

# **POTOMAC VALLEY SWIMMING**

## **Administrative Division House of Delegates Report May 25, 2004**

### **Registration**

For the '04 membership year, registrations are slightly higher than last year and the process has run smoothly. To the best of our information, the new registration procedures were handled efficiently by all clubs. We expect additional changes for next year, but do not anticipate any difficulties. We owe a big-league "Thank You" to our Registrar, Sumie Emory, for cleaning up the mess that she inherited and for setting the new national standard for registration. We are confident that there is no one better in the country.

Registration statistics through the first week of May are attached to this report. These numbers should keep PVS the 6<sup>th</sup> largest LSC, but we are in a group of four LSCs with similar membership numbers. We need about 1000 new swimmers to become the 5<sup>th</sup> largest LSC.

### **Coach Registration and Certification**

A major emphasis of USA-S this year has been for the LSCs to assure that all coaches on deck have current registrations and certifications. PVS has worked diligently, but with good humor, this year to assure that our 260 +/- coaches comply with this requirement. With several notable exceptions, all coaches have been current for the past few months. This initiative will continue and become a part of the PVS Policy and Practices. Coaches should expect monitoring on a continuous basis. Also, we have accepted a proposal from NV Pools to conduct certification classes aimed PVS coaches. This is a non-exclusive agreement intended to make it easier for coaches to find properly timed clinics.

### **Meet Reconciliation**

PVS has been able to operate with an accurate database of members this year and, with the implementation of the new SWIMS national database, meet reconciliation has become a new priority. Unfortunately, many of the meet directors in PVS have been unaware of their responsibilities in this area. Consequently, meets are being conducted with unregistered swimmers participating, and some swimmers times are not being loaded into the SWIMS database. PVS will be adopting new policies in this regard and

also will be conducting our first ever meet directors clinic this fall in conjunction with the club registrars seminar.

### **Staffing**

PVS has made it another year without any additional paid staff other than the Registrar, Equipment Manager and Controller. Most of the credit for this goes to John Hirschmann for continuing his efforts to do whatever needs to be done, to Jim Garner for his efforts to do the same, and to John Ertter, who has handled some administrative chores in addition to finance matters.

We suspect strongly that we cannot continue to rely on volunteers for these many time consuming and repetitive chores. Therefore, PVS will continue our efforts to obtain additional contractors who are willing to provide cost-effective services to our membership. Right now, no specific plans are in place, but we are expecting to make additional contractor arrangements before the end of this year.

### **Office and Storage**

It is clear that PVS can benefit tremendously by having a business office and easily accessible storage facilities. However, right now the cost to provide these facilities exceeds their value to the association. Therefore, the acquisition of office space and our own storage space will continue to be deferred until either a sweetheart deal is offered to us or until the cost matches the value of making this commitment.

### **Marketing**

PVS has made a fairly strong appeal to USA-S to assist us (and all LSCs) with our marketing efforts. In a culture where our target market of kids expects to be entertained almost all the time and where their level of sophistication far exceeds historic models, swimming finds itself at a distinct disadvantage compared to other activities. With no regular electronic media coverage, no pro teams and sporadic print coverage, swimming has always struggled. However, this is an Olympic year and those who use it to their advantage will reap the benefits of the August television coverage from Athens. Unfortunately, we are not likely to get much help from USA-S.

Samples of the USA-S current marketing materials are available to the clubs tonight as handouts. Samples of the PVS decals and magnets are also available. In addition, PVS will be producing a generic brochure that will be directed to the entry level competitive swimmer and is intended to drive them to our web site. It will not substitute for marketing materials from individual teams, but hopefully it will attract more of the 30,000+ summer league swimmers in our market.

In addition, we are getting a one day stop by the USA-S Summer Splash Tour. This trailer with games and promotional materials, staffed by college-age swimmers, will be at the NVSL All Star Relays on July 21. We applied for additional dates, but there are only two trailers this summer and our other requested dates conflicted with their master schedule. In this instance, our geographically compact LSC worked against us since other geographically larger, but smaller membership LSCs are getting multiple stops.

PVS also will be acquiring banners, backstroke flags and other materials to use at our championship meets to help provide a more festive atmosphere. The goal is to differentiate the championship meets from other events and to make the kids who are participating feel special.

The PVS Officials Committee is now in their second year of using promotional materials to attract and thank officials. These have been well received and we expect to continue and expand this program.

For the long term, PVS needs to enhance its visibility by having a closer relationship with the major media outlets. Right now, PVS generally is totally unknown to these sports reporters. The only way to change this is to educate them and their employers. This will take time and a significant investment of resources. However, our membership and market probably understands this need better than any other location in the country because, after all, public relations and lobbying are the lifeblood of Washington. Over the next year, we will be developing alternate scenarios to generate more public visibility for competitive swimming and for PVS.

Respectfully submitted,

Bill Stephens, VC Administrative Division

**USA Swimming, Inc.**  
**Year To Date Statistics**

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LSC: PV

<b>Athlete</b>	
Athlete	6702
Athlete Outreach	7
<b>Total:</b>	<b>6709</b>

<b>Clubs</b>	
Club	34
Organization	1
<b>Total:</b>	<b>35</b>

<b>Non-Athlete</b>	
Family 1	25
Family 2	25
Individual	494
Life	7
Sports Medicine	2
<b>Total:</b>	<b>553</b>

**USA Swimming, Inc.**  
**Athlete Membership Statistics**

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**LSC: PV**

**Year To Date**

<b>Age Group</b>	<b>Total Female</b>	<b>Total Male</b>	<b>Grand Total</b>
8 & Under	526	415	941
9 Year Olds	402	289	691
10 Year Olds	450	302	752
11 Year Olds	434	337	771
12 Year Olds	436	318	754
13 Year Olds	452	307	759
14 Year Olds	380	272	652
15 Year Olds	263	199	462
16 Year Olds	232	158	390
17 Year Olds	152	146	298
18 Year Olds	72	64	136
19 and Over	42	61	103
<b>Totals</b>	<b>3841</b>	<b>2868</b>	<b>6709</b>

## PVS Members by Club

<i>Club</i>	<i>Athletes</i>	<i>Season 1</i>	<i>Season 2</i>	<i>Other NA</i>	<i>Coaches</i>	<i>Officials</i>	<i>Total</i>
AAC	252	0	0	0	9	5	266
ANSC	0	0	0	0	1	0	1
ARSC	17	0	0	0	1	0	18
AU	0	0	0	0	1	0	1
AVST	1	0	0	1	0	0	2
BSC	68	0	0	0	2	0	70
CODS	11	0	0	0	3	0	14
CUBU	863	0	0	7	41	42	952
DCPR	50	0	0	1	2	2	53
FAST	99	0	0	0	7	7	113
FBST	117	0	0	0	9	5	130
FGAC	36	0	0	1	2	0	39
FISH	264	0	0	0	4	7	275
GAEL	2	0	0	0	0	0	2
GMU	0	0	0	0	1	0	1
HACC	244	0	0	2	11	11	267
HOYA	160	0	0	0	5	1	166
JFD	97	0	0	1	6	0	104
MACH	307	0	0	2	10	10	329
MAKO	406	0	0	2	4	7	418
MSSC	177	0	0	0	8	10	194
OCCS	387	0	0	2	13	11	413
PGKS	48	0	0	0	2	1	51
PM	321	0	0	1	16	15	353
RIPS	9	0	0	0	1	0	10
RMSC	1134	0	0	3	54	43	1233
SDS	766	0	0	2	26	44	834
SNOW	200	0	0	1	4	4	209
TCSD	1	0	0	0	0	1	2
TESC	24	0	0	0	1	2	27
TIBU	35	0	0	1	1	0	37
UMD	7	0	0	1	2	0	10
UN	28	0	0	9	1	19	54
VSC	19	0	0	1	1	2	22

LSC: PV

**USA Swimming, Inc.**

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**PVS Members by Club**

<i>Club</i>	<i>Athletes</i>	<i>Season 1</i>	<i>Season 2</i>	<i>Other NA</i>	<i>Coaches</i>	<i>Officials</i>	<i>Total</i>
YORK	559	0	0	2	21	10	592
<b>Total</b>	<b>6709</b>	<b>0</b>	<b>0</b>	<b>40</b>	<b>270</b>	<b>259</b>	<b>7262</b>