

**Committee Name:**  
**Fitness Committee**

**Session #:**

**Committee Chair:**  
**Mary Jurey**

**Vice Chair:** Brian Cummings

**Minutes recorded by:** Lisa Watson

**Date/time of meeting:** 1/22/17 6 PM Central

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## **Actions Requiring Approval by the HOD:**

1.

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## **Motions Passed:**

1.

**Number of committee members present: 11**

**Absent: 7**

**Number of other delegates present: 1**

**Committee members present: Mary Jurey, Skip Thompson (Executive Committee), Stacy Broncucia, Brigid Bunch, Ruth Carter, Anita Cole, Kelly Davis, Kyle Deery (ex-officio), Fares Ksebati, Ann Marshfield, Lisa Watson**

**Committee Members Absent: Brian Cummings, Ian King, Karin Wegner, Andrea Block, Karen Gernert, Lisa Ward, Ken Winterberger**

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## **Minutes**

The meeting was called to order at 6 PM CST

1. Mary introduced CEO Dawson Hughes and National Office employee Kyle Deery to the committee. Dawson stated that the National Office has been focusing on ways to engage fitness swimmers who don't have an interest in competition. This includes working on new events to appeal to the fitness swimmer, and setting aside funds for research and development projects related to the 'fitness swimmer.' The target group is for fitness swimmers from 24-65 who swim about 4 times a week. Research shows that 9 million people swim regularly, averaging 45 minutes per workout at a convenient time during the day. This does not necessarily align with current Masters swim programs. One of the goals of the National office is to make the workouts as convenient as possible for the fitness swimmers, realizing they may be intimidated by the word 'Masters', fear of the elite swimmers, and early workouts. The National Office recently created and hired a new position to be in charge of events and programs for fitness swimmers. Casey Kiever will be working with Kyle, Dawson, and Bill Brenner to create appealing shorter distance sprint workouts. One question from the National Office is should this program be built in with current Masters programs or should it be offered separately?
2. Dawson asked for input from the Fitness Committee to test out the new curriculum. He wants to form a subcommittee of 4-5 Fitness Committee members to help test this new curriculum at various sites throughout the country. One site will be Sarasota, since the National Office is located there. Austin is also appealing with its plethora of Masters programs. Anita asked about including Long Beach, CA-that area has many lap swimmers. Dawson agreed that Long Beach might be a good choice. The National Office is looking for sites that market to younger demographics and have current Masters clubs. The ultimate goal is to attract these fitness swimmers to USMS-with 2018 as a target date. Mary summarized that the intent of this project is to develop compact water based workouts for the fitness swimmer that are shorter in time, can easily fit into the daily scheduled, fitness based, and emphasize the various cardiovascular benefits to be gained from fitness swimming.
3. Dawson said that the National Office is also looking at statistics for USMS participation. Why do swimmers join USMS? Currently, about 25% of USMS members compete, about 8% compete in Open water events, and only 5% participate in other USMS programs. The National Office would like to identify which current USMS events are appealing to the fitness swimmers and could be better marketed. Also, what other events could be offered, such as the 30 minute swim. Input from the Sports Medicine Committee and Coaches Committee will also be sought out in identifying benefits of fitness swimming.
4. There will be 4 subgroups created:
  - 1- address the fitness initiative
  - 2- target events to be used to attract the fitness swimmer
  - 3-fitness swimming technology, such as virtual swims, mobile apps, FLOGS, fitness bands, etc...

#### 4-fitness research and education

Kyle encouraged the committee to submit any info they may find on the various benefits of swimming. Anita stated that the Grunyons Masters club has workouts of varied time intervals. One lane is set aside as a 'cocktail lane' for fitness swimmers and lasts 1 hour. She ran the Check Off Challenge this past year, and there were only 90 participants, which is a very low number. She thinks the low turnout may be due in part to the fact that many swimmers are intimidated by butterfly and IM events. Mary said that our committee should make sure that that we really give full active support for the events that we do offer. Anita added that fitness swimmers may be simply be looking to finish (not focus on time or distance) or may enter an event to overcome a fear- so it can help to do it as part of a group. Anne asked if we might try to look to celebrities in our sport, such as Olympians, to help with promotion. Dawson commented that we would need to find the right fit- would the fitness swimmers be inspired or intimidated by Olympic swimmers? Mary suggested that it might be good to get a celebrity from another sport who is now focusing on swimming-that might be more inspiring for the fitness swimmer to identify with.

5. Mary told the committee to decide which subcommittee to join. Dawson will look at data from last year's postal events.

The meeting was adjourned at 6:55 PM CST.

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