

USMS Convention — Jacksonville, Florida. 2011

Committee Name:	Fitness Education	Session #:	1	Report #:	11
Committee Chair:	Marcia Anziano	Vice Chair:	Linda Shoenberger		
Minutes recorded by:	Linda Shoenberger	Date/time of meeting:	9/15/2011 2:00 p.m		

Actions Requiring Approval by the HOD:

1.

Motions Passed:

1.

Number of committee members present: 9	Absent: 6	Number of other delegates present: 44
Committee members present (list all, including chair and vice chair): Marcia Anziano, Linda Shoenberger, Kristy King, Jonathon Olsen, Randy Cruthfield, Richard Burns, Suzi Green, Jane Moore (Sports Med Liason), Nadine Day (V.P.)		

Minutes

The meeting was called to order at 2:00 p.m.

The committee members were introduced to the attendees.

Check Off Challenge:

Jon Olsen reported on the Check-Off Challenge for 2011. Maryland Masters netted approximately \$1650.00, selling 254 shirts. Of interest was that there were 3 times the number of women signed up for the event as compared to the number of men. Also of note was that the majority of participants were the ages 40 – 60.

It was suggested we build the Check-Off Challenge into the Flogs, or somehow get it online, in order to drive more people to that event.

One bid for 2012 received from Jonathan Olsen representing the Hammerhead Aquatics. They will host it with the “Bulls Eye” theme. It was pointed out that it appears to be a way to sell t-shirts. All agreed that it was a way to fund raise for a club and that it has grown over the last few years. The consensus was that the more clever the shirt, the more that it sells. Many swimmers buy the shirt due to the design. It was discussed that we promote it to coaches to use in workouts. It was pointed out that it is promoted in Streamlines. One suggestion was to provide workouts incorporating the various swims so coaches can just pull from those to accomplish the goal. Use of the MyUSMS page to track the event will be considered in the future.

Although the bid is in the early stages, the committee agreed to go forward with Hammerhead Aquatics’ bid.

Go The Distance:

Currently there are 2608 participating in GTD, and there are 5077 using the Flogs

The value of the awards for coming years was discussed, one being the real value of the \$5 gift certificate. It was pointed out that the \$5.00 certificate does not drive the swimmers to the web site to make a purchase. This is the last year of the contract with Nike. The benefit to Nike and All American needs to be proven for them to continue to sponsor. Most agreed that the \$5.00 certificate was not used. The swim caps are popular, silicone caps were suggested, but are very expensive. They will continue to discuss the contract renewal with Nike but it must be a win-win situation for it to go forward.

Discussion has come up that GTD is too competitive. However, the reporting will continue as is. If swimmers feel too strongly about the competition, they can continue using the FLOG without entering the event.

A member of the audience suggested recognizing the teams on the website that have the most participants in the Check-Off Challenge and GTD. Some suggested looking at percentage of participation by Club. Jim said the reports could include this information.

Fitness Articles:

It was pointed out that our Fitness Articles have not been on the website since March. Jim Matysek said the Fitness Articles link was broken when they upgraded the language component of the web site. They are doing things to fix this. Linda suggested that they may no longer be needing the monthly article. Audience member suggested fitness flyers to put at pools. It was suggested we not do the monthly article, just send in articles when they become available.

New Activity: Pick One of Six and Send us you Pics.

The new Fitness Activity that the committee has envisioned was presented. It consists of six challenges from which a swimmer can choose one (or more) to participate in. Upon completion of the activity, the swimmer would write up a 140 word article and send a picture, providing new content for our webpage. It was pointed out that the web page appears the same each time you click on the Fitness link. New pictures and new content could freshen up the pages and at the same time provide a non competitive activity in which swimmers could participate. It was suggested it is human interest and provides a way of showing a softer side of USMS. It is viewed as an accomplishment but it is not a competition. A specialized blog type of method was suggested and the members could enter the info themselves. Many audience members agreed that it would show the FUN side of USMS. Some felt that it would serve as an inspiration.

It was agreed that this activity will be pursued. Marcia and Jim agreed to work together to move this forward during the next year as priorities allowed.

Jonathon Olsen offered to look into the manual process of cumulative data for GTD.

The meeting as adjourned at 3:15.
