

May 5, 2010

TO: Board of Directors
Members of U.S. Synchronized Swimming

FROM: Terry D. Harper
Executive Director

RE: Monthly Report

Dear Members:

I thought that it might be useful to periodically bring you up to speed on some of the things happening in the National Office. I have, for the last eight+ years, written a quarterly report to the Board, and given an annual report at Convention. However, periodically someone will ask, "What goes on at the National Office?" So what follows is a brief summary of some of the things that you might be interested in knowing.

On-Line Event Registration System. Being able to register for events online has been a target of ours for some time. With the new website provider, the system became available, and we began to build the system early this year. Thanks largely to Jennifer Hawkins' efforts, the new system was up and running for the first National Championship of the year, and for each subsequent national event. We provide an entry list to the event host, and collect and pay them the sponsor fee. When the system has been completed for all of our championships, we will evaluate whether we can make it available for all of our sanctioned events.

Website Re-Design. Our Board of Directors gave us a target to have a new website in place before the 2009 Convention. We made the target, but the timing of another project -- the new branding design -- was not completed or approved by the Board by the time the new website had to be operational. The new logo was approved by the Board in October so, in essence, we had to redesign the look of the website twice. The re-design was launched the Monday after the Junior National Championships. We included Facebook, Twitter, and a number of additional features in the course of the re-design. Feedback has been very positive.

New Brand. The new USA Synchro logo was created last summer and approved in October. The next step was to design a Style Guide and apply for a trademark to protect the mark. We had anticipated that the style guide would be produced by the designers of the brand positioning and logo, but when that did not happen, we decided to create it in house. Application to the U.S. Patent and Trademark Office has now been made, which is the first step in securing a trademark approval. It takes months, and sometimes years, to obtain a registered Trademark, but we are well on our way. The Style Guide is being finalized, showing the correct (and incorrect) way to display the mark, and when it is finished, we will make the guide available on line.

At the same time, we have now negotiated an extension of the merchandise licensing agreement with e-Synchro, and merchandise with the new mark on it is now being made available at

national meets. We are working with e-Synchro to develop merchandise for an on-line store, and it should be available soon.

Synchro Swimming USA in Print. At the January Board of Directors meeting, the board considered whether to begin printing our quarterly magazine again. We worked with Vice President, Marketing, Traci Lunsford, to create a benchmark whether to print, since the project is rather expensive. On our “Members Only” website you can indicate whether you would be interested in subscribing for an annual fee. If 1,000 members sign up that they will subscribe, we will put the magazine back in print, and will, of course, keep the magazine online as a member benefit, as well. As of today, 55 have indicated that they would subscribe.

12th FINA/e-Synchro World Junior Synchronized Swimming Championships 2010.

Planning for this event has been in process for well over a year, and is now beginning to come together. We are apparently the first FINA event ever to have a title sponsor (e-Synchro), and Carol Valles has been working with us on a number of elements that should make the event memorable. She and past-President, Ginny Jasontek, are the co-meet managers, and just a couple of weeks ago, we were notified that First Lady, Cheri Daniels, the wife Governor Mitch Daniels, has accepted our offer to become the Honorary Chair of the event. Our site visit with the FINA representative took place yesterday, and we are awaiting receipt of her report. The event will take place August 11-15, with practice 2-1/2 days before the start of the competition.

Thirty countries notified us of their intent to enter and of those, only Australia has notified us that they will not be able to attend. We have partnered with the Indianapolis Convention and Visitors Authority to make hotel rooms available for friends, family, and visitors. If you plan to attend, you can book your hotel reservations on our website, at favorable rates and in excellent hotels in downtown Indianapolis.

The United States Olympic Committee has agreed to webcast the Duet and Team Finals on Saturday, August 14th. We are in discussions with them about the possibility of webcasting Sunday’s Solo and Team Combination Finals, as well. Information about the webcast will be posted on our website when available.

Sponsorship. In the past year, we hired a new Business Development Director, conducted demographics surveys, developed new marketing materials, and approached a series of prospective sponsors. We recently renewed two contracts with e-Synchro, one for sponsorship and educational materials for another four years (including an increase in cash), and a merchandise contract. We also negotiated a third with them as title sponsor of the FINA/e-Synchro Junior Worlds. We are close to a deal with another sponsor to provide significant services to our national teams of all ages.

Media Relations:

TRS. Media Relations Director Taylor Payne recently completed building a new registration system (provided by TRS) for the FINA/eSynchro Worlds. This system will allow Team Leaders to register all athletes, coaches, judges, medical personnel etc. for the event. It will also allow volunteers who want to help run the event to register for defined positions. We will be

able to run reports, manage volunteer assignments, etc., with this system. Once we receive volunteer needs from those volunteers who have organizational responsibilities for the competition, we will be able to build the Volunteer site and make it available to the public. Target date for public availability is May 24.

TLC. We have been working with The Learning Channel since early March to help them produce a “synchro theme” for its summer ad campaign. In April, members of the National Team Training Squad participated in a two-day shoot promoting TLC's summer line-up of programming. This opportunity will provide great exposure for the sport throughout the summer months. The commercial will begin to air on May 10 with a 60-second spot debuting on TLC while the 30-second spot will also air other various cable networks. We will share more information when received.

Asphalt Green. After months of planning with the Asphalt Green staff, our National Team Training Squad also participated in Asphalt Green in NYC on April 24. Reports are that the event was a success and our team's participation was very much appreciated.

12th FINA/Esynchro World Junior Synchronized Swimming Championships 2010

(continued). Bulletin 2 was recently sent to all Federations. *Indy Child Magazine* will running a preview article in early summer. The local Fox Television Network has agreed to participate in the Synchro Challenge with our Junior National Team.

Glamour Magazine. National Team member Meghan Kinney will appear in the August issue of *Glamour Magazine* after sampling some hair products.

Championship Media. We had very little media at the U.S. Collegiate Championships at Stanford University, which is not a surprise considering we have never had a great media response at this site. However, *Swimming World Magazine* did have a photographer present which will be nice to have photos on stock for future SWM issues.

The U.S. Junior National Championships had a good media turnout. Three of four television stations attended at some point and the *Austin Statesman* ran a photo story following the event.

The U.S. National Championships also had a good media turnout. Two of the four television stations attended while the local paper did an extensive story on the event. National Public Radio also featured a story prior to the event beginning.

A recent press conference organized to announce the 2010 e-Synchro Age Group Championships in Tonawanda generated significant local press.

Education:

Coaching Certification. At the 2008 Convention, the Board decided to require coaching certification in order to be on deck after January 1, 2010. To accomplish this, tests were designed for on line testing, we designed a process for how to handle notice of certification on

line, etc. We also met with the company that created on-line education for USA Water Polo. While the goal is 100% compliance with certification, what we learned was that there are coaches who were not certified who realized that they had to be, and that not all of those certified in the past intend to continue. We also learned that there are a few who, because of disabilities, are unable to pass some of the pre-certification requirements, and we worked with information from USA Swimming to develop a waiver process with certain conditions. Education Director, Kevin Warner, continues to update the CCP Compliance list on a regular basis. The website lists when the last update occurred and when the next update will take place. It is now normally done weekly.

Kevin is also now trying to finalize a format for membership cards that will list CCP level and expiration and safety credentials expiration, so that the coach can show proof on site of certification.

Judges Update. For those judges who have been unable to attend a live session, the Judges Quad Update has been put online, including the creation of routine DVDs and a copy of the 2010-2013 FINA Elements and Figures DVD.

Other Educational Staff. Kevin is working with National Team Director, Sandra Mahoney, to finalize the teaching methods for our National Team competencies. This year's annual Coaches' College will take place in Lake Placid, NY.

In April, Kevin and several of our National Team coaches attended the USOC's Training Design Symposium, which focuses on development of training plans for athletes at all levels, including but not limited to elite performance. Kevin continues to update the Collegiate Recruit List and distribute to all collegiate coaches, and is currently updating the Get In Synch Program.

Collegiate:

NCAA/USOC/NGB Meeting. In late March, representatives of several NGBs and I met with the Chair of the NCAA's Olympic Sports Liaison Committee, the committee's liaison to the NGBs, and the USOC's Sports Performance Division Director, Chris Vadala, to discuss issues of concern where Olympic sports are losing collegiate varsity programs. Gymnastics, Water Polo, Wrestling, Swimming, Fencing, and we identified 11 issues that we felt needed to be addressed, and the OSLC representatives agreed to work with us on those. Of immediate importance is a piece of legislation currently before the NCAA that would limit an athlete's eligibility if the athlete does not sign up for a collegiate program within one year of high school graduation. The OSLC agreed to recommend to the NCAA that the matter be postponed for a year for further study. This legislation would have seriously affected any athlete who decided to postpone collegiate synchro in order to compete in the 2011 Pan American Games or 2012 Olympic

Games. The remaining issues will be discussed at the upcoming meeting of NGB Executive Directors in Colorado Springs this month.

National Teams:

Our Team 1 is heading to China next week for the China Open. They have been training from late March until last week at the Olympic Training Center in Colorado Springs, where they have been supported by an entire team of Sports Performance, Sports Science, and Sports Medicine personnel from the OTC. Good luck to Team 1 in China!!

Junior Team Trials have just been completed, and the 13-15 Trials are coming up soon.

Regards,

Terry