

Potomac Valley Swimming

Strategic Planning Retreat

Sunday, April 15, 2007

9 am – 5 pm

1. **Schedule** – The meeting tentatively will take place at the offices of DTI (Jim Van Erden's employer) on South Glebe Road in the Crystal City area of Arlington. We will have meet-type hospitality during the day and lunch will be provided at noon. Parking is available in the building.
2. **Program** – 18 participants have been invited to the retreat. The meeting format will be a structured form of a committee-of-the-whole. Everyone will participate in every portion of the meeting, with the goal of reaching a consensus recommendation on each of the agenda items. The committee recommendations will be forwarded to the PVS BoD and then, if appropriate, on to the HoD.
3. **Leadership** – Jim Van Erden will function as our facilitator, assisted by our Strategic Planning Chair, Bill Stephens. In addition, other participants have been asked to help lead the discussion on specific agenda items.
4. **Retreat Goals** – The objective of the meeting is to conduct a thorough discussion on specific topics relating to the future management of PVS, and to reach a consensus on specific recommendations for action regarding each topic.
5. **Topics of Discussion** – The meeting will be divided into two sections. The items in the second section will not be addressed until those in the first section are completed.

The First Topics:

PVS Business Model

Staff Components (Executive
Director, Administrative Assistant,
Controller, Registrar, Equipment
Manager, Meet Manager, Web
Master, Other

Organization Chart

Volunteer Components

Financial Plan

Budget Impact

Sources of Additional Revenue

Plan for Action

The Additional Topics:

Marketing

Communications

Build A Pool