

2025 USAS Summit AND HOD REPORT - SAMMIE BURCHILL
Thursday, September 25th

Keynote and Opening Session:

- Q&A with new CEO Kevin Ring and Cullen Jones.
 - Talked about his background in the Golf industry and how that can translate into the swimming world. Addressed some concerns and his mentality going into this role.

Friday, September 26th

Registrar Track

- Reviewed Daily, Weekly, Monthly and Annual tasks and reports
 - Member Certifications and assistance with uploads to ensure members are in good standing
 - A few different LSC Registrars spoke on their best practices and shared email templates to help communicate with members
 - Illinois LSC gives all meet hosts (all year) wristbands for adult members at each meet. If you don't have a good standing wristband then you are not allowed on deck
 - Registrations
 - Clubs responsible with assistance from LSC.
 - Meet Recons and Troubleshooting
 - Went over best practices for meet recons and how to combat errors before season starts
 - Discussed different LSC's process for dealing with/penalizing those with errors
 - Multiple other LSC's also fine (up to \$100) for unregistered/expired members. In line with Georgia's new policy
 - Troubleshooting- how to find members if their registration was canceled, if they registered as a non member, self renewal vs club renewal, etc.
- Monthly
 - Attend SWIMS Webinars
 - Learn new SWIMS releases
 - Registration Reconciliation
 - Verify transactions
 - SWIMS reports
 - Processes and best practices
- Annually
 - Review and updates USAS and LSC Fees for upcoming season

- Send out bulk renewal information and deadlines to clubs
- Verify member registration with clubs
- Set up LSC offerings
- Confirm LSC security roles
- Training for new club registrars prior to new season registration
 - A couple LSC's (Illinois and Wisconsin set up pre season Q&As for new club registrars/admins to help ease the burden before Sept 1st)

In Between Sessions:

- Spoke with Illinois, Wisconsin, Allegheny Mountain and Indiana on their office staff structure and time off
 - Illinois and Indiana have a more streamlined approach to time off. Illinois started with 10 vacation, 5 sick days then increasing with tenure. Indiana was 14 and 5, same thing. They each have 3+ office staff that can jump in and assist for coverage (specifically registrar coverage).
 - Wisconsin and Allegheny don't have as many resources and aren't set up quite as black and white. They both have 14 days off for full time but since their registrar doesn't have a back up, they give the LSC a heads up of days off in advance to members. They don't take their main vacation off during peak registration times (Wisconsin did say they still answer some emails on vacation if something urgent comes up)
- Sponsorship
 - Tony Young said when he took his role many years ago with Indiana that they worked with a marketing agency to set up a sponsorship deck on the website. Started with meet sponsorships then general LSC sponsorship opportunities
 - Began reaching out to local (IN) companies for sponsorships
 - Posted their sponsorship opportunities on sponsor website decks
 - Spoke with larger clubs on the companies they use for sponsorship
 - Once they built a decent deck of consistent sponsors, the LSC began taking off in performance and companies came to them for sponsor opportunities

Registrar Track- Reporting and Data Analytics - Ty Gibbs and Eric Stimson

This final regular session went over all of the available reports both at the LSC level and Club level from membership reports, transactions, retention rate, etc. Questions were asked to clarify some of the capabilities of the reports and Ty was open to hearing any suggestions for improvements on these.

- Block Party Stats:
 - Block party meet hosts can upload entry files for these meets as well as times
 - Results have found that these block party meets have less times errors than normal meets

- (Several LSC's spoke up and very few LSC's give meet hosts this option as a checks and balances)
- LSC's are starting to take meet results off websites so third parties don't grab them
- Potential filter in the works for block party times to be flagged for championship meets
- Working being done to drop transfers from membership reports as these athletes can/have been counted twice in some instances

The reports and data section took only about half of the time and then Eric reopened the floor for general Q&A for the remainder of time.

Registrar Track- Breakout

- SOAR (coming soon)
 - Service
 - LSC services provided to members
 - Resource Library (full membership library coming soon)
 - Opportunity
 - Membership growth opportunities
 - Alignment
 - Strategic plan, governing documents, educating
 - Responsibility
 - Affiliation agreement
- USA Swimming Registration and Membership Guide (coming soon)

Saturday, September 27th

Southern Zone Committee

- Committee reviewed and approved the minutes from the previous meeting. A few elections were held and finalized roles within the committee.
 - Tristan Formon of NC new Zone Coach Director
- 2026 Budget Approved
- Discussion moved to the upcoming zone meets and bidding was opened up for the 2027 pool meet and the floor was opened for proposals.
 - Meet was awarded to West Virginia for 2027 Pool Zones
- The athlete representative gave her proposal for next summer's Southern Zone Athlete Summit (with Eastern Zone). Dates and location were chosen (June 18-21, Emory University)

House of Delegates

- Not a lot of substantial legislation changes (mostly rewording certain points for clarification)

- Voting for new members to the USA Swimming Board of Directors resulted in the following people being elected: Jack Bauerle, Kate Lungen, and Brett Lang.
- A few LSC to LSC disputes on neighboring/adjoining jurisdictions were brought to the HOD and ultimately voted against and sent back down to the LSC level to resolve.