

## USA SWIMMING BOARD OF DIRECTORS

January 26, 2008 - Omaha

### MINUTES

1 **CALL TO ORDER**

2 USA Swimming President Jim Wood called the meeting to order at 8:00 a.m. on Saturday,  
3 January 26, 2008 with the following in attendance:

4  
5 **Board of Directors and Ex-Officio:**

6 Wayne Burrow, Peter Carney, Maddy Crippen, Ed Dellert, JoAnn Faucett, Shannon Gillespy,  
7 Ted Haartz, Larry Johnson, Pat Lunsford, Vicki Marsh, Bill Maxson, Arlene McDonald, Dale  
8 Neuburger, Wells O'Brien, Rich Pockat, Linda Riker, Bill Rose, Jim Ryan, Bill Schalz, Tyler  
9 Storie, Mary Jo Swalley, Alison Terry, Ron Van Pool, John Wilson, Jim Wood, Carol Zaleski.

10  
11 Paul Sigfusson, Jr., attended the meeting as an athlete representative, per Trent Staley's  
12 request.

13  
14 **Board Members and Ex-Officio Not Present:**

15 Sandy Baldwin, George Block, Tom Dolan, Mark Henderson, Bryan Jones, Michael Lawrence,  
16 Jamie Rauch, Trent Staley, Ross Wales.

17  
18 **Guests:** Sandy Blumit - USSIC, Gregory Eggert – IRC, John Peterson – USSIC.

19  
20 **Staff:** Rod Davis, Matt Farrell, Pat Hogan, Chris LaBianco, Kathy Parker, Mark Schubert, Mike  
21 Unger, Chuck Wielgus.

22  
23 **MOMENT OF SILENCE**

24 A moment of silence was observed for USA Swimming members and associates who have  
25 passed away since the last meeting.

26  
27 **DECLARATION OF CONFLICT OF INTEREST**

28 *"Is any member aware of any conflict of interest (that is, of a personal interest or direct or*  
29 *indirect pecuniary interest) in any matter being considered by this meeting which should now be*  
30 *reported or disclosed or addressed under the USA Swimming Conflict of Interest Policy?"*

31  
32 If a Board member determines there to be a conflict of interest at any point during the course of  
33 the meeting when a specific subject is being discussed and / or action is being taken, a  
34 declaration of a conflict of interest should be made at that time.

35  
36 Arlene McDonald declared a conflict of interest on the action item for the IUPUI Natatorium July  
37 2009 Trials event.

38  
39 **INTRODUCTION OF GUESTS**

40 Chuck Wielgus introduced Chris LaBianco, the new Chief Development Officer for the USA  
41 Swimming Foundation.



92 **CONVENTION SCHEDULE**

93 The convention schedule does continue to change as comments are received. The Convention /  
94 Education Committee will meet next weekend in Seattle. John encouraged the Board to review  
95 the schedule and to submit comments to Cathy Durance in advance of the meeting so that  
96 these can be taken into consideration while discussing and revising the schedule.

97

98 **PROGRAM OPERATIONS**

99 Pat Lunsford submitted a written report (Attachment #5). There is a section in the policy manual  
100 that is specific to the Officials Committee, but will submit a red-line version for next meeting.

101

102 Pat thanked Arlene McDonald for chairing the Championship Meet Evaluation Committee. Pat  
103 Baker from Lake Erie, who has been a member of the committee will succeed as Chair.

104

105 The Top 16 program has been converted to the Top 10, and starts at age eleven. This has been  
106 a long term project for the Times and Recognition Committee.

107

108 Because of issues on records and the expense of measuring pools, a request has been made to  
109 form a task force to look into the pool measurement guidelines and protocols. Pat will submit the  
110 names to Jim Wood as soon as they are finalized.

111

112 **PROGRAM DEVELOPMENT**

113 Mary Jo Swalley submitted a written report (Attachment #6).

114

115 **ATHLETES EXECUTIVE COMMITTEE**

116 Linda Riker reported that the AEC met in Los Angeles in November. The primary focus of that  
117 meeting was to work with Mark Schubert and Lindsay Mintenko on the athlete calendar for the  
118 next quad. The committee appointments were reviewed, and concerns were addressed  
119 concerning athletes who are difficult to contact. Chris Thompson is the AEC representative for  
120 committee appointments, and he, as well as Linda Riker and Trent Staley can always be  
121 contacted with these concerns.

122

123 A few new task forces have been created and the one that is currently being focused on is  
124 Convention Planning, and the fact that this is an election year. February 9-10 the AEC will be  
125 meeting in Dallas, and this will be a primary focus, as well as addressing concerns about IRC  
126 athlete representation and leadership.

127

128 The AEC will meet again before the Omaha test event in June.

129

130 **TECHNICAL**

131 George Block submitted a written report (Attachment #7). Jim Wood gave a verbal update on  
132 his report. Refer to the written report for additional information on the following motion;

133

134 **MOTION:** *To approve the separation of the Sports Medicine and Sports Science Committees.*  
135 **APPROVED.**

136

137 George Block will forward committee membership recommendations to Jim Wood, along with an  
138 implementation plan and budget to Pat Hogan.

139

140 Paperwork will need to be submitted for inclusion to policy manual.

141 **APPEAL**  
142 Wells O'Brien reported on a National Board of Review appeal request originated from Oregon  
143 LSC. After consultation with Jim Wood, a panel has been appointed: Ron Van Pool - Chair, Rich  
144 Pockat, Mary Jo Swalley, Bill Schalz, Linda Riker.

145  
146 Wells posed the following question, considering the fact that there is a panel of Board members  
147 that now hear the appeals, is it appropriate to give the Board a summary of the findings when  
148 they have been determined? It is determined that this is appropriate action.

149  
150 **EASTERN ZONE**  
151 JoAnn Faucett and Ed Dellert submitted a written report (Attachment 8).

152  
153 **SOUTHERN ZONE**  
154 Richard Pockat and Shannon Gillespy submitted a written report (Attachment 9).

155  
156 **CENTRAL ZONE**  
157 Arlene McDonald and Bill Schalz submitted a written report (Attachment 10).

158  
159 **WESTERN ZONE DIRECTORS**  
160 Larry Johnson and Vicki Marsh submitted a written report (Attachment 11).

161  
162 **UNITED STATES SPORTS INSURANCE COMPANY, INC. (USSIC)**  
163 A written report was submitted by Carol Zaleski detailing insurance education (Attachment #12).

164 John Peterson brought forth the following motion to identify and approve an individual to carry  
165 the proxy to the USSIC shareholder meeting.

166  
167 **MOTION:** *To approve Carol Zaleski to carry the proxy at the USSIC meeting in May 2008 to*  
168 *speak on behalf of USA Swimming to appoint new members of the USSIC Board of Directors.*  
169 **APPROVED.**

170  
171 **NCAA**  
172 Wayne Burrow submitted a written report (Attachment #13). Wayne has been named as one of  
173 the staff liaisons to the NCAA Olympic Sports Liaison Committee (OSLC).

174  
175 Mike Unger reported that a rule modification is being proposed by Mark Schubert and Bob  
176 Goseth regarding recruiting during Trials. July 1 is normally the first date that high school  
177 swimmers can be contacted by college coaches, but because of the distraction that this may  
178 cause it will be proposed that this date be delayed until after Trials. Nothing is finalized at this  
179 time, do not anticipate a problem with having this passed.

180  
181 **YMCA**  
182 Jim Ryan submitted a written report (Attachment #14). There are four new members of the  
183 YMCA Advisory Committee: Gregory Eggert, Joel Black, Judy Sharkey, and Augie Mendoza.  
184 There is also a new Chair – Jim Everett, from Boise, Idaho. There are continuing conversations  
185 between Mike Eubank and Matt Farrell concerning the Make a Splash / YMCA Partnership,  
186 which is highlighted in Attachment #17, USA Swimming Executive Director's report.

187  
188

189 **MASTERS**

190 Ted Haartz submitted a written report (Attachment #15). Ted also reported that as of yesterday,  
191 USMS went to online registration for individuals. Jim Wood stated that progress is also being  
192 made on the combined Masters / USA Swimming meets.

193

194 **UANA AND FINA TECHNICAL SWIMMING COMMITTEE**

195 Carol Zaleski submitted a written report (Attachment #16).

196

197 **UNITED STATES OLYMPIC COMMITTEE (USOC)**

198 Maddy Crippen reported that a meeting occurred in December, but nothing discussed related to  
199 Swimming. There will be another meeting taking place in Chicago in the spring, where the 2016  
200 bid will be discussed.

201

202 Jim Wood, Mike Unger and Dale Neuburger had the opportunity last week to visit with the  
203 Chicago 2016 Olympic bid organizers. They seem to have a great plan, and about 70 – 80% of  
204 the venues will be downtown by the waterfront. The location will be chosen by FINA and the  
205 IOC in 2009.

206

207 **INTERNATIONAL RELATIONS COMMITTEE**

208 The IRC met yesterday in Omaha. Ron Van Pool gave an update. Dragomir Cioroslan, the  
209 USOC Director of International Strategies Development was also in attendance. Strategic  
210 Planning has been a focus of these meetings, centering around 7 areas:

- 211 1. Autonomous Sport (Chuck Wielgus)  
212 2. Well Promoted Sport (Dale Neuburger)  
213 3. Clean Sport (John Leonard)  
214 4. Well Governed Sport Athletes (Trent Staley)  
215 5. Well Governed Sport Officials (John Wilson)  
216 6. Well Governed Sport Coaches (Michael Lawrence)  
217 7. Equitable Sport (Carol Zaleski)

218 Each of the groups has put together their view of challenges, strategic objectives and action  
219 plans. The next step after this planning stage is an execution stage. The Continental Liaisons  
220 will now be referred to as Geographic Representatives. The regions will be broken down  
221 differently.

222

223 **USA SWIMMING STAFF REPORTS**

224 Chuck Wielgus submitted a written report (Attachment #17). Notify Mike Unger by February 15 if  
225 you will need assistance with securing a hotel room for Trials. Payment will be at own expense.

226

227 Ray Essick has been tasked with writing the corporate history of USA Swimming. He will be  
228 interviewing past Presidents, leaders within the sport, etc.

229

230 **USA SWIMMING FOUNDATION UPDATE**

231 Chuck Wielgus formally introduced Chris LaBianco to the Board. Chris gave a confidential  
232 overview as to the future vision, goals, and initiatives of the Foundation.

233

234 **NATIONAL TEAM UPDATE**

235 National Team Head Coach, Mark Schubert, gave a verbal report to the Board. The majority of  
236 the National Team efforts have centered around preparation for Beijing. Monthly meetings have  
237 occurred with Steering Committee, and also working very closely with the USOC. Jonty Skinner

238 and Genadijus Sokolovas will be traveling next week to the Beijing test event. This will be the  
239 first event held in the pool being used for the Olympics. Lindsay Mintenko and Joke Schubert  
240 will attend the team leaders meetings with the USOC in March (6 days of meetings). These  
241 meetings will center around the Olympic Village and logistics. Short Course World  
242 Championships will take place in April in Manchester. A half team of 13 men and 13 women will  
243 be sent, selected from the Short Course Nationals that were held in Atlanta the end of  
244 November 2007. Greg Troy and David Marsh will be the head coaches of this competition.  
245

246 There was a very successful junior team competition in Melbourne, sent one of the largest  
247 teams ever: 70 plus junior team athletes made the time standards and qualified for this trip.  
248 Have a junior team planned to attend the 2009 Pan Pacific junior competition in Guam. The Pan  
249 Pac rules have been changed for this meet. Will be sending 20 men pool swimmers and 20  
250 women pool swimmers; in addition will be sending 3 men and 3 female open water swimmers.  
251 Because of the fact that time standards have been used in the past to select the junior team, a  
252 second junior team competition will take place in 2009, attending the meet Vancouver, British  
253 Columbia. The top 20 male and female swimmers will go to Guam, and the rest who meet the  
254 time standards will go to Vancouver.  
255

256 The Board of Directors approved in November 2007 a new Technology Services Coordinator.  
257 Jack Roach has been hired for this position and will work under Jonty Skinner and Russell  
258 Mark, focusing on preparations for Beijing, services that will take place at the Grand Prix meet,  
259 at Olympic Trials, and the training camp. Beginning in the new quad Mark would like Jack to  
260 move into the role of National Junior Team Head Coach. His focus would be to work with the  
261 National Junior Team not only preparing for competitions and working with the staff, but also be  
262 focusing on the coaches of the National Team swimmers, and the National Junior Team  
263 swimmers. The goal of this is to create a better and more experienced pipeline.  
264

265 The Grand Prix Series continues to be successful. Had a tremendous grand prix meet in Long  
266 Beach last weekend; 23 National Team athletes attended.  
267

#### 268 **AQUA ZONE UPDATE AND PRESENTAION**

269 Matt Farrell gave an update on the Aqua Zone planned for Olympic Trials. (Attachment #18)  
270

#### 271 **OLYMPIC LEADERSHIP CERTIFICATION UNIVERSITY PROGRAM**

272 The USOC is implementing a new Olympic Leadership Certification University Program. This is  
273 a 2-year program being done in conjunction with the Kellogg School of Management at  
274 Northwestern University. Pat Hogan, Lindsay Mintenko and Matt Farrell have applied to the  
275 program.  
276

#### 277 **BUSINESS PLAN UPDATE**

278 An update was given on the business plan process for the next quad. A discussion was begun  
279 on the planning process and the content of the plan going forward, with a more extensive  
280 discussion to continue at the April meeting. Looking for input from Board members about  
281 program specifics; what are the final goals to achieve by 2012; comments on new programs,  
282 existing programs, goals in diversity. Where do we want to be with the organizations we work  
283 with (ISHOF, ASCA, Masters, YMCA, CSCAA, etc.). Start with what we want and then work  
284 towards how we get there. Input on "out-of-the-box" goals. Are there projects that we aren't  
285 doing but should consider, or programs that should be retired.  
286

287 Various subjects mentioned: officials; women in higher ranks (volunteers, coaching, officiating);  
288 doping (taking a leadership role in investigating cases, financially investing in a higher level of  
289 activity in this area); survey those who have tried the programs and what their experience has  
290 been; get LSC's involved if there is a problem with a club; what would help us with future  
291 events; what is it that could happen in the future that we need to create a plan for now; with all  
292 the different sports (extreme, etc) what will make swimming attractive to kids and their parents;  
293 open water swimming; ask AEC to communicate with athletes what do you see 10 years down  
294 the road.

295

#### 296 **IUPUI NATATORIUM – JULY 2009 TRIALS EVENT**

297 Arlene McDonald excluded herself from this vote. Information concerning the facilities plans for  
298 renovations is the same on the local level as on the National level. Have been assured that the  
299 concern items will be taken care of, and that the facility will not be closed for renovations during  
300 the time that it is needed.

301

302 **MOTION:** *To host the July 2009 Trials Event at the IUPUI Natatorium in Indianapolis,*  
303 *contingent upon having a plan "B" to present to the USA Swimming Board of Directors by the*  
304 *April 2008 meeting, with a back-up plan in place with another facility. **APPROVED.***

305

#### 306 **OLYMPIC TEAM TRIALS UPDATE**

307 A brief tour of the Qwest Center was given by Harold Cliff and Harley Schrager. Omaha  
308 community support has been outstanding.

309

#### 310 **WASSERMAN MEDIA GROUP UPDATE**

311 One of the items of discussion with Wasserman is the fact that two different cultures are being  
312 merged together. The new website will be geared towards those active in swimming, as well as  
313 those who know virtually nothing about the sport. The USA Swimming website is, and will  
314 continue to be, geared towards our membership. Our rights are not being transferred to WMG,  
315 will we have a 50 / 50 share with WMG.

316

#### 317 **Status of Legal Agreements**

318 The legal agreements are still in the process of being finalized.

319

#### 320 **Launch Plans**

321 The launching of the site is being postponed until the contractual agreements are fully in place.

322

#### 323 **Preview of New Web Site**

324 Matt Farrell gave a preview of what the swimnetwork.com site will look like (Attachment #19).

325

#### 326 **Resolution**

327 United States Swimming, Inc. and WMG Productions, LLC. have agreed to collaborate on a new  
328 USA Swimming themed digital media platform that will allow USA Swimming to better serve its  
329 members and partners as well as athletes and the fans of swimming. This program involves the  
330 formation of a new limited liability company in which United States Swimming, Inc. and WMG  
331 Productions, LLC will be members with equal representation on the Board of Directors (the  
332 "Company"). The terms of the transaction are embodied in three documents.

333

334 First, an agreement titled "Technology License Agreement" pursuant to which WMG  
335 Productions, LLC grants a non-exclusive, worldwide right to the Company to use a certain

336 proprietary content delivery platform for use in connection with the design and operation of  
337 websites. United States Swimming, Inc. is not a party to this agreement.

338  
339 Second, an agreement titled "NGB Rights Agreement" pursuant to which United States  
340 Swimming, Inc. grants to the Company the right and license, with the right to sublicense, to use  
341 and commercially exploit certain rights, including Commercial, Sponsorship and Broadcast  
342 Rights, by all means and any media. WMG Productions, LLC is a not a party to this agreement.

343  
344 Third, an agreement titled "Limited Liability Company Agreement" pursuant to which United  
345 States Swimming, Inc. and WMG Productions create the Company and provided the terms and  
346 conditions under which the transaction will operate.

347  
348 The Board of Directors desires to authorize United States Swimming, Inc. to enter into this  
349 transaction.

350  
351 *NOW, THEREFORE, BE IT RESOLVED, that Jim Wood, as President, and Chuck Wielgus, as*  
352 *Executive Director, be and they are hereby authorized to finalize the transaction described*  
353 *above by executing and delivering on behalf of United States Swimming, Inc. the NGB Rights*  
354 *Agreement and the Limited Liability Company Agreement and by receiving delivery of an*  
355 *executed copy of the Technology License Agreement.*

356  
357 **MOTION:** *To approve the above resolution. APPROVED.*

358  
359 **Policy**

360 USA Swimming has been and, in the future, will be entering into transactions with various media  
361 companies to provide media coverage for its various meets and events. There are limitations  
362 imposed by these media companies on the spectators at these meets and events, including  
363 coach, athlete and volunteer members of USA Swimming, prohibiting photographing, video-  
364 taping and other audio/visual recordings for commercial non-personal use, and broadcasting,  
365 publishing and disseminating the product for any and all commercial purposes. These  
366 recording, broadcasting, publishing and disseminating restrictions apply to all media, including  
367 such outlets as YouTube, etc.

368  
369 In order to properly carry out the terms of its agreements with these media companies USA  
370 Swimming adopts the foregoing limitations and restrictions as its policy for its members and any  
371 violation of these limitations and restrictions shall be subject to discipline pursuant to Part Four  
372 of the USA Swimming *Rules and Regulations*. The original jurisdiction for hearing a violation of  
373 this policy shall be with the National Board of Review. This will allow for video-taping for  
374 educational and personal purposes but will prohibit others from taping and then attempting to  
375 sell or post on other sites.

376  
377 This policy was introduced at this meeting and will be brought back to the Board for action at the  
378 April 2008 meeting. There was also discussion concerning putting this in the USA Swimming  
379 rulebook. Since so many items are being transferred into the policy manual may need to look  
380 into somehow tying the rulebook and policy manual together.

381  
382 **INTERNATIONAL SWIMMING HALL OF FAME (ISHOF)**  
383 Chuck Wielgus and Matt Farrell reported to the Board the results of the outside business  
384 evaluation that was initiated concerning ISHOF.

385 Discussion occurred concerning potential courses of action.  
386 **MOTION:** *To selectively pick assets for ownership, licensing or restoration.* **APPROVED.**  
387  
388 Jim Wood and Chuck Wielgus will communicate the decision to Bruce Wigo. Final details and  
389 decisions will be postponed until after Trials.  
390  
391 Jim Wood and Chuck Wielgus both stressed the importance of keeping the ISHOF report  
392 confidential and proprietary.  
393  
394 **ADJOURN**  
395 This meeting was adjourned at 4:10 p.m.

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Respectfully Submitted:

Kathy Parker  
Executive Coordinator

Jim Wood  
President

For a copy of an attachment, please contact Kathy Parker –  
[kparker@usaswimming.org](mailto:kparker@usaswimming.org) or 719-866-4578.

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### **Attachments**

January 26, 2008 – Board of Directors Meeting - Omaha

- Attachment #1**      Page 2 – Agenda
- Attachment #2**      Page 2 – Recognition of Records
- Attachment #3**      Page 2 – Treasurer’s Report
- Attachment #4**      Page 2 – Vice President Administration Report
- Attachment #4A**     Page 2 – 2007 HOD Approved Legislation Impacting the BOD  
Policy Manual
- Attachment #5**      Page 3 – Vice President Program Operations Report
- Attachment #6**      Page 3 – Vice President Program Development Report
- Attachment #7**      Page 3 – Vice President Technical Report
- Attachment #8**      Page 4 – Eastern Zone Report
- Attachment #9**      Page 4 – Southern Zone Report
- Attachment #10**     Page 4 – Central Zone Report
- Attachment #11**     Page 4 – Western Zone Report
- Attachment #12**     Page 4 – Insurance Education
- Attachment #13**     Page 4 – NCAA Report
- Attachment #14**     Page 4 – YMCA Report
- Attachment #15**     Page 4 – Masters Swimming Report
- Attachment #16**     Page 5 – UANA & FINA TSC Reports
- Attachment #17**     Page 5 – USA Swimming Executive Director’s Report
- Attachment #18**     Page 6 – Aqua Zone Update
- Attachment #19**     Page 7 – Swimnetwork.com