

# Turning Resources into Satisfied Swimmers

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USMS Convention



# How Much?

- **\$2.4 MILLION**
- **\$2.3 MILLION**
- **\$2.1 MILLION**



# LMSC Finances – Overview

- Role of the LMSC
- What's the membership fee in your LMSC?
- How much CASH does your LMSC have?
- What are you **REQUIRED** to do with that cash?
  - Send delegate(s) to USMS annual meeting
  - Manage registration of members
  - Communication (website)





# Where to Find LMSC Financials

The screenshot shows the USMS website interface. At the top, the navigation menu includes 'About USMS', 'Local Programs', 'Learn-to-Swim & Fitness', 'Training', 'Events & Results', 'For Coaches & Instructors', and 'For Volunteers'. The 'Local Programs' menu is expanded, showing 'Places to Swim', 'Start a USMS Program', 'USMS Program Resources', and 'LMSC Info'. The 'LMSC Info' item is highlighted with a green circle. Below the navigation, the page displays information for the Oregon LMSC, including a map of Oregon, membership statistics for the 2015-2016 and 2014-2015 seasons, and a list of links to other LMSC information. The 'Annual Meeting Minutes and Financials' link is circled in red.

**Local Programs**

- Places to Swim
- Start a USMS Program
- USMS Program Resources
- LMSC Info

**Local Programs** ▶ LMSC Information

## Oregon LMSC

**Geographic Region:** The state of Oregon except Malheur County. In the state of Washington the counties of Cowlitz, Clark, Skamania, and that portion of Klickitat County west of Highway 97.

**Web Site:** <http://www.swimoregon.org/>

**LMSC Size:** 2015-2016 Season: [1,257 members, 7 clubs](#)  
2014-2015 Season: [1,179 members, 5 clubs](#)

**Registration:** [Join/Renew Now](#) via online registration  
-or- [download a registration form](#) to complete and return by mail  
Local Registrar: Susie Young, [email](#)

**Links to other LMSC Information:**

- [Registration Form](#) (Adobe Acrobat (PDF) Format)
- [LMSC Officers](#)
- [Places To Swim](#)
- [Member email contact](#) (opt-in list, not all-inclusive)
- [Swimmers in the National Top 10 Listing](#)
- [All-American Swimmers](#)
- [Relay All-American Swimmers](#)
- [All-Star Swimmers](#)
- [Calendar of Events](#)
- [Bylaws](#)
- [Annual Meeting Minutes and Financials](#)

[www.usms.org](http://www.usms.org)

> Local Programs

> LMSC Info

- Click the LMSC on the map or dropdown list
- Last item in “Links to other LMSC info”



# LMSC Financial Statements

- Where to find your LMSC statements
  - [www.usms.org](http://www.usms.org) > Local Programs > LMSC Info
- Income Statement shows the LMSC income and expenses for a period of time
- Balance Sheet shows the financial position of the LMSC at a given point in time (Year End = YE)
- See Convention 2012 materials
  - How to read them
  - Guidance on determining appropriate reserve





# Target LMSC Reserves

- Assuming...
  - Required expenses
    - Sending delegates to convention
    - Registration of members (print/mail cards, etc.)
  - Reserve should be higher of
    - 6 months of actual operating expense, or
    - 1.25x required operating expense
  - Assets less Reserve = “Opportunity” funds
  - See Appendix for calculations based on 2015 for all LMSCs



# Investing in Happy Members

- What benefits the most **COMPETITIVE** swimmers?
- What benefits the most **FITNESS** swimmers?
- What benefits the **MOST** members?





# Clinics 101

- What makes a good clinic and clinician?
  - Focused curriculum
  - In water session
  - Clinician's ability to communicate with participants
- USMS Coaches and Swimmer Stroke Clinics – contact Marianne Groenings at National Office
- Swim/Stroke Clinics
  - Mutual of Omaha BREAKOUT Swim Clinics
  - Fitter and Faster Swim Clinics
  - Aquatic Edge – Karlyn Pipes
  - Swim Like A Pro – Sara McLarty
  - Various USMS coaches: Kerry O'Brien, Bob Bruce, Susan Ingraham, Dennis Baker...
  - Ask within your own LMSC: who would like to develop their own clinic style and curriculum by putting on a local clinic
  - Check the USMS Discussion Forums

Others?





# Clinic Set up

- Target a few (3-4) good dates.
- Contact the venue (pool, meeting room, classroom) for availability.
- Contact the clinician for availability and amount of time needed in any of the venue spaces.
- Find a local host if needed for local logistics (welcome clinician, food, check-in, working details with facility)
- Create sign up mechanism: online (i.e. Club Assistant esp. if USMS membership needed) or by mail.
- Create flier
- Advertising
  - LMSC website, newsletter, Facebook page
  - Fliers at venue
  - Fliers in local OW swim and triathlon bags



# Financing an Activity

- How will LMSC support the activity (clinic, social, etc.)
  - Scholarship
  - Subsidy
  - Free
  - Consider the complexity of implementation





# Spending Money vs. Time

- It takes time to spend money!
- Choosing programs
  - Breadth of impact/reach
  - Volunteer time to implement
  - Cost
- Start easy
  - Low volunteer time
  - Easy on treasurer
- Ensure you have a volunteer pool



# How would you categorize...?

- First Meet Free
- “Newbie” Meet Clinic
- Free Lunch/Social After Swim Meet
- Stroke Clinic
- Coaches Certification Clinic in LMSC
- Scholarship for coaches to attend a cert clinic
- LMSC Awards for continuous membership





# Using Existing Programs

- Annual LMSC Meeting with Annual LMSC/State Meet
- Top Ten - LMSC buys patches + something additional
- USMS fitness programs
  - Go The Distance – “Gulf University” participants get shirts
  - Check off Challenge – participation as % of membership



# The Power of the Budget

- Give a volunteer a program scope (or goal) and a budget and you have an empowered volunteer





# Using Money to Fix Volunteer Deficits

- Use LMSC Standards and survey results as beginning point
- Which positions?
  - Consider hardest to fill positions given volunteer pool
  - Time criticality of the duties
- Manage Conflict of Interest in making decisions regarding stipends and awarding of contracts for work



# Possible Paid Services

- Communications
  - Webmaster services
  - Newsletter formatting, printing, mailing services
- Registration
  - National Office can print and mail membership cards
- Finance
  - Bookkeeper to provide treasurer duties (under supervision of Treasurer)
    - Could also provide bank account reconciliations as a non-signer





# Goal = Spend on Swimmers

- Check your LMSC's reserves
- Choose programs: high impact, appropriate volunteer effort to resources you have, set a budget
- Stipends for improved volunteer services
- Reward/acknowledge/appreciate those who take on the projects/programs
  - Timely
  - Public



# Your Ideas on Programming

- What has worked in your LMSC?
- What idea would you like to learn more about?
- Writing - 7 minutes
- Discussion - 10 minutes





# Appendix – LMSC Opportunity Funds (based on 2015 financials)



LMSC	2015 Total Members	Allotted 2016 Convention Delegates	Annual Convention Cost (at \$1,000 per delegate)	Cost of mailing USMS cards to all members (assume \$2.00 per card)	Minimum expenses per year to meet LMSC Standards	2015 Revenue	2015 Expenditures	2015 Total Assets	GOAL Assets (the higher of either 6 months' expenditures, or 1.25 X the minimum required expenses to meet LMSC Standards)	Opportunity funds to spend! (2015 Assets - Goal)
Adirondack	282	1	\$ 1,000	\$ 564	\$ 1,564	\$ 3,538	\$ 5,015	\$ 14,376	\$ 2,507	\$ 11,869.13
Alaska	389	2	\$ 2,000	\$ 778	\$ 2,778	\$ 7,063	\$ 6,391	\$ 13,523	\$ 3,473	\$ 10,050.46
Allegheny	422	2	\$ 2,000	\$ 844	\$ 2,844	\$ 3,761	\$ 247	\$ 17,725	\$ 3,555	\$ 14,170.37
Arizona	1186	3	\$ 3,000	\$ 2,372	\$ 5,372	\$ 14,489	\$ 8,748	\$ 48,872	\$ 6,715	\$ 42,156.89
Arkansas	124	1	\$ 1,000	\$ 248	\$ 1,248	\$ 2,702	\$ 536	\$ 20,321	\$ 1,560	\$ 18,760.50
Border	39	1	\$ 1,000	\$ 78	\$ 1,078	\$ 695	\$ 1,200	\$ 3,732	\$ 1,348	\$ 2,383.77
Colorado	1742	4	\$ 4,000	\$ 3,484	\$ 7,484	\$ 30,806	\$ 31,966	\$ 53,605	\$ 15,983	\$ 37,621.78
Connecticut	517	2	\$ 2,000	\$ 1,034	\$ 3,034	\$ 6,606	\$ 2,368	\$ 49,843	\$ 3,793	\$ 46,050.25
Delaware Valley	1042	3	\$ 3,000	\$ 2,084	\$ 5,084	\$ 5,648	\$ 3,164	\$ 20,955	\$ 6,355	\$ 14,599.95
Florida	2417	6	\$ 6,000	\$ 4,834	\$ 10,834	\$ 21,737	\$ 19,643	\$ 46,921	\$ 13,543	\$ 33,378.00
Florida Gold Coast	1463	4	\$ 4,000	\$ 2,926	\$ 6,926	\$ 12,025	\$ 21,797	\$ 28,019	\$ 10,899	\$ 17,120.44
Georgia	881	3	\$ 3,000	\$ 1,762	\$ 4,762	\$ 9,976	\$ 6,480	\$ 89,494	\$ 5,953	\$ 83,541.32
Gulf	1484	4	\$ 4,000	\$ 2,968	\$ 6,968	\$ 12,350	\$ 8,333	\$ 49,825	\$ 8,710	\$ 41,115.24
Hawaii	690	2	\$ 2,000	\$ 1,380	\$ 3,380	\$ 7,319	\$ 4,429	\$ 43,047	\$ 4,225	\$ 38,822.00
Illinois	2333	6	\$ 6,000	\$ 4,666	\$ 10,666	\$ 31,844	\$ 17,212	\$ 153,011	\$ 13,333	\$ 139,678.00
Indiana	1442	4	\$ 4,000	\$ 2,884	\$ 6,884	\$ 17,279	\$ 13,539	\$ 23,443	\$ 8,605	\$ 14,838.43
Inland Northwest	400	2	\$ 2,000	\$ 800	\$ 2,800	\$ 4,711	\$ 4,151	\$ 15,187	\$ 3,500	\$ 11,686.73
Iowa	311	2	\$ 2,000	\$ 622	\$ 2,622	\$ 2,175	\$ 2,664	\$ 14,223	\$ 3,478	\$ 10,745.08
Kentucky	646	2	\$ 2,000	\$ 1,292	\$ 3,292	\$ 6,477	\$ 6,450	\$ 17,737	\$ 4,115	\$ 13,622.00
Lake Erie	737	2	\$ 2,000	\$ 1,474	\$ 3,474	\$ 8,965	\$ 10,555	\$ 22,842	\$ 5,278	\$ 17,563.98
Maryland	870	3	\$ 3,000	\$ 1,740	\$ 4,740	\$ 26,147	\$ 24,486	\$ 13,864	\$ 12,243	\$ 1,620.71
Metropolitan	2274	5	\$ 5,000	\$ 4,548	\$ 9,548	\$ 24,193	\$ 19,187	\$ 49,367	\$ 11,935	\$ 37,432.12
Michigan	1086	3	\$ 3,000	\$ 2,172	\$ 5,172	\$ 24,394	\$ 17,629	\$ 42,763	\$ 8,815	\$ 33,948.00
Minnesota	1319	4	\$ 4,000	\$ 2,638	\$ 6,638	\$ 47,493	\$ 41,776	\$ 61,067	\$ 20,888	\$ 40,178.51
Missouri Valley	351	2	\$ 2,000	\$ 702	\$ 2,702	\$ 8,887	\$ 14,556	\$ 8,278	\$ 7,278	\$ 1,000.24
Montana	256	1	\$ 1,000	\$ 512	\$ 1,512	\$ 2,667	\$ 2,443	\$ 7,365	\$ 1,890	\$ 5,475.48
Nebraska	294	1	\$ 1,000	\$ 588	\$ 1,588	\$ 2,414	\$ 2,922	\$ 6,422	\$ 1,985	\$ 4,437.19
New England	2389	6	\$ 6,000	\$ 4,778	\$ 10,778	\$ 21,456	\$ 19,850	\$ 42,061	\$ 13,473	\$ 28,587.89
New Jersey	1310	4	\$ 4,000	\$ 2,620	\$ 6,620	\$ 17,797	\$ 17,914	\$ 16,100	\$ 8,957	\$ 7,143.03
New Mexico	364	2	\$ 2,000	\$ 728	\$ 2,728	\$ 4,224	\$ 4,077	\$ 19,964	\$ 3,410	\$ 16,554.08
Niagara	634	2	\$ 2,000	\$ 1,268	\$ 3,268	\$ 8,506	\$ 7,434	\$ 16,527	\$ 4,085	\$ 12,441.68
North Carolina	1473	4	\$ 4,000	\$ 2,946	\$ 6,946	\$ 15,452	\$ 10,982	\$ 47,334	\$ 8,682	\$ 38,652.00
North Dakota	93	1	\$ 1,000	\$ 186	\$ 1,186			\$ 2,089	\$ 1,483	\$ 606.00
North Texas	927	2	\$ 2,000	\$ 1,854	\$ 3,854	\$ 14,671	\$ 5,439	\$ 50,078	\$ 4,818	\$ 45,260.05
Ohio	741	2	\$ 2,000	\$ 1,482	\$ 3,482	\$ 6,714	\$ 5,127	\$ 14,012	\$ 4,353	\$ 9,659.00
Oklahoma	237	1	\$ 1,000	\$ 474	\$ 1,474	\$ 3,017	\$ 2,423	\$ 11,596	\$ 1,843	\$ 9,753.33
Oregon	1179	3	\$ 3,000	\$ 2,358	\$ 5,358	\$ 36,582	\$ 35,653	\$ 44,835	\$ 17,826	\$ 27,009.43
Ozark	381	2	\$ 2,000	\$ 762	\$ 2,762	\$ 5,109	\$ 5,049	\$ 12,106	\$ 3,453	\$ 8,653.45
Pacific	12335	26	\$ 26,000	\$ 24,670	\$ 50,670	\$ 177,164	\$ 144,729	\$ 387,146	\$ 72,364	\$ 314,782.26
Pacific Northwest	1686	4	\$ 4,000	\$ 3,372	\$ 7,372	\$ 29,944	\$ 26,031	\$ 42,873	\$ 13,052	\$ 29,820.58



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Potomac Valley	2847	7	\$ 7,000	\$ 5,694	\$ 12,694	\$ 27,360	\$ 23,507	\$ 65,128	\$ 15,868	\$ 49,259.86
San Diego - Imperial	807	3	\$ 3,000	\$ 1,614	\$ 4,614	\$ 17,439	\$ 16,227	\$ 38,063	\$ 8,114	\$ 29,949.00
Snake River	175	1	\$ 1,000	\$ 350	\$ 1,350	\$ 3,200	\$ 1,775	\$ 11,758	\$ 1,688	\$ 10,069.82
South Carolina	615	2	\$ 2,000	\$ 1,230	\$ 3,230	\$ 6,674	\$ 5,734	\$ 8,981	\$ 4,038	\$ 4,943.37
South Dakota	93	1	\$ 1,000	\$ 186	\$ 1,186	\$ 5,086	\$ 4,068	\$ 4,785	\$ 2,034	\$ 2,750.68
South Texas	1266	3	\$ 3,000	\$ 2,532	\$ 5,532	\$ 7,893	\$ 8,901	\$ 39,462	\$ 6,915	\$ 32,547.12
Southeastern*	1283	3	\$ 3,000	\$ 2,566	\$ 5,566	\$ 13,495	\$ 6,317	\$ 43,303	\$ 6,958	\$ 36,345.00
Southern	742	2	\$ 2,000	\$ 1,484	\$ 3,484	\$ 10,376	\$ 9,652	\$ 30,591	\$ 4,826	\$ 25,765.10
Southern Pacific	4959	11	\$ 11,000	\$ 9,918	\$ 20,918	\$ 79,958	\$ 80,542	\$ 122,426	\$ 40,271	\$ 82,155.33
Utah	406	2	\$ 2,000	\$ 812	\$ 2,812	\$ 2,651	\$ 3,239	\$ 17,010	\$ 3,515	\$ 13,494.80
Virginia	1159	3	\$ 3,000	\$ 2,318	\$ 5,318	\$ 15,142	\$ 12,269	\$ 21,954	\$ 6,648	\$ 15,306.34
Wisconsin	550	2	\$ 2,000	\$ 1,100	\$ 3,100	\$ 14,497	\$ 11,577	\$ 26,442	\$ 5,789	\$ 20,652.68
ZZ-Total USMS	63,648	174	\$ 174,000			\$ 890,767	\$ 766,400	\$ 2,072,453		

\*Estimated 2015 assets