

South Carolina Swimming – 2018 Convention Report

Chris Wolford - Sports Performance

Senior Sectionals – Spring

- Location for Spring Senior Sectionals was determined.
- March 7-10 Cary, NC

USA Swimming Enhanced Data

USA Swimming has enhanced its SWIMS data base to incorporate its membership and demographic data. These changes have enhanced the reporting potential of USA Swimming data.

Diversity & Inclusion

The Keynote speaker was the most impactful presentation of the conference. He highlighted the demographic shifts of America and how swimming must address those changes to stay relevant.

- Currently the US population of 12 & younger athletes is over 50% diverse (by USA Swimming Classification)
- In 2020 over 50% of the US 18 & under population will be diverse.

I followed up with meetings including USA's diversity and inclusion personnel. Below are some relevant data.

USA Swimming Diversity Classification	SCS Membership	SCS %	SC Gen. Population	USA Swimming	USA Gen. Population
African Americans	77	2.3%	27.3%	1.4%	13.4%
Hispanic/Latino	60	1.8%	5.7%	3.6%	18.1%
Asian	68	2.1%	1.7%	7.7%	5.8%
Mixed Race	111	3.3%	1.9%	5.7%	2.7%
Other	28	0.9%	0.8%	1.2%	
No - Response	1052	31.7%	N/A	37.2%	

* South Carolina had 3314 Year-Round Athlete Members in 2017

Social Media

Social Media engagement was a consistent topic at many presentations. For my role, the way social media impacts the way kids communicate, take in information, and are motivated was especially helpful.

Some key takeaways

- Every post on social media is an event. Young athletes deal in and respond to events. If your practice, meets, or activities are not promoted as an event they will not be interested.
- FOMO is real. (Fear of Missing Out). Use it to your advantage. Highlight and sell things that they are missing if they are not at practice. Make sets and practices unique and limited in availability. “If you miss it, it won’t be available tomorrow”
- Young swimmers are almost completely visual. Verbal cues are much less effective than in the past.
- Instant gratification/recognition is required. Swimming’s concept of training for 25 weeks to swim fast at one meet in the spring runs counter to every other aspect of young people’s lives. Coaches must address these issues.

Aimee Onoszko – Admin Vice Chair

Opening keynote - Rishad Tobaccowala

- Change sucks
- The more you want things to stay the same the more you must change
- Change forces you to learn new things
- 3 trends - globalization- demographics - technological
- Priorities: diversity on a massive level
- Change is a mindset
- Everything is now an event or experience 1) life at its best 2) connecting with people 3) sharing events
- The key is to balance today and tomorrow
- Your competition is rarely who/what you think
- How to be relevant to tomorrow’s swimmers: treat people with respect. People want TRUST. How to do that: the basics of technique, motivation, etc. are still true. It’s HOW you communicate it. Message and messenger need to meet. Style matters.
- Spend one hour a day learning new things.

NC/SC Swimposium Meeting

Discussed the 2019 Swimposium with Cathy Durance from USA Swimming.

- Time table leading up to the event
- Speakers for the event
- Mapped out the flow of clinics and Carolina Crown Meet
- Communication and promotion of event to LSC’s for maximum attendance
- Potential sponsors

LSC Required Bylaw [Proposed] Changes

- Tag line of the committee: simple and flexible
- Current bylaws are 70 pages long and confusing
- 1995 was last update
- Guiding principles of the committee during this process: Only include the required elements
- New proposal: 47 pages
- Removed redundant and conflict language
- Removed areas better suited for P&P
- Re-ordered items
- Finance vice chair mandated

Finance chair oversees:

- | | | |
|----------------------|------------------------------|--------------------------|
| ✓ Strategic Planning | ✓ P&P Compliance
✓ Budget | ✓ Investments
✓ Audit |
|----------------------|------------------------------|--------------------------|

Treasurer oversees:

- | | | |
|----------------------|-------------------------|-----------------------|
| ✓ Operational Issues | ✓ Deposits and Receipts | ✓ Financial Reporting |
| ✓ Cash Flow | ✓ Bookkeeping | |

Having the Finance Chair and Treasurer as two separate positions provides the necessary checks and balances.

- New template will be easy and efficient for LSC's to update and maintain their by-laws.
- Template would go into effect on January 1, 2020
- A transition document is available from USA Swimming
- Election Buddy App is a recommended app for LSC's that wish to hold elections on-line.

Rules & Regulations Committee Meeting

Committee meeting to discuss the rules and regulations that will be proposed at the HOD meeting.

It was very educational to see how proposed issues are presented and discussed by the committee.

Topics of discussion included:

- Tech suit legislation for swimmers 12&Under
- Simplified language for Pool dimensions and construction in the rule book
- Use of alcohol, tobacco, and legalized marijuana for athletes and advertising
- New business from the floor

Southern Zone Business Meeting

- Discussion of meet dates for 2020
- Awarded bids for meet locations for 2020
- Elected new athlete reps for the coming year

Playing by Robert's Rules

- Learning the ins and outs of parliamentary procedure.

Burning Issues for Officials

- Importance and need of using social media to engage and promote officials.
- Myths and Legends of calls and best practices for officials
- Questions and situations from the floor
- Got to spend time with top officials, including Jay Thomas, Jim Holcomb, Melissa Haverik-Bing

HOD Meeting

- Awards
- USA Swimming executive panel
- Voting

Vaughan Dodd – Finance Chair

Keynote Address – Rishad Tobaccowala

Three Major Trends

1. GLOBILAZION: USA and Western Europe 850M population; China, India, Africa 1.2B each, or 3.6B
2. DEMOGRAPHIC SHIFTS: Japan population down 33%; China average age 40, India average age 20+; Generation Z (age < 21) majority are not Caucasian; Asian and Hispanics huge growth
3. TECHNOLOGICAL: Feb 2018, Galaxy 9 introduced, had 2x computing power of space shuttle; September 2018, iPhone X introduced, 2.5x computing power of space shuttle

The world is changing, like it or not. We must learn (relearn) to stay relevant, to communicate. Without diversity, you will become irrelevant. Key drivers: ethnicity, gender, mindset, backgrounds

Everything becomes an experience, an event. Competition for people's time. Example given: Fortnite game, number of players 1B in one year

Social Media, wave of the future, FB, Twitter, Instagram (what the kids are using), Snapchat, etc.

1. Nice curated life
2. Connecting life events
3. Sharing events, experiences

Don't fight it. Don't be paranoid. Be different in the future. Be schizophrenic to survive.

Must balance today and tomorrow. Find out what works. Try.

P&G, very successful. Research and data driven. Uber reinventing car ownership.

Kylie Jenner, lipstick queen. 5 employees. \$0 spent on advertising. 120M follow on Instagram.

Learn. What to learn, what to unlearn. Globally and Locally.

Questions: How to remain relevant to tomorrow's swimmers? How to remain relevant to yourself? Don't know what's going on? Know what is noise. Not sure I have the right things in my company? Am I organized right? Am I relevant anymore?

Communication is different. Not the “what”, the human part, but the “how” has changed a lot. Combine the how and the what. We're good at the what, not good with the how. How must be modern, current. Style matters.

We hate change, but still have a job? We must spend one hour a day learning new things: anything that upsets you, use social media. A new way to communicate with many < 35 is social media. Watch the movie Searching.

What comes next? A blend of man and machine. Ex Apple watch becomes FDA approved EKG. Tell stories.

1995 Age of Connection. Ex Google, world wide web.

2007 Phones. Ex Facebook, Apple. Mobile, social.

Now. Data connected to data. Artificial intelligence. Netflix recommends what you watch next, Amazon suggests what you buy next. Internet of Things. Phone calling Uber. New ways of connecting. Voice: Alexa. Amazing technology.

Using Statistics to Evaluate Your LSC

Membership statistics

Athlete Registration. 4-year changes in membership by zones. Graphics pages 2-7. (We were told one could drill down to individual clubs, but I have not tried this. To me this reporting seemed like a very broad application, useful to USA Swimming, but not particularly deep, thus less useful at the LSC level.)

Membership Reports. Graphics package which allows you to drill down on any report to the LSC level.

Some of the pages are much more relevant to USA Swimming than LSC. This package may have useful applications however. One would need to spend a good deal of time working with this.

Performance Statistics. Time Standard Achievement. “Do not use any of these...data is wrong...LSC numbers are WAY OFF”)

LSC Club Analysis. Good data at LSC level for comparison purposes. Again, I have not spent any time on this. However, another comment from USAS: “Pages 13& 14 – pyramid graphs great to compare only 2 LSCs and *numbers seem correct* on this one.” Some level of question on quality of the data.

Motivational Times for Success for our Swimmers

USAS Para Swim Approved Motivational Time Standards: Goals: Nationally recognized and approved; progressive, challenging and fair; appropriate for various levels of competition

Three Groupings: P1. Non-ambulatory (wheelchair bound); limited use of all four extremities. P2.

Dwarfism, multiple limb deficiencies, ambulatory with assistance, can be wheelchair bound with high

functioning upper body. P3. Single limb deficiencies, visual impairments, ambulatory without significant assistance.

Time standards have been developed in each Grouping for LSC meets, Zones, Sectionals. A standard progression chart was presented on how the times were developed.

Where do we go from here: Encourage acceptance of time standards. Create a separate division at meets for para athletes. Continue to collect results data through 2020 to make adjustments.

Advocacy & Understanding: Coach – Official

Panel Discussion, Officials view: “Benefit of the Doubt”. See what you call, call what you see. Coaches view: Be able to articulate the infraction. Be sure of the call, no question. If you have to think about it, should be no call.

“We are athlete centered.” Pitcher’s umpire or hitter’s umpire? Swimmer gets to block late – fair? Provide very best environment including governance. Fair for all; right for all. Decision-making: fair for athlete development. Open-minded decision. Establish precedent? Make same decision every time.

“Swimmer has never been DQ’ed before.” Query to stroke & turn judge; listen; due process. Advocate for athlete, talk to official. Responsibility to educate the swimmer; part of life. Officials aren’t perfect. Sometimes coach’s complaint must go in one ear and out the other.

I wish officials would ___: Deck ref take time to speak with coach. Non-jurisdiction ref goes to coach and tells coach “should have been a DQ” when one wasn’t called.

I wish coaches would ___: always be civil on deck; respectful; know the rules; read the meet announcement before the meet.

How to foster good relationship? Coaches go to officials meeting; vice versa. Introduce yourself. Establish personal relationship, we are there for the same reasons. Meet ref, be available, come early; use invigilators, walk around, speak, say hello, ask “how’s your day?” Coach – Fight the call? No, if seen; educate swimmer. Improve relationship off deck? Be respectful; meaningful dialogue, be calm, listen. At BOD meetings: act as a board member, not as a coach or official.

How to recruit more officials? On deck; feed your officials; rules require officials to hold meets! Retention is an issue, kids age up... Recruit. Thank people for their time.

Club & LSC Financial Management - Jill Goodwin, CPA, Waugh & Goodwin, LLP

[Note: Each LSC is given 4 hours of consulting with Jill]

Financial Reporting (New): Revenue Recognition, Contributions received/made, Net Asset terminology, Functional expense reporting, Lease accounting.

Internal vs External Audit. Internal: Objectives determined by BOD, audit done within organization, concentrates on internal controls and procedures, report on finding and recommendations. External: Audit done by CPA, tests controls and risk factors, attests to whether financial reports are in compliance with GAAP.

Internal financial assessment. Document what areas, if any, need improvement; self-regulation to determine if P&P are being followed; suggestions for increased efficiency and accuracy. Tool on USA Swimming website.

Tax Reporting. Form 990, Form 990T, 1099 Forms, W-2 Forms, Contribution Acknowledgments, State Reporting. New for Form 990: one 6-month extension option is offered vs. two 3-month extensions. Failure to file 990 three years in a row causes loss of exempt status.

Two points which Jill stressed: 1. Very important to document minutes at time of each meeting, not after the fact. 2. Financial reconciliation must be done on a monthly basis.

Leap Finances for LSCs - Jane Grosser, LSC Governance Consultant

USA Swimming Annual Financial Requirements: 990 Tax Form, Year End Financial Statements, LSC Statement of Financial Review. If an LSC is not current in requirements, may lose voting privileges at HOD Meeting.

LEAP 1 Financial Requirements. USA requirements (above) plus annual financial plan and monthly financial report.

LEAP 2 Financial Requirements. Quad Financial Plan plus External Audit or LSC Financial Assessment Program.

LEAP 3 Financial Requirements. External Audit or LSC Financial Assessment plus External Verification of LSC Financial Assessment (\$5,500).

Southern Zone Business Meeting

Playing by Robert's Rules

Hard to take notes in this session, but an interesting and easy-to-understand booklet was given, "The a-b-c's of Parliamentary Procedure"

Investment Management – Best Practices Doug Barker, First Western Trust, Denver

Think of your longer-term goals; we set funds aside for trips, etc. Short-term, we keep funds low risk; longer-term, we employ higher risk. We review your Investment Policy Statement annually. We can provide liquidity from investments in 3-5 days.

Our recommendations: 1. There be an Investment Committee appointed by the BOD. 2. There be an Investment Policy Statement. 3. There be a diversified portfolio. 4. Obtain professional advice. We charge ½% of AUM. 5. There be no conflicts of interest. We are free of any conflicts of interest.

Investment Policy Statement should 1. Define goals and objectives 2. Define asset allocation. Assets < \$100,000, invest in CD's. Assets > \$100,000 < \$250,000 risk-based Ex fixed income. Assets > \$250,000 customize asset allocation 60/40 stocks/bonds.

We use active managers, investing in large cap funds (S&P 500), international funds, some emerging markets, bonds (.5%-.6%) – or ETFs (exchange traded funds with somewhat lower fees), We issues quarterly statements. Our performance over 10 years has been 5 1/4% annually net of fees.

Economy/Market. Fundamentals are good, good corporate earnings, tax relief, GDP 4%, inflation under control. Stocks are reasonably priced. Negatives, trade war holding market back, geopolitical risk, politics. FED raised rates this week, expect one more rate hike in December, three rate hikes next year, pushing short-term rates to 3%.

Burning Issues for Officials

Interestingly, and again, social media was of primary emphasis. Use social media: “How to Become an Official?”. Include a picture of hospitality! Officials clinics: use social media, include a link back to your website. Does your LSC have a communication person? Who is your audience? Block profanity, block 3rd party marketing. Facebook is dying, our generation is using it. Use pictures with Facebook; if just text, people won’t bother. Twitter, use hashtag #officiallyawesome. Instagram is what our youth are using. Shutterfly was mentioned.

Myths & Urban Legends.

Black pants, shoes, socks are only for national championships. Yes

Left foot or right foot forward? Not a requirement.

Stand on left or right side of block? No

Must have hands clasped behind back. No

Must step down swimmers to find alternate? No, fix it before they step up.

Ref must move to other side of flags after start. No, unless blocking a TV camera

Starters Dance. Starter must move to different spots based on short/long whistles. No

Hold microphone in one or two hands? No

Whistle in pocket or on lanyard? Whatever

Whistle must have a pea? No (use Fox40 if wind)

Non-simultaneous touch. L/R or R/L? Doesn’t matter, not necessary on DQ slip. (unless this is a training issue for newer officials)

Confusion on which turn the infraction occurred. Turn 2 or turn 3? Not the point: Is it a valid DQ call?

Meet the Candidates

Indoor Water & Air Quality

Water quality controls air control. Keep P out of the pool! This is important. Signage is important.

One child peeing in the pool affects 10,000 gallons of water for nine days. Swim meets overload system, which cannot keep up. Pharmaceuticals and personal care products (PPCPs) contaminate our water: caffeine, ibuprofen and acetaminophen, anti-epileptic meds, TECP (a flame retardant used in swim suits) and DEET are primary contaminants in our water – from PEOPLE.

KEY TAKAWAY: If every swimmer rinsed off in warm water, without caps, for 30 seconds, 80% of the problem would be solved.

How we can help. Use bathrooms, not pool. Warm shower before entering pool. Don’t use ammonia-based cleaning chemicals around pool. Use best filters and equipment. Medium pressure UV. HVAC units in 100% working order, clean filters and compressors.

HOD

Adoption of Legislation of note (to me)

- To ban the use of technical suits by 12 & under swimmers
- To provide host clubs and LSCs the ability to include sponsorship from alcohol brands for non-swimming competition functions and to allow alcohol brands to include sponsorship for specific senior level competitions.

Election of new BOD members: Chris Brearton, Dr. Cecil Gordon, Jeanette Skow, Jay Thomas, Tom Ugast, Robert Vincent.

Aimee McMillan- Vice Officials Chair

Keynote Address

- Change is all around us. We need to change to stay relevant with globalization, technology and demographics all changing.
- We need to have ethnic diversity, gender diversity, and social background diversity or we will be irrelevant.
- We need to balance what is relevant today with what will be relevant tomorrow in our organizations. We need to put down some roots, but we also need to spread our wings to new ideas.
- The future doesn't fit into the containers of the past. We need to know what things we need to learn and what things we need to unlearn, or we become irrelevant.
- There are two parts of communications. The HOW and the WHAT.
 - HOW we communicate has changed- more technology.
 - WHAT we communicate hasn't changed- trust and respect.

Motivational Times For Success For Our Swimmers

- History and Rational
 - Para swimmers within USAS have had no standards in which to attach personal goals,
 - Para swimmers absent of standards have been accepted unilaterally or denied access to meets.
 - Meet organizers attempting to include para swimmers have had little direction.
- Para-standards are:
 - Standardized: Nationally recognized and approved
 - Motivational: Progressive, challenging and fair
 - Adaptable: Appropriate for various levels of competition
- To be effective they must positively impact the athlete, organizing committees and the sport of swimming
- Where do we go from here?
 - Encourage LSC, Zone and Sectional Committees to accept these standards as a fair representation of the performance level of para-athletes worthy to compete in these championship meets.

- Create a separate division at these meets for para-athletes giving them the opportunity to compete in finals, score team points and receive awards.
- Continue to collect results data through 2020 to make appropriate adjustments to these standards into the next quad.

Advocacy & Understanding: Coach-Official

- Communication is important. Fostering good relationships with coaches before there is a conflict will help to respectfully resolve the issue.
- Encouraging coaches to know the rules for that meet by reading the meet information.
- Invite coaches to the official's meetings.
- Officials need to be athlete centered by making decisions for athlete development not meet management or admin convenience. They need to protect the field and be consistent.

Rules & Regulations

- Reviewed proposed amendments to rules and regulations.

Southern Zone Business Meeting

- Set dates for meets, voted on athlete reps for the zone and awarded bids for 2020

Burning Issues for Officials

- Introduction of the National Officials committee members.
- Lengthy presentation on how officials should be using social media in their LSC's.
- Mostly a meet and greet for officials.

Karen Alexander – Sanctions/Registration Chair

Keynote Address: Thriving in Transformational Times

Rishad Tobaccowala

"You can't succeed if you go left while the rest of the world goes right"

Three trends are shaping the whole world, and swimming isn't exempt...

These are unstoppable trends that will affect everyone, for better or for worse: 1) **Globalization**. It used to be a western idea, but it is now a global phenomenon. 2) **Demographics**. With the growth of Asian, African, and Latin American populations, the future is more and more diverse. 3) **Technology**. It's been around since the discovery of fire, but the last decades have seen an acceleration that forces us to adapt as quickly as possible before it's time to adapt again.

Every new idea needs to be aligned with globalization, diversity, and new technologies, or else, it is destined to fail from the very start.

Even though we don't always want things to change, we can't expect the future to be static, and **in order for everything to stay the same, we are the ones who need to change.**

Two summaries- excellent articles!

Driving Change:

https://schr.ws/hosted_files/usasconvention2018/34/Driving%20Change.pdf

Change Management:

https://schr.ws/hosted_files/usasconvention2018/06/Change%20Management.pdf

Vendor Demos For LSC Registrars

Team Unify shared how they are preparing for MDVS – Member Data Validation Service. Each club will choose a vendor (right now Team Unify and Swim Smart are the only two options, but Hy-Tek Meet Manager will be available in the future). Club activation code will be given – only one per club. Clubs send SDIF file to registration queue (virtual holding tank but not part of SWIMS) - LSC registrar is notified - errors fixed by CLUB registrar - corrections are automatically validated by information already in SWIMS/birth certificates for new - then file (batch) is approved and uploaded into SWIMS by the LSC Registrar.

NBOR ZBOR workshop (National/Zone)

Somewhat disappointing – wanted to learn more about how National (NBOR) and Zone (ZBOR) operate in comparison to a LSC BOR. The type of the infraction is one of the main differences -Safe Sport/ code of conduct issues are limited to NBOR/ZBOR. Recruiting is the number one violation!

Open Water Sanction Process:

Roundtable/Open Discussion where present sanction application and the sanction process was reviewed; suggestions were brought forth and will be considered by the national committee as an updated application and process are forthcoming. The goal is to make the application and sanctioning process more user friendly without jeopardizing safety. The committee is working on: 1. Race Director Handbook – Basic NEW Race Director Handbook 101 w/officiating section will be available by March 1, 2019. This will include wet/dry side helpful hints. 2. Race Director Mentor List 3. Power Point shared at a national workshop be available to the LSC 4. Online application 5. Encourage Open Water certified officials.

Rules & Regulations

Rules & Regulations Committee discussed all of the proposed legislation making recommendations to endorse, suggest changes, etc.

[2018 Proposed Amendments to Rules and Regulations](#)

[R-19 in Legislative Format for the Required LSC Bylaws Proposal](#)

Proposed legislation was discussed, debated and proposed edits were made.

Southern Zone Business Meeting – Southern Zone championship meets held this past year were reviewed and bids for upcoming meets were placed and voted upon. The empty BoD positions were filled.

Playing By Roberts Rules

Introduction to Robert's Rules of Order:

Motions: A motion is a proposal that the entire membership take action or a stand on an issue.

Individual members can: Move a motion Second a motion Debate motions Vote on motions

Types of Motions - Main Motions introduce items to the membership for their consideration. They cannot be made when any other motion is on the floor, and yield to privileged, subsidiary, and incidental motions. Subsidiary Motions - change or affect how a main motion is handled and are voted on before a main motion. Privileged Motions - bring up urgent items about special or important matters unrelated to pending business. Incidental Motions - provide a means of questioning procedure concerning other motions and have priority.

Topics also included: Presenting a motion and Voting on a motion

Registration Workshop

ROUNDTABLE DISCUSSIONS FOR LSC REGISTRATION/MEMBERSHIP COORDINATORS

Topics of discussion: Flex Membership – review of the various programming changes in SWIMS Jr. Coach Membership – review of the various programming changes in SWIMS Member Data Validation Service (MDVS) 120-Day Rule

House of Delegates – entire SC Delegation was in attendance

Dean Graves – Safe Sport Chair

SESSION ONE: Keynote – Rishad Tobaccowala

To win today you need a competitive advantage. To win tomorrow, you need a competitive advantage which is different than today.

Globalization cannot be stopped. Western countries will suffer. Third world countries will benefit.

Demographic shifts are changing our world. Japan for example is dying rapidly. South Africa is exploding. The average age in China is 40. Two-thirds the population in India is less than 24. Both countries have the same size population. Which country has the competitive advantage?

Generation Y works for themselves

Generation Z wants things handed to them

Today in the USA, in the demographic of 12 years of age and under, Caucasians are the minority.

Technological Change: The latest iPhone has 2.5 times the computing power of the first Space Shuttle. The smart phone has turned learning, communications and connectivity upside down in the last 10 years.

CHANGE CANNOT BE STOPPED – the competitive advantage goes to the one who embraces it.

Kodak was the leader in the photographic industry. They owned the market when digital photography was introduced. Rather than embrace the digital world, they hung on to the film world. Today they are a memory.

Tiger Woods forever changed the world of golf. The Serena Sisters forever changed the world of tennis. Michael Phelps has changed swimming.

Electronics, social media, games and life events now threaten competition for time. The experience around events has become more important than the event.

Leakage: Experiences leak into the other events through linking.

Paranoid: Everyone is the enemy. Only the schizophrenic will survive. Grappling between new and old, the importance of roots vs. the value of wings.

Procter and Gamble is perhaps the best marketers in the world. They are worth \$185 billion and are driven by data and market research. P&G owns brands such as Tide, Crest and Gillette.

Along comes a company that advertises through word-of-mouth through social media. They are small, nimble and have single-handedly destroyed Gillette.

Kylie Jenner is 21 years old and is the fastest growing billionaire in the world. Her company employs five people. Her company grows by word-of-mouth on social media, primarily Instagram.

Uber and Lyft are revolutionizing the transportation industry. One may think they are competing with each other or even the traditional taxi industry. But their competition is the automakers. Millennials are buying fewer cars and embracing Uber and Lyft.

In today's environment, competition does not come from those whom we expect, but from those we never see coming.

Dollar Shave Club destroyed Gillette. Uber and Lyft are disrupting the transportation industry. And iPhone will put Nikon and Canon out of the camera business.

We must learn to balance today with tomorrow, with what to learn and what to unlearn. Had Kodak learned to unlearn film, and learn digital, they would be in business today.

We must embrace global AND local, not one or the other. We must learn how to remain relevant tomorrow while remaining relevant to ourselves.

What's bothering about business?

1) Business today it makes no sense.

2) Who will make the right partners and form the right talent for my organization?

The future does not fit in with the past. Tomorrow is different than today. Are we relevant anymore?

3) Am I relevant anymore?

The way people communicate today is a different "how" but not a different "what."

- “Can I trust you” is the most important, single biggest issue to an organization. Organizations with “trust” will win

How? Modern media

What and how must combine

Style matters

To ensure the competitive advantage tomorrow:

- 1) Spend 1 hour a day learning new things. Without consistent learning you will become irrelevant. What you put in your mind will move you forward. Learn about things that upset you, as this will inspire you.
- 2) Communicate through social media. We can't change it. Read “Social Media for Dummies.” Single most way to influence your sphere is through social media.
- 3) Watch the movie “Searching.” It takes place entirely through social media
- 4) #1 app is Google Translate. Learn to use it.
- 5) Follow the leaders within your passion.
- 6) World's best information is online for free
- 7) Where tomorrow is heading is a blend between human and machine. It's coming soon, and we can't change it.

The first age of connection is the “Internet Connection” of the 1990's. Link 2 Link

The second age of connection is the cell phone in about 2007. Phones connected to computers and social media

The third age of connection is the story. Data connects to data. 70% of all “next” shows watched on Netflix are recommended to you on Netflix. 30% of all Amazon purchases are recommended to you are recommended through Amazon “also purchased.” Alexa listen to you and makes recommendations through the ad that appear on your Google searches.

Read the book “Enlightenment Now” by Steven Pinker

When we learn best is when we're challenged the most.

MY PERSONAL TAKES AWAY: To progress we must always be willing to advance our thinking, embrace new ways of doing things, and accept change, not fight it.

SESSION TWO: Using Statistics to Evaluate your LSC

<https://www.usaswimming.org/utility/landing-pages/governance-lsc/lsc-portal>

Click on LSC portal at the far right of the LSC listings.

Portals online through SCHED link to both club stats and a very robust system called app.powerbi.com. This system is extremely useful in tracking trends and goal setting. This is freeware available for all to use, but you do need to create an account. The information can be a bit overwhelming, but the more we become familiar with it, the more valuable a tool it will be. Aggregated data has been compiled for each of the 74 LSC's. Be very careful when comparing the visuals. The scale can be misleading. Be sure

to also check the numerical values. Also, be careful of confirmation bias. Make sure that all trends are reviewed before drawing conclusions.

LSC's are now setting goals and incentivizing initiatives to encourage participation. Examples of programs incentivized are: IMX, open water and Officials to gain national certifications and participation.

Contact for more information on the systems shown is Eric Stimpson from Niagara Swimming.

I made an acquaintance at this session. She was a group mate named Jessica Cooper, whom I later introduced to Amy M. Jessica is the Executive Director of Georgia Swimming. She shared with me a relatively new program implemented within their LSC that has made a tremendous impact on attracting new officials. They are using Go to Meeting to set up online training clinics. The LSC charges a fee for this clinic, but it has not impacted the ability to attract new candidates.

<https://www.gaofficials.org/>

MY PERSONAL TAKES AWAY: USAS has compiled an absolute ton of information from which we can learn, strategize, set goals and measure results. Information is power.

SESSION THREE: National Board of Review & Zone Board of Review

Sex offenses within USA Swimming have now been pushed to the US Center for Safe Sport. USOC is now tightening their control over USA sports governing bodies. The USOC (not USAS) has defined the "Athlete Representative" as one of two:

Top ½ of the athletes that have competed within a national event within the last 2 years, or an athlete that has competed in a world gold competition within the last 10 years. THIS DRAMATICALLY IMPACTS WHAT ATHLETES MAY PARTICIPATE AS REPS ON NATIONAL BOARDS.

Because of the USOC overreach, the Zone Boards are now where USAS will now largely operate. Reference 403.3 in the 2018 Rules Book.

Resolutions are best resolved through good communication and empathy. BOR are not investigatory but resolution oriented.

LSC's must execute due process in accordance with USA Swimming. Reference 304.3.11 – 304.3.15 for jurisdiction. Reference 404.2 – USAS cannot impose criminal or civil awards.

The NBOR reviews jurisdiction and code of conduct issues.

American Arbitration Association is often used by USAS for mediation before conducting a review. Statute of Limitation for none national issues is 90 days

Review Article 3 for Code of Conduct and Article 4 Hearings

ZBOR has board discussions for handing out sanctions but are enforceable

Types of penalties are found in 404.1.1

Step 1: A petition starts the process moving forward (406.1)

The petition must be clear and detailed. THIS IS NOT A GOTCHA GAME!

Must be filed within 90 days and must include a non-refundable filing fee

Club recruiting has been the largest issue of late. This is a ZBOR issue, not a NBOR.

Recommend mediation with the ZBR Agent before filing a petition

Step 2: Notice of Hearing. Hearing is held 30-60 days after the notice is issued. This date can be altered if both parties agree.

Respondents reply in writing. The response is limited to only the original complaint. New complaints cannot be introduced. Any amendments will result in the process starting over.

Fees cover FedEx, audio recording fees and to disincentivize parties from filing a petition over frivolous cases.

NBOR is not in the business of helping people out, it is to resolve real issues.

You are not allowed an indefinite amount of time to present a case. The case must be organized and well thought out.

Mediation is with the ZBOR Chair or designee. All inquiries begin with the ZBOR Chair.

No ex parte communications – no communications behind the back of any of the parties. EX: ZBOR Chair mediates, then cannot serve on the panel

No independent fact-finding is permitted by panel members. Work only with facts presented.

NBOR cases will be USAS v Party

ZBOR cases will be Party v Party

There will be a pre-hearing conference with the panel to discuss

- What are the issues
- What are not the issues
- Factual issues
- Establish reasonable time restraints

What is Due Process?

- Not binding by US Constitution
- Has no ties to the feds
- No expectation of an in-person hearing

NBOR and ZBOR are not in the business of assessing rehabilitation efforts

When hearing the case, give the benefit of the doubt; use time restraints, as a guideline, not an absolute, is flexible within the rules of the hearing. A little more time now may avoid many issues later.

Burden of proof is on the petitioner (the complaining party)

We decide on the preponderance of evidence (more likely to have happened than not).

Hearing Agenda

- Call to order
- Reading of charges
- Who's on the phone
- Witnesses are not on the phone until called for questioning
- Witnesses are not to be introduced as not to compare notes

Opening Statements

- Road map of the case. Petitioner goes first. Respondent second.

Presentation of the evidence

- Swear in witnesses
- Must be very detailed process
- Conducted under the same rules and processes that govern our court system
- All mediation to occur before the hearing
- Hearsay is admissible

After the Closing Statements

- All parties are dismissed from the call
- Panel members remain on the call
- Conference call coordinator can tell who is on the call

Decision

- Can be rendered immediately but are often not
- Presented in writing within 14 days

Stay Orders

- BOR has the power and authority to enforce penalty, and also has the authority to stay during the period of review appeal

Appeals

- Must be based on a challengeable or procedural issue
- Cannot be filed just because you lost
- Burden of the proof is now on the filing party

Finding of facts must be accepted on review unless they are clearly erroneous.

MY PERSONAL TAKE AWAY: I met the chairman from the Southern Zone Board of Review. I find this process to be very intriguing.

SESSION FOUR: Advocacy & Understanding: The Coach & Official Conversation

Scenarios were presented to both coaches and officials for discussion and revelation of the thinking and process of each party.

- What is an athlete-centered crew?
- What is the benefit of the doubt
- A swimmer who is never DQ'd is now DQ'd

- Remember that it is the coach's job to advocate
- Coaches must do a better job of reading the meet announcements
- Coaches must do a better job in learning the technical rules

MY PERSONAL TAKE AWAY: I remain convinced even more that coaches would greatly benefit from a live session with an official – specifically focused on the technical strokes.

SESSION FIVE: Rules and Regulations

Observed the discussions and rebuttals of rules and regulation committee and the process that leads to the final discussion at the House of Delegate meeting

PERSONAL TAKE AWAY: I find it fascinating to hear comments from the floor. I don't agree with all of them but watching how a new rule is crafted is a very interesting process.

SESSION SIX: Southern Zone Business Meeting

This was a standard business meeting. The reading of old minutes for approval, discussion of new business, voting of venues, meet dates and new officers. The meeting was shorter than last year, and a second meeting was not necessary.

SESSION SEVEN: Operational Risk Education Workshop

Need to review the Meet Marshall information developed by Arizona Swimming and Mid Atlantic Swimming

Safety Training for Swim Coaches – 2-1/2 hour online training

<https://www.redcross.org/take-a-class/safety-training-for-swim-coaches>

- The responsible coach
- Safety awareness
- Emergency planning
- Common injuries
- Resources
- The drowning process
- Safe swim practices
- Open water swimming
- Forward entry

There are excellent video resources online created by the Red Cross

<https://www.redcross.org/search-the-red-cross-site.html/search?term=safety%20training%20for%20swim%20coaches&page=1&start=0>

Hammer Head Protective Swim Caps

<https://www.hammerheadswimcaps.com/>

70% of all swim injuries occur in practice

Available in 5 colors and 3 sizes

Customizable with team logo

USAS competition approved

Approved for concussion plans required for insurance policies

Promoted by Dick Franklin (Missy's dad) safety consultant

Head trauma is the fastest growing concern in every sport

Drop ball at 2, 4 and 6 mph test reveal the impact is reduced by 50%

MY PERSONAL TAKE AWAY: The videos are something that we may want to post on the SCS website. The Hammer Head cap is a winner. This product is going to take off!!!

SESSION EIGHT: Burning Issues for Officials

Promoted the USAS Foundation

Encouraged to use social media for promoting officiating

- Use Facebook for reaching older audiences, publishing articles, videos and anything educational and link it back to the website. Use visuals, block profanity, block monetization
- Twitter is bi-generational, good for quick news blasts, use photos, videos, graphics to get attention. Use #officiallyawesome
- Instagram is the next generation. Use visuals and links

PowerPoint about the Myths of Officiating

PERSONAL TAKE AWAY: We MUST embrace social media in a much greater way

SESSION NINE: Meet the Candidates

These sessions featured all the candidates running for the restructured USAS Board of Directors. Each candidate was introduced with a brief bio. In random order, each was asked two questions and given 3 minutes to answer.

The very qualified panel of candidates was:

Chris Brearton

Amy Hoppenrath

Jeanette Skow

Ellen Colket

Will Indest

Susan Teeter

Carolyn Conrad

Albert Krall

Jay Thomas

Dr Cecil Gordon

Dr Robert Marbut Jr

Tom Ugast

Jacquelyn Poland Hoagland

Derek Paul

Robert Vincent

From this pool, six were chosen

PERSONAL TAKE AWAY: This session changed my opinion on the candidates that I had plan on voting for. This is a very important session for anyone who was a voting delegate.

SESSION 10: Indoor Water & Air Quality – What we know

Water Quality Controls the Air Quality

One person peeing in the pool affects 10,000 gallons of water for 9 days. Let that sink in. Now multiply that by a 600-swimmer meet.

PPCP = Pharmaceuticals and personal care products. Caffeine, ibuprofen, anti-epileptic meds, flame retardant chemicals, DEET, cleaning products, lotions, hair conditioners and many more chemicals are terrible for pools.

A 30 second rinse shower will remove 80% of the PPCP that cause chloramines.

Public utilities are actually adding chloramines to drinking water, claiming they are more effective, quicker than chlorine. The reality is this product is harmful to humans. California, Nebraska, Texas are the worst states for adding this chemical. SC also ads this product to the public water system.

There are 3 kinds of chloramines: Those caused by PPCP, flame-retardants and human urine. Each had different time releases into the water. The bottom line is within 1 hour of introduction to a pool, the required chemical reactions that create all three chloramines have begun to take place. It will still be about 4 hours before this water begins to find its way through the filtration system.

We need to begin promoting 30-second rinses before swimmers enter the water.

We need to allow swimmers to get out of the pool to use the bathrooms

We need to replace filtration with state-of-the-art systems.

The new perlite filters will reduce water consumption by 75% and reduces the use of chemicals by 25% There is a 45 month return on this system.

There is no single silver bullet for water and air conditioning. There are 6 primary areas that facilities must address to have the best air quality:

- 1) Pee in the bathrooms, not in the pools
- 2) Shower before entering the pool
- 3) Use Simple Green for cleaning, not ammonias and nitrogen-based products
- 4) Install a perlite system
- 5) Install a medium pressure UV system for indoor pools
- 6) Make sure the HVAC is 100% functional

Councilman – Hunsaker Software

Model Aquatic Health Code

- Daily inspection

- Complete injury and illness reports
- Complete lifeguard and rescue reports
- Track chemical inventory
- Track daily chemical usage
- Maintain body fluid containment log
- O2 or AED checklists

The daily checklists must begin with the opening of the facility each day thru to the close of the facility each day. It is important to be able to see trends, add layers of accountability, health department compliance, maintenance transparency, and accurate records.

With comprehensive record keeping, the system is able to monitor your facility's maintenance program and issues reports with corrective actions. In today's environment, "it's not enough to do it, you must also document it."

The site license is based on staff size, facility size, number of locations, etc. The base fee is \$1000 annually.

The system is customizable and can communicate with any system. The exceptions are when outside systems are locked to prevent system integration.

USAS Aquatic Specialist:

- You must be in the business of training staff in addition to running a pool
- Your business model must be sustainable
- Your pricing must be accurately calculated – not based on what the pool down the road charges
- You must know your income and expenses
- You must create a product of value
- You must employ quality and talented staff
- You must offer career growth opportunities to maintain staff
- You must understand value perceived pricing
- You must know your customers and understand their needs
- You must implement both horizontal and vertical programs

On average, a competition swim program will generate 25% of the income required to run a pool. The remaining 75% must come from vertical programming. Done correctly, the vertical programs will pay for the horizontal programs.

Important to remember that strategic planning and program development precede pool design/build

Online resources found at usaswimming.org/buildapool

There is a 20-minute video power point presentation online that we should watch.

MY PERSONAL TAKE AWAY: It is unfortunate that this session was mislabeled and should have been called "Facility Development." This session should also have been placed on the schedule much earlier in the convention rather than at the very end of the convention. Wednesday or Thursday would have been perfect. For me, second to the Keynote address, this was the most valuable session of the convention. This session is a must for anyone thinking of building a new facility, anyone looking to take an existing facility profitable, anyone looking to improve the air quality in the natatorium. THIS WAS AN EXCELLENT SESSION.

SESSION 11: HOD Highlights

Rowdy Gaines gave an inspiring acceptance speech upon receiving an award for his Learn to Swim work. 703 kids have drowned this year. The USAS Foundation is pushing Learn to Swim programming.

USAS did not receive as large of an Olympic bump that was expected. Athlete membership is down 2% but Non-Athlete membership is up 5%

USAS experienced a \$5 million surplus for the year due to good budget management and superior returns on investment.

There was considerable debate on the tech suit ban for 12 and under, but the resolution eventually passed.

Alcohol sponsorships for non-competition events was approved

A disaster relief resolution was adopted to address monumental devastation and destruction. This resolution will enable displaced swimmers to become members of a new team – waiving the 120-day probationary period.

Election held for new board members. They are:

Natalie Coughlin	– Athlete	Jay Thomas	– 3-year term
Maya DiRado	– Athlete	Jeanette Skow	– 3-year term
Davis Tarwater	– Athlete	Bob Vincent	– 2-year term
Chris Brearton	– 4-year term	Tom Ugast	– 2-year term
Cecil Gordon	– 3-year term		

With Jay's election to the board, Clark Hammond was appointed as the next Chair of the Rules and Regulations Committee.

The convention was adjourned at 11:20 am on Saturday.

MY PERSONAL TAKE AWAY: This was an excellent convention. With one exception (one that will have long-term and potentially damaging effects), I believe the resolutions approved this year are positive. For the most part, I believe the BOD elections are good, however, we did leave some very good talent off the board.

Luke Griner – Sr. Athlete Representative

Convention is always a fun time for the athletes. The meetings had good information on Safe Sport and USADA. We learned about the process of swimming governance. And we discussed the proposed legislation. I made a short slideshow on USADA for our athletes and coaches. I will present it at HoD.

Stanley McIntosh – Diversity & Inclusion Committee Chair

Non-Athlete Outreach Membership

Task Force Members: Stanley McIntosh, Chair

Kent Yoshiwara

Peter Maloney

Susan Huckleby

Non-Athlete Outreach Membership

- Modeled after the athlete outreach membership
- Each LSC would set the individual guidelines and verification process.
- Annual Membership

Why?

- Non-athlete membership encourages families to become involved and stay involved in our sport.
- The creation of competitions depends on non-athlete members such as: officials, meet management etc.
- Competitions
 - create metrics for tracking performance
 - raise confidence in athletes through goal setting
 - create team fundraising opportunities
- As with our athletes, financial barriers sometimes exist for parents desiring to become more involved.

Objective

- We seek to create greater inclusiveness of non-athletes in the sport of swimming by offering opportunities to participate for low income adults.
- Similar to athlete recruitment and retention programs, we need to recruit and retain low income non-athletes in the sport of swimming.

Membership Categories

- The non-athlete outreach membership would include:
 - “Other” category for chaperone, meet director, meet manager
 - “Official” category
- **Coaches would not qualify for the non-athlete outreach membership.

Qualification Recommendations

- Child qualifies as outreach athlete member
- Established outreach athlete membership criteria

Next Steps

- Meeting with Officials and Registration Membership Committees to develop taskforce
 - Governance
 - Creation of Rule and development of membership dues
 - Submission to Rules & Regs Committee
 - Approval by HOD

2019 Southern Zone Diversity and Inclusion Select Camp

Date: June 13 – 16, 2019

Location: University of South Carolina, Columbia, South Carolina, 29201

Questions or Concerns:

Stanley McIntosh

SC Swimming Diversity Inclusion Chair SC

Email: smcintosh@greenviewdolphins.com

Phone: (803) 261-2663

or

Chris Wolford

SC Swimming Sports Performance Director

Email: spd@sc-swimming.org

Phone: (513) 309-2700

Purpose: Celebrate the opportunities for diversity in swimming in the Southern Zone through inspiration of athletes, coaches and volunteers. Create local ambassadors and leaders to grow our sport.

Goals: Empower athletes from ethnically under represented populations and their coaches to:

- Demonstrate the viability of multicultural success in swimming within their local LSC
- Achieve performance excellence throughout the sport
- Introduce the benefits and value of participating in the sport of swimming
- Develop positive leaders and role models that others from multicultural backgrounds can emulate
- Connect, network and promote the virtues of the sport of swimming through a comprehensive strategy involving the athletes, coaches and LSC Diversity Chairs in their own local LSCs and throughout the Southern Zone.

Attendees: Approximately 45 athletes (20+ boys / 20+ girls) ages 13-16 years old (minimum male and female from each zone) along with Coaches and LSC Diversity Chairs are invited to attend.

Number of Attendees: 3 athletes from each LSC in the Southern Zone

1 Coach from each LSC and **1** Diversity Coordinator from each LSC

Age: 13-16 years of age at the time of the camp

Selection: Each LSC will select the three athletes they wish to represent that LSC using the application attached. The LSC will then select one coach from a diverse cultural group or a coach of a diverse cultural team based on their own LSC evaluation.

Cost Per Athlete: \$350

Deadline for Application: March 31, 2019