

Potomac Valley Swimming
Executive Director Report
HOD Meeting
May 19, 2010

General

While 2009-2010 has not been without its challenges, PVS is on its way to completing another successful year.

- Membership continues to grow although at a slower pace than in previous years. The LSC is currently projected to end the year with approximately 9,500 athletes and 850 non-athlete members. PVS is currently the 5th largest LSC based on statistics published by USA Swimming for the 2009 fiscal year. As such PVS will have additional voting delegates at the National HOD to be held in September 2010.
- The number of swim meets and entries continues to grow. For the 2009-2010 fiscal year, entries in PVS meets are expected to exceed 68,000. Club meets will represent over 140,000 entries.
- PVS has been actively involved in supporting diversity/inclusion programs within the LSC. PVS provided significant support to the 24th Black History meet, helped fund a team that competed in the Black Heritage Meet in North Carolina, funded and conducted a College Knowledge Workshop at Howard University and developed a position description for the PVS Diversity Chair. A proposal is being presented at the HOD meeting to make the Diversity Chair a voting member of the Board of Directors.
- Board members and other volunteers attended numerous USA Swimming seminars and workshops. The LSC was well represented at the USA Swimming Diversity Workshop, Risk Management Workshop, SWIMS workshop, Official's Seminar, annual convention and HOD meeting, Event Planning Workshop and Eastern Zone Meetings. Attendance at these meetings provides PVS with valuable "best practices" knowledge that is then used to efficiently plan and conduct swim meets and manage the LSC's business affairs.
- Financially, PVS continues to be one of the strongest and best managed of the 59 USA Swimming LSCs. PVS is expected to end the current fiscal year with an approximate \$46,000 budget deficit. This deficit is in-line with the originally approved budgeted deficit of \$48,000. Even with this deficit, PVS is expected to end the current fiscal year with approximately \$600,000 in cash reserves. These funds are intended to provide PVS with one year worth of operating expenses in reserve and provide funding for unexpected opportunities and unexpected challenges.

Future Challenges

While the PVS report card on the 2009-2010 fiscal year is in excellent shape, the LSC is facing a number of challenges that must be addressed if the LSC is to continue to maintain these high marks.

- Sexual Abuse and Harassment Issues: Allegations of athlete abuse and harassment in the sport of swimming have recently surfaced and received considerable attention from the media and USA Swimming. While USA Swimming is taking the lead in addressing these issues and is in the process of taking action to strengthen athlete protection, it is imperative that PVS and member clubs make sure that we have the strongest possible policies and procedures in place to protect our athletes, volunteers, officials and

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coaches against this type of behavior and accusations. PVS is taking steps to review policies and put tools in place to insure against this type of behavior and educate our membership on this sensitive subject.

- Costs of Conducting Swim Meets: The costs of conducting swim meets continues to increase at a rapid rate. During the current fiscal year; pool rentals, hospitality and championship meet support have all experienced dramatic increases in costs. In order to address this situation and balance revenues and expenses for LSC conducted meets, the budget proposal for 2010-2011 includes provision to increase PVS meet entry fees by 50 cents per entry. The increased revenue will provide the LSC with the resources necessary to continue providing top quality competitive opportunities for athletes.
- Equipment Operations: Maintaining, renting and managing PVS meet equipment continues to present significant challenges. Notwithstanding significant investment made in new equipment over the past several years, equipment reliability continues to be an issue. These issues are probably a function of several factors including faulty equipment and a general lack of ability on the part of clubs (some, but not all) to setup, operate and troubleshoot problems with equipment at meets. Equipment delivery and pickup before and after meets continues to present problems. A lack of adequate communication between clubs renting equipment, the facility where equipment is to be used and the PVS equipment manager sometimes results in equipment not being delivered before a meet or picked up after a meet in a timely manner. Overuse of the equipment and mistreatment at meets are resulting in the need to replace expensive equipment sooner than would otherwise be the case if proper care were exercised when equipment is in use.

Numerous attempts to develop policies and procedures to improve PVS's equipment operations have resulted in only minimal improvement. In an attempt to encourage clubs to purchase their own set of equipment for their meets, PVS has offered to provide a subsidy of up to 50% of the cost to acquire the equipment. So far, not a single PVS club has taken advantage of this opportunity to acquire their own equipment and thereby have more control over usage and maintenance.

The LSC needs to continue to pursue solutions to this expensive program (\$40,000 per year, not including new equipment purchases) and encourage clubs, other entities such as high schools, summer leagues and pools to acquire their own sets of meet equipment so that the LSC can get out of the equipment rental business. In fact, it is reported that PVS is the only LSC that directly rents equipment to clubs and other entities.

- Officials: While PVS has made significant strides in recent years to increase the number of certified officials in the LSC, more work needs to be done to increase our number of active officials and encourage stroke and turn judges to advance through the ranks to become certified at the higher level positions of chief judge, starter and referee. The ever increasing number of meets continues to promote burnout among the officiating community. This condition is most prevalent among the relatively small group of senior officials who seem to be working a swim meet practically every weekend. If the LSC is to continue to receive services from this important group of dedicated volunteers, it is imperative that the size of the group expands so that the demands

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placed on any single official are not so great as to promote burnout. Officiating is supposed to be fun, not a chore! Clubs must continue to seek out new officials who then work meets, encourage talented officials to progress to higher levels so that our pool of leadership level officials expands and guard against overworking any individual volunteer simply because he/she has a hard time saying "no" to working one more weekend.

- Business Environment: PVS has grown to the point where annual revenues will exceed \$1.2 Million in the 2010-2011 fiscal year. The demands of managing the activities of the governing body continue to increase both in complexity and volume. The work of the, Registrar, Administrator, Equipment Manager and Webmaster have expanded over the past year necessitating devotion of more time and expertise to the jobs at hand. USA Swimming continues to impose more business requirements on the LSC's including introduction of the LEAP program. Federal and State reporting requirements imposed on PVS are no different than for any other small U.S. corporation. If the LSC is to maintain its position as a model for other LSCs and continue to satisfy day to day business requirements, it is essential that adequate training, tools and compensation be provided to the LSC's paid staff.

Respectfully submitted

John F Ertter
PVS Executive Director and
Controller