

Masters Swimming Canada Activity Highlights

MSC AGM May 2007

At the 2006 AGM in Calgary Masters Swimming Canada transitioned from an appointed board of directors to an elected board. The new board and the director of operations have faced challenges but have made considerable progress in improving the value that MSC offers to its members. Several members of the board have stepped up to make significant contributions to the organization. Norm McKee is the MSC director of operations and has ensured that the organization continues to move forward. The Council of Provinces had its first meeting and the increased communication with the provincial masters organizations and Swimming Canada has resulted in improved relationships.

Four members of the board were due to have their terms expire at the 2007 AGM. Three of these board members were nominated to return, and the fourth, Brent Schurman will be returning as our appointed treasurer. Only one additional nomination was received so the four positions were acclaimed. The new board member is Jennifer Power-Hawrylak, of Summerside PEI, who brings the number of women on the board up to two! While the lack of additional nominations was somewhat disappointing the three returning members have all played leadership roles on the board and the resulting continuity should help the board continue to move forward quickly.

Million Metre Challenge

2006 was the first full year of the Million Metre Challenge and the program has been a great success by any measure. Over one thousand swimmers have participated and almost eight hundred have passed one or more of the distance milestones, earning one of the awards. Twenty-four swimmers have passed the million metre mark and one has passed two million metres! Clubs can now generate MMC certificates on the web site to award to their swimmers as they reach the milestones. We have distributed one thousand swim caps, pins, and badges to swimmers, primarily through the club contacts. We have had a lot of positive feedback indicating that the program is serving its intended purpose of giving swimmers pride in their training accomplishments. Development of a twelve-step program is under consideration.

Web Site

MSC's editor, Laura Young, has provided dozens of profiles and articles that have been published on the website. For competitive swimmers the results, rankings and records facilities on the web have been going through a process of continual enhancement. The results of all masters meets (25m and 50m) are made available on the web site as soon as they are received and the rankings are updated immediately with each new set of results. The national records, and several sets of provincial records, are now available on the web site, including in Hytek records format. The Million Metre Challenge portion of the site continues to be popular and several enhancements have been made to the program pages, including the ability to log cross training activities and new stroke rankings.

Early versions of two new programs are available on the web site: the 1 km challenge and the Pentathlon rankings. We hope to have developed these programs further by the start of the new season in the fall.



Email Bulletins

MSC has started issuing updates to the clubs in the form of email bulletins. Bulletins were sent out to registered club contact in January and April. MSC expects the bulletins to become an important part of our communications strategy and will give all members the option to receive them by email as well as read them on the web.

Nationals

MSC has been working with the Winnipeg hosts and here is every indication that 2007 Nationals will be a great success. 2008 Nationals will be held in Quebec City next May!

Frank Coy led a group that reviewed and revamped the policies and procedures concerning host selection and running of Nationals. We now have a clearer process and time line for selecting hosts for Nationals and will be looking to have bids for 2009 Nationals by December of this year. The guidelines for hosts have also been revised.

Coaching

Nigel Kemp, chair of MSC's coaching and leadership committee has been working with SNC and NCCP to develop coach training programs that more directly meet the needs of coaches working with masters swimmers. Nigel has been working on a generic NCCP framework that addresses coaching adults in ongoing community programs such as masters swimming clubs. This will be followed by the development of a swimming-specific course.

Open Water

Glen Mehus has started work on organizing an open water schedule. Preliminary plans for 2007 are to recognize three events as MSC regional events, one each in western, central, and eastern Canada. Watch the web site for a new Open Water page.

Marketing

MSC has appointed Frank Coy as chair of a new marketing committee. Frank will be working with our director of operations to look at ways to grow our membership and increase our revenues. He will work with the communications and member services committees to increase communication with our members and expand and enhance our programs.

Rules

MSC has created a summary of the differences between MSC, SNC, and FINA rules and placed it on the web, along with the current MSC rules. This should be useful for on-deck officials that are already familiar with SNC rules and are going to officiate a masters meet. Over the next year MSC will be examining the rule book to determine what changes and additions are needed and what formats we should publish the rules in.

Finances

Under the leadership of Brent Schurman MSC has continued to improve its financial system. The board now sets a budget each year and spending and revenue are reported to the board each month. Policies are now in place to ensure that the board considers and approves any deviations from the budget. The 2006 financial statements and the 2007 budget are available on the web site.

New Policies

Sylvie Deliencourt led the drafting of new sponsorship guidelines and procedures. Mark Sandilands drafted MSC's privacy policy.