

ANNUAL MEETING RECAP 2024

Highlights

- Acquisition of Grown-Up Swimming and completion of the first summer season as part of USMS
- Continued growth in membership, surpassing **55,000+** members
- Completed board assessment to improve effectiveness
- Received a clean audit opinion from external auditors
- Developed a 3-year budget plan with balanced budgets
- Successful Spring Nationals alongside U.S. Olympic Trials
- Raised **over \$50,000** at Spring Nationals to support ALTS

Grown-Up Swimming

- **17 leagues nationwide** with nearly **2,500 GUS members**
 - **20% of members** are also USMS members
 - Projected to **double in size by 2025** with the addition of new Regional Directors

Lane Mate

- Targeting beginner swimmers intimidated by joining a club
- **Subscription-based** access to:
 - Workout library, Swim.com, and community forums
- **One-on-one stroke analysis** with a coach via Zoom
- No access to USMS insurance or sanctioned events

2025 Business Plan

- Continued focus on **Club and Events**
- Evaluating hosting **larger-scale clinics** with LMSC or Zone support
- **Relay 2025**: Focusing on Club Development and Coach Support, moving to Kansas City
- Refining **Try Masters Swimming** marketing with more targeted campaigns for clubs
- **Regional Development Roles** under evaluation:
 - Focused on strategic initiatives within West Coast, Central, and East Coast regions
 - Working with local LMSC representatives, Zone Chairs, aquatics facilities, and GUS league directors to grow USMS programs
 - Plan to start as contractors with potential for full-time employment over time

Key Votes - Voted and Passed

1. Defined process for **hearing and appeals**
2. Allowed changing clubs **three times per year**, no 60-day wait period
3. Prohibited use of the word "**Olympic**" or participating in events with "**Olympic**" in the title (e.g., Senior Olympic Games)
4. **USMS Board Meetings** closed, but will have "office hours" and other communication channels for members

Other Votes - Voted and Passed

- **Removal of pool and open water sanction fees**