

2017 USAS Convention

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September 12-17, 2017

Our Kids Initiative Business Meeting, Sept 13, 2017

Goal: Prevent USA swimmers from disqualifications. Representatives from NFHS, NCAA, USMS, USA Swimming, YMCA, Paralympics, and FINA spoke to the differences in the rules used to judge swimming. Each organization reviews their rules and interpretations at different time intervals, from every year to once every 4 years. NCAA will follow the FINA rules. NFHS had a study of the use of backstroke ledges done. It was determined that the risk was too great with the swimmers' height and lack of experience to ever use the ledge. Declared False Start declaration was a huge issue at the State championships due to athletes having to take exams prior to the meet and inability to get to meet on time. FINA clarified some on the rules language. FINA is looking into the improper use of the starting block for relay exchanges. USMS adopts USA Swimming rules. There is a change in the recording of world records. 3 watches will no longer be accepted. The recorded time must be automatic or semi automatic. The in water relay exchange has a judgment point when there is loss of contact with the wall. USMS is asked a lot about using equipment when there is a disability swimmer. So far, the answer is not allowing the use of equipment. Dual sanction meets between USA Swimming and USMS are being looked at carefully to ensure proper liability coverage. Paralympics bases its rules on FINA. Each athlete does get individual rule exceptions. There have been many tattoo disqualifications due to excessive body advertisement. Table of differences and similarities can be found on ourkidsinitiative.org.

First Rodeo? ConvEd First Timers Corral, Sept 13, 2017

This was a meeting for first time attendees. I got to meet 6 people I had never met before and learn about them. We learned how to work the new schedule app and be on the lookout in the email for a survey of the sessions that were attended. There was a team challenge, which our team won because the younger coaches were extremely tech savvy and could bring answers on their phones in seconds. It was informative and really made me feel welcome to convention.

Rules and Regulations Committee, Sept 13, 2017

This was not a very interesting session. There seemed to a bit of dissention and confusion as several legislation issues were being presented. It is clear that the change in the makeup of the BOD and how USA Swimming is being run is a very emotional topic.

Safe Sport at Meets, Sept 13, 2017

Scenarios of possible unsafe situations were presented to the audience. Many ideas and present procedures for dealing with the scenarios were fielded from the group. Then we broke into smaller groups to discuss Meet Briefing Sheets and Deck Access Strategy Guide. These survey/information sheets will be taken back to be incorporated into USA Swimming producing a "Safe Sport in a Box" to be distributed to each LSC's Officials Chair. Some ideas included:

1. Laminated signage regarding rules. Athlete suggested not using wording but more pictorial signage. Example: post laminated sign with cell phone picture and the red slash circle (do not) over it.
2. Each LSC should have a Safe Sport budget so supplies can be made or purchased.
3. Tags for all essential meet personnel to help athletes/coaches/parents identify them.
4. Send deck access requirements to all attending coaches prior to the meet; i.e. Deck Pass.
5. Ensuring the marshals and meet director are given a copy of the warm up procedures.
6. Identify where high-risk areas are located and convey this to the coaches.
7. Survey results at goo.gl/84DaSZ

Officials Committee Meeting/Workshop, Sept 14, 2017

Omega Timing System is a watch company, which has a longstanding relationship with the IOC. Omega is offering a cheap deal on a starter system which can be used with any other existing system. The start tone and the start microphone have separate volume adjustments. The start system also has a green light to indicate that the system has been reset. There is no need to look for the dot on the scoreboard.

FINA website shows the changes in verbiage of the rules. The IOC has granted 3 additional swimming events be added for the Tokyo Olympics. 800 M men, 1500 M women, and mixed medley relay have been chosen.

Rule change will be in affect September 21, 2017 regarding the freestyle leg of the individual medley and the freestyle leg of the medley relay. In the freestyle leg, the swimmer may turn in any manner, but must return to a position toward the breast prior to the initiation of any arm pull or kick.

Program Operations – Winter Nationals at Columbus, OH; JR East with Jim Holcomb, JR West in Iowa with Kathleen Scandary (MR); Nationals and Junior Nationals at Irvine; 2018 Futures – Richmond, Cary, Rochester, and Santa Clara; Pro Series – Austin (Jan), Atlanta (Mar 1-3, Mesa (April), Indianapolis (May), Santa Clara (June 14-17), and Columbus (July 4-8).

Testing – The test is evaluated annually. If a question is missed 25% of the time, then the question is reviewed as to why. NCAA test is flawed, but is in the process of being upgraded.

Mentoring and Evaluations – "We are mentors" workshop had 90 attendees. Next one will be held on the 1st or 2nd week of June. They are seeking a guest speaker. Using social media will revitalize "Officially Awesome!" USA Swimming is encouraging our N3 officials to mentor our N2 officials in making evaluations. At Nationals and Jr Nationals, all officials will be evaluated. At Futures and Pro Series, evaluations will be optional. Electronic forms for officials are being set up on the website.

Education- Sharesite is coming. Renewal for AR is being reviewed.

Communication – There is a question of how to get information out to all the officials. May need to initiate an all official call.

Athletes – Officials newsletter has been published every 2 months. There is a stroke and turn video on the website. Starter video will be forthcoming. The situations and resolutions scenarios are being updated. Many recruitment, retention documents are being updated.

The uniform for officials will be changing to black pants, black socks, and black shoes for 3 star plus meets, i.e. Jr. National, Nationals, U.S. Open and Pro Series. The shirts will not change.

The 2018 Deck Pass will be the officials' card and is printable.

National Meet Applications to officiate tend to close because of the large number of applicants. Unfortunately, they open when Gina Mensay has the time to open each meet on the website.

Additional officials training material may be on a Share site not on the USA Swimming website.

#SwimBiz: Oh Snap! Tips, Tricks and Trends in social media, Sept 14, 2017

I am a total novice in most social media. I learned that the top three social media apps are Facebook, Instagram, and Snapchat. Each has its own demographic users. Snapchat works best when it is athlete run. Images only stay on the site for 24 hours and users like to compete about the number of hits, likes, etc. 60% of 13-24 years old use Snapchat. 63% of 18-34 years old use Snapchat. There are 3 screen – photo, stories and discover. The photo content is limited to 1-10 seconds. You can make geofilters and this is how you would get your brand more visible. Geofilters are locations based filters that can be applied to a person's photos. It costs \$5.00 per 20,000 square feet/day. It is best to use a small amount of space so that it does not block the photo. There is a snapmap that shows hot spots, where lots of photos are being taken. Photos in Snapchat can be placed onto Facebook or Twitter, etc. Clubs can use the media and give a unique password to an athlete who can be taking the photos for a period of time. There is a recommendation to make a guidelines page for the persons taking the photos to ensure appropriate content.

The second part of the session was about how to engage the audience to the social media. The most liked items were photos (especially pets/animals), videos, infographics, and video interviews. PicStich, Flipagram, and ClipStitch are all photo manipulating apps. Contests, holiday posts and live events capture audiences. There is a media release form on the USA Swimming website. Spectators that are in a public space may be photographed and are not required to fill out a media release form. There is a communications tool kit under resources that has a photo release form.

An Open Forum on Technical Suits in AG Swimming, Sept 14, 2017

This was a data -collecting forum for the issue of technical suits. The survey questions had to do with who had banned the suits, what age to ban suits, what prevented banning the suits, and what constitutes a technical suit. Most agree that banning the suit for 12 and under is warranted. The issue was brought up about the well-endowed 12-year old at a championship meet. All agree that the suit does not make the swimmer faster. The parents are the problem. A blockade to banning the suit has to do with competition for athletes in urban areas with a high concentration of clubs. Parents move athletes to clubs that do not ban the suit. Many coaches have guidelines for when the suit is to be

used. It is interesting that the suit only lasts 5-6 swims. USA Swimming does recognize that unification on this issue is needed for this to move forward.

LSC Finances: Understanding the LEAP Requirement, Sept 14, 2017

This session outlined the financial requirements for LEAP 1, 2 and 3 levels. The LEAP 1 is done every quad. The 990 form must be submitted every year. LEAP 2 requirement is an internal financial audit and LEAP 3 requirement is an independent external audit. Minnesota website has a Quad Financial Plan template. The financial plan should be a rolling document and is to be updated every year. Information is found by going to USA Swimming.org-Financial Management-LSC Financial Assessment and is a fillable form. Also, look at Governance-LEAP

Navigating the Coach/Officials Relationship, Sept 14, 2017

This session was a panel of 3 officials and 3 coaches that were posed with scenarios about disqualifications, being new to swimming, etc. The takeaways are that coaches are passionate advocates for their athletes and officials want to be fair and help the athletes. The words “calm down” do not diffuse the situation for them. The coaches want to be heard. Respect for each other and what their jobs are is extremely important.

Burning Issues for Officials, Sept 15, 2017

Much of the session was devoted to Myth Busting and Urban Legends.

The national uniform change was questioned for the outdoor summer meets since the possible change would entail black shorts, black socks and black shoes. A lot of officials envisioned looking a lot like their fathers in the 50's. Jim will think this over. The position for officials to observe a call does not require any particular foot position and side of the block. Some of this “national” positioning is determined by television and what their filming/camera requirements are. Written errors on a disqualification slip do not invalidate a good call. Just correct the slip because it is informational. Non-simultaneous touch does not need to be justified by which hand touched first or how far away to hand was. Backstroke start is to use the backstroke grips or the edge of the pool for starts, not the forward start grips. Backstroke start rules do not state anything about location of the hips above the water. Once the athletes are launched, the whistle and arm of the referee can be dropped. Hands are not required to clasped behind, just not in pockets or crossed in front of chest. Deck changing enforcement is educational. When an athlete changes genders, their swim times follow them. There are no advancement evaluations done at National Championships. Recording devices are not prohibited as long as they are not giving live feedback to the athlete.

Club & LSC Financial Management, Sept 15, 2017

This session was a boring presentation of the 990-tax form. The presenter started droning on over each schedule in order starting from Schedule A, B, C, etc. It was not engaging, interesting or informative.

Layering Foundations & Building Bridges: (LSC Development), Sept 15, 2017

The session started with logging into Kahoot game. We were asked to answer some questions in the game and it posted the results on the screen. It was a very good way of engaging the audience. There were a variety of LSCs that either had paid office staff, thinking about setting up paid office staff, and totally dysfunctional and unhappy about it. There was a review of the process for hiring staff by one LSC. The takeaway for this session was to be sure to have clear written procedures, a strategic plan, and good communications between the board and staff. Also, keep the staff happy and you will get good productivity. We broke out into small groups to work on what barriers there were to set up good working relationships and a functional Board. The next step was how to remove those barriers. The last part was networking among the participants who wanted to move toward hired office staff.

House of Delegates, Sept 15, 2017

The first presentation was the memorials. It was sad to see so many athletes' images. Pacific had 3 officials, George Cleveland, Joyce Lamphere, and Peggy Ramirez. Lifetime memberships were announced. Veronica Hernandez for Pacific was honored.

House of Delegates, Sept 16, 2017

There were some general announcements about Zone Directors election results. A few reports were read. Then it was time for the Rules and Regulations HOD voting. There were very passionate discussions on the section changing the structure of the USA Swimming Board of Directors. Both sides were verbose in their dissertations. It was finally approved for the BOD to change its structure so that it could become a governing board rather than a management board. The entire Governance package was approved. The Flex membership required an amendment to ensure that the LSCs had the option to use the category. After much discussion, the Flex membership category was approved. The Junior Coach legislation was approved with only minor discussions regarding socialization of the Junior Coach with members of the swim clubs. All other legislation was either pulled or approved.