature-length documentary film is now complete. The film has been accepted as one of only ten documentary films that will be included in the prestigious Los Angeles Film Festival, which will be held June 1-9. This screening will be the public World Premiere for *"THE LAST GOLD ... The Greatest Untold Story in Olympic Swimming History."* Following this World Premiere, the film will be shown in approximately 400-500 theatres across the country over a three-day window, July 11-13, as part of a one-time national screening. We will be coordinating this screening with USA Swimming member clubs in the respective areas. We have also engaged a film sales agent to assist us in finding a television partner for the film, and we are also planning to establish an archival relationship that will allow people to watch the film on-demand at any time in the future. We are very pleased with the success we are having in creating an overall distribution strategy for the film, and we also anticipate being able to generate new revenues for USA Swimming. We'll continue to share progress as new opportunities and information becomes available.

ACHIEVE SUSTAINED INTERNATIONAL SUCCESS

U.S. OLYMPIC TEAM TRIALS

We're sold-out! The 14,500 seat CenturyLink Center in Omaha will be full for each of the 15 sessions of Prelims and Finals. Those still looking to purchase tickets are being directed to the secondary market, and we are specifically recommending www.PrimeSport.com.

OLYMPIC TRAINING CENTER

It was a busy spring at the OTC with over 30 National Team athletes training at the OTC in between the Orlando and Mesa Arena Pro Swim Series meets. The NTD also hosted the National Junior Team Camp and a Junior Team College camp in April. In addition our Annual Sports Medicine Conference is going on at the OTC at the same time as the board meeting.

RIO

Plans are well on the way for Rio, with Lindsay Mintenko and Bryce Elser attending the team leader meeting in late March with the USOC. Unfortunately, a trip with the head coaches going to the Test Event on April 18 had to be canceled because of weather. The pool is looking good and on track to be ready for the Games. The village is moving along as well and while Rio will have its challenges, like most Games, things are moving in a positive direction for both pool and open water events.

Our relationship with the USOC at a sport performance level is very good. Alicia Kendig (nutrition) and Amanda Whittenmyer (strength and conditioning) will be attending both Olympic Team camps to assist USA Swimming athletes in their preparation for the Games. I think this goes to show how much confidence the USOC has in our athletes.

ZIKA VIRUS

Zika and other mosquito-borne illnesses continue to be the topic of discussion throughout the national media. The National Team Division continues to work with the USOC to ensure our athletes and coaches are given all the information they need prior to travel to Brazil. In addition we will be providing the athletes with mosquito bite protection sprays, lotions and equipment to prepare them for village life.

MESA ARENA PRO SWIM SERIES

There was a heavy turnout of National Team and National Junior Team members in attendance at the Mesa Arena Pro Swim Series, April, 14-16; 59 NT and 37 NJT members competed. In addition, the Impact Coaches meeting took place to talk about the preparations for the Olympic Team camps and the Olympic Games. Coaches who have athletes in the top three in events other than the 100 and 200 free and top four in the 100 and 200 free were invited to attend the meeting.

DOPING AND SPORTS MEDICINE

Doping has been on the mind of many of our NT athletes this year and we are hoping for a clean games in Rio. Rich Young has been presenting to our NT athletes while they have been training here in Colorado Springs with a very positive outlook and has mentioned more than once that the athlete letter written to FINA has already made a huge impact on the swimming world.

During the Board meeting, the Sport Science and Medicine Network will be meeting at the Olympic Training Center. They will be discussing many topics including concussions in swimming, the role of Vitamin D in musculoskeletal injury, and the dynamics of international trip medical staffs. In addition our medical staff practitioners will have the opportunity to be certified in Movement Based Myofascial Decompression or better known as “cupping”.

OPEN WATER

We are continuing to receive reports from FINA about the water quality test that are done in Rio. Bryce Elser has been checking the INEA site to monitor the twice weekly tests that are conducted and tracking the correlation between rain and poor water quality results in the Copacabana Region. During our Team Leader Site Visit in March, it was learned that the course would be open 5 days prior to the competition. This will allow for flexibility on the athlete’s part to get in the water earlier without the fear of getting ill the day before the race. There is still no definitive plan for a backup date for the Olympic 10K other than potentially swimming on the day of closing ceremonies. We have encouraged the race director to establish a backup date for the unlikely event that heavy rainfall happens.

The 2016 Open Water Nationals was open to foreign athletes and we had 25 international competitors in attendance. Over 25% of the already qualified 10K Olympic field was present and it allowed for both our experienced and inexperienced athletes the opportunity to swim against some of the World’s best.

ATHLETE ASSISTANCE

As part of the new quad the National Team Division will be proposing a new athlete assistance model. We are currently working to fit the proposal into the 2020 quad budget, but we also expect to have something new in place before Trials. A few highlights include; a consistent Top 16 funding structure, consistent funding for relay only swimmers, and a bonus for making the Operation Gold competition each year.

MISCELLANEOUS

EXECUTIVE LEADERSHIP IN RIO

I am not going to attend the Rio Olympic Games. It will be the first Olympic Games I will have missed since the 1992 Barcelona Olympic Games, when I was serving as the Executive Director for the U.S. Canoe & Kayak Team. The reason is pretty simple: while I’m doing really well managing the cancer, my doctors have advised me to stay home for this one. The reality is that my role at the Olympic Games is generally limited to protocol and social matters. I’ve asked Pat Hogan to take my place as the lead staff member in Rio; and he will accompany President Jim Sheehan. Frank Busch will obviously be our technical leader in Rio, and he will be with Team USA from start to finish. Mike Unger, along with a few other staff members will be “on-loan” to NBC.

USA SWIMMING INTERNSHIPS

At any given time, USA Swimming is host to 3-4 college students who serve semester-long internships working in various divisions. In addition to working in their assigned division, we are increasingly seeking to expand our interns learning opportunities by having them participate in discussion sessions led by various division and department directors. In an attempt to expose the current group of interns to NGB governance, we have asked them to attend the April 30th Board meeting. One of our interns recently accepted a full-time position as Membership Coordinator for USA Cycling.

2017-2020 BUSINESS PLAN

Work on the 2017-2020 Business Plan is coming to an exciting stage. We have now identified our key priorities and strategies for the next quad and we will be presenting these to you for your review and feedback. The priorities and strategies are grouped under our core objectives of BUOILD, PROMOTE and ACHIEVE. We plan to provide you with a document prior to the Board meeting so that you will be able to read through the draft for this essential component of the Business Plan. Our CMO, Matt Farrell will be leading the discussion at the Board meeting.

USA SWIMMING FOUNDATION

FUNDRAISING

Major Gifts: We've signed a new trustee with a six figure donation over 5 years; and Nathan Adrian donated \$10,000 on behalf of BP to the USA Swimming Foundation with an on-deck presentation at the Austin Pro Series.

Donor Events: Two trustees are hosting and underwriting fundraising events for the USA Swimming Foundation. The first was held on April 8 in Phoenix, AZ by Bart & Linda Wear. On June 11 in Beverly Hills, Judy and Peter Copses will host a dinner at their beautiful home. All proceeds will benefit the USA Swimming Foundation. Seats are \$1000 for two, \$600 for one, and a table with an Olympian for \$7500. Please email or call Carol Arnold for more information carnold@usaswimming.org; 719.866.3235.

Olympic Trials VIP Packages: SOLD OUT. We've raised more than \$233,000 and netted more than \$100,000 than we did in 2012, and we still have tickets and a room held for a prospective trustee. We have a few tickets/rooms available on a few days if you know anyone interested in a customized short-term package. Thanks to USA Swimming for selling out the venue!

Annual Campaign Financial Overview: As of April 5, 2016 the Annual Fund has received \$25,361 in donations. This is \$3,887 above this time last year.

- *Champions Club* is currently at \$16,392 (\$17,449 YTD in 2015)
- *Direct Mail* is currently at \$8,969 (\$4,025 YTD in 2015)

2016 Direct Mail Analytics Project: With Trials and the Olympic Games taking place this summer the Foundation is trying to best capitalize on our direct mail efforts. In order to do so we are working with an outside vendor to analyze our entire database (approximately 750,000 records) to both clean the data and score the individuals on propensity to give and potential giving levels. This will allow us to target our mailings to those most likely to give.

Swim-a-Thon:

- Final 2015 Swim-a-Thon revenue totals are at \$363,557, surpassing our \$350K goal by 9.6%. A record \$7,271,141 in Swim-a-Thon fundraising dollars were raised by more than 345 teams in 2015.
- As of March 21st, 2016 Swim-a-Thon revenue is currently running 29% ahead of same time last year.
- On February 17th Rose Bowl Aquatics was named the 2015 Swim-a-Thon Contest winner for the second year running. They will receive a personal visit in to their club from 2015 Swim-a-Thon Ambassador, Elizabeth Beisel.
- Jessica Hardy has been named the 2016 Swim-a-Thon Ambassador.

U.S. National Team Alumni: Tickets are on sale for the U.S. National Team Alumni Reunion taking place June 30 – July 3 in conjunction with the Olympic Trials in Omaha. More than 100 tickets have been sold to date to alumni and guests.

MAKE A SPLASH

USA Swimming Foundation Make a Splash Grants: Awarded more than \$330,000 to 52 Make a Splash Local Partners in 23 states; expected to serve more than 20,000 children (this is the largest number of children to be served through grants in our history).

The USA Swimming Foundation Make a Splash Tour presented by Phillips 66: Will kick off on April 8th with Missy Franklin in Phoenix, AZ, followed by two stops in the Houston, TX area (Nederland and Katy), and our fourth and largest event in Atlanta, GA on April 29th and 30th. Events in Atlanta include a trip down memory lane at the GA Tech Aquatic Center, a VIP reception at the National Center for Civil and Human Rights, and appearances by some very special guests.

Make a Splash Partner Network: As of January 1, the USA Swimming Foundation's Make a Splash Local Partner network has provided almost 4 million children with the lifesaving gift of swimming since 2007. Total enrollments to date equal 3,999,633; the next round of enrollment reports is due on June 1, 2016. We look to have a BIG announcement when we reach 4 million children!

Missy Franklin/USA Swimming Foundation PSA: The new public service announcement for the USA Swimming Foundation will be released and distributed to more than 900 television stations this spring. Please let us know if you see it in your local area.
