

Southern California Swimming
Position Statement
Regarding the Proposed Orange County Swimming (OC) as an USA
Swimming LSC

Pursuant to the request of 10-members of the SCS House of Delegates there is a call to have a Special House of Delegates Meeting of Southern California Swimming.

- The agenda items are:
 - o Formation of Orange County Swimming
 - o To request this LSC be formed in September, 2020 instead of in accordance with the USA Swimming Rule 604.3.2 that requires the new LSC to be effective the first day of the fiscal year after the approval of the USA Swimming House of Delegates or on a date agreed to by the LSC. For Southern California Swimming that would be September 1, 2021.

As General Chair I have asked that both sides of this agenda post a “Position Statement” for the purpose of answering general questions, for example Why? and/or Why now?

Southern California Swimming
Position Statement

We are better together.

What we have accomplished in our history has become our heritage.

Our heritage has been shaped by our heroes.

It is our structure, size, capacity, culture, governance, strategic planning, leadership, management structure and management style that has deliberately, gradually, steadily and progressively developed over the years. These components were essential to enhance our progress. These

components have enabled us to continue to grow until the present and that is why we are

who we are and what we have today.

In my opinion, there is no upside for the remaining 78% of the Clubs and the remaining Stakeholders in Southern California Swimming. In fact the future of the present SCS or the new SCS after the formation of the Orange County LSC will be determined by leadership, future participation from revised pool of members, depth of participation, and the diversity of those new groups of people.

As of today, year to date with 2020 USA Swimming Registrations:

- SCS has 152 Clubs currently registered in 2020 and
- The Orange Committee has 34 Clubs currently registered in 2020
 - 34 divided by 152 = 22% of all clubs in SCS

The other 78% of the SCS Clubs will be hurt with a yes vote for this proposal. I feel a no vote is in the best interest of all Clubs in SCS.

All components of SCS are reduced by the departure of 22% of our clubs, therefore, reduction of numbers of each category of Stakeholders:

- Fewer Programs
- Fewer Coaches
- Fewer Athletes
- Fewer Officials
- Fewer Volunteers
- Fewer Major Facilities

Our strength is our size.

We Are Better Together.

If the proposal passes then we will of course make do, but I do not feel that it will be better for the other 78% of the Clubs in SCS. It is obviously mathematically less and I feel that in all categories

“less will be worse.”

Regardless, Southern California Swimming will not be the same.

I feel that it is essential to address the effect on the SCS financial situation as a result of this proposal for the LSC's Budget and each line item that supports the various Stakeholders.

According to USA Swimming rules:

From the USA Swimming Rulebook, 604.3.2:

At the time of the effective date the net assets of the existing LSC (after payment of or provision for all debts) shall be divided with the new LSC in proportion to the number of registered athletes within each LSC as of the August 31 closest to the effective date.

If the process is completed in September, 2020 then the August 31, 2020 number will be used. To give you a head's up, the number of registered athletes on August 31, 2019 was 29.41% of the total number of registered athletes in Southern California Swimming {7,143 OC divided by 24,288 Total SCS Athletes = 29.41% }.

It is important to note that in any financial case that **the larger the investment fund the larger the compound factor**, interest on interest is greater with a larger principal. In other words, larger principal generate faster growth rates, a better rate of return and larger net profit.

Southern California Swimming will have less principal, therefore, lower growth rates, therefore, less money for its Stakeholders: Clubs, Athletes, Coaches, Officials and Volunteers.

Additionally, by the time of the Special House of Delegates a more accurate number will be presented, but in concept there will be 29% fewer meets; 29% fewer sanction fees; 29% fewer splash fees turned in to SCS; 29% fewer athlete, and non-athlete registrations; 29% fewer club registrations, etc. **The overall budget would need to be looked at through the lens of 29% budget reduction.** SCS Committees and Committee Programs will have less of a pie to divide up for each line item in the existing budget per program.

Less is not better for Southern California Swimming.

Southern California Swimming will have to reduce its budget for the 78% of the Clubs not in the Orange Committee. For this reason alone, I feel that you should vote no on the proposal and I feel that we should keep our robust SCS budget as it is because I feel that we are better together.

Additionally, moving forward we have just as much potential to do great things within our LSC and with the energy of all Stakeholders working together as we have successfully done in the past, if not more. We can/will expand on those successes, models, planning processes and our overall financial stability. This will happen because we will make adjustments together, evolving similar to the past, making adjustments together along the way, just as we have done so far. We will utilize

- Our vast geographic participation and its diverse input;
- Our uniquely diverse membership;
- Our well organized and broad ranging competition model;
- Our in-depth financial structure and planning process and
- Our passionate Stakeholders who are hungry to give of their time and energy in service with and to the other Stakeholders who are part of our team because we are proud of our traditions.

Southern California Swimming leads the nation that leads the world.
This is not only our Vision but our guiding force.

Southern California Swimming has always had **the Stakeholders in our LSC's Best Interest at Heart** with the decisions made by Geographic Leaders from all six Geographic Committees and the elected leaders on the SCS Board of Directors with representation from all six Geographic Committees.

Our Stakeholders:

Our Clubs

Our Athletes

Our Coaches
Our Officials

Our Volunteers
Our Major Aquatic Facilities

Teamwork Makes The Dream Work.

Southern California Swimming has been looked to from outside of our LSC since its inception as the place to go to be the best.

- It is up to the other 78% of the Clubs not in the Orange Committee and the Clubs in the Orange Committee that did not vote for this proposal **to vote no for this proposal** to keep it that way.

As it pertains to Southern California Swimming's corporate goals, it is important to point out that the larger an organization is, then the more the organization has to offer in the form of being heard by those trying to get something done. For example, say a team wants to host Sectionals, they are from another LSC. They know that So Cal wants to run that Sectionals long course, let's say in fact, that the potential host hears that So Cal will come as long as it is long course -- what format do you think they are going to propose and support?

As it pertains to Competition Models and innovation of new competition models, new ideas don't survive if the critical mass of the interested parties isn't large enough to get the idea off the ground and sustain it during infancy. Just recently we realized the success of the innovation of the Senior Race Series. One of the reasons that this happened was because we had a large pool to try the model. We had enough "first comers" to try the format and show that it worked. Another example is that we wanted to offer an alternative to traveling to the Western Zone Sr. Championships. We created the Regional Senior Championships hosted by Golden West Swim Club in August and Lakewood Aquatics in December. The August and the December Senior Regional Championships are now a part of our Senior Competition Model for Southern California Swimming. In an LSC that is 29% smaller, that meet would have failed in the first year due to lack of entries to sustain it. Innovation is made more difficult by reducing the size of the pool.

Our Mission Statement says why we are better together:

Southern California Swimming's Mission

Proud of our tradition, SCS provides support for our members in their pursuit of excellence.

The Core Values of Southern California Swimming of being “Collaborative and Cohesive” have been on active display in Southern California Swimming throughout all of our years including the present.

The Stakeholders in Southern California Swimming have put their heart and soul into a team effort by participating in Strategic Planning sessions during all of their past quadrennials and each of the last three years, 2017, 2018 and 2019. As a result, we are an LSC that plans well and creates innovative programs and opportunities for our Stakeholders. These programs become models for other LSC's in USA Swimming. During these last three Strategic Planning sessions, representatives from all six Geographic Committees and representatives from USA Swimming have met and gone through a comprehensive planning process to ensure readiness for the three quadrennials, 2017-2020; 2021-2024 and 2025-2028. The September, 2019 Strategic Planning results are poised for implementation at the January, 2020 SCS Board of Directors Meeting.

The SCS BOD that you elected in September, 2019 have answered the call by Stakeholders in their first 100 days of office and continue to work within the organization by approving Task Forces and populating committees to take our needs forward in this fiscal year in the areas of Teleconferencing our SCS BOD Meetings; putting into motion an Investment Strategy Policy already approved by the BOD and taking a look at what we should do with our existing financial portfolio; writing a Club Development Support Program vs a travel reimbursement policy; moving forward with our Social Media Committee which involves our

website and creating a plan on how to best use other social media opportunities while continuing to walk alongside existing committee efforts.

In 2028, the Olympics will return to Southern California Swimming for the XXXIII Olympiad. It is essential that we all are working together to let the world know that we are Athlete-centric; that we are proud of Our Traditions and that we represent the Nation that Leads The World. This collaborative effort has best served SCS throughout our past and will be the best way to serve our future in a collaborative effort as a team effort together as *"Team So Cal Swimming"* which we are today!

Working against Orange County Swimming as we compete for participants from around the world will at best be a different approach than in the past. I do not feel it will be better for the remaining 78% of the Clubs.

I feel that we would be better working together.

Our size is our strength. Moving forward with Southern California Swimming as is, brings a large pool of Programs, Coaches and Athlete participants; Major Aquatic Facilities; SCS Officials and financial opportunities as our strongest assets. Anything less in size weakens the fabric of our organization. Team So Cal stands the best opportunity to serve the individuals in our LSC if the size of our LSC is what it is and/or larger. All six Geographic Committees can grow. Southern California Leadership in the past and with today's leaders have proven and stand poised to prove that they will handle even more growth, productivity and innovation from and within all six Geographic Committees.

"Hi I am from Southern California Swimming." This greeting brings a positive presence to the relationship; opens doors that otherwise might remain closed in areas of facility use, marketing, advertising,

recruitment of sponsorships and development of new and maintaining historic relationships that anything less might not provide.

We have a bright future together. Any departure from our existing situation is cloudy for all Stakeholders. We do not know what the formation of a new LSC will bring.

We do know what the leadership from the past has brought; we do know what the leadership of today can bring; we have ongoing excellent past practices and a planning processes, therefore, we will be driven by an objective-based strategic plan *to guide us going forward*.

Competitive Models improve with size. Every team has individual needs. Every individual need is best served when it is a part of a team. Once again, our strength is our size. Fulfilling needs is best served from a larger pool of options.

Because of this, when it comes to achieving our objective-based plans, the larger the field to choose from enables a better selection process. For example, our opportunities for competitions at every level; our splash fees and financial meet administration; our available facility use; our LSC management system and our LSC management style all improve with size and are limited with a reduction in size. This is proven by merely looking at our history. This includes our growth over the years as USA Swimming grew and made changes; we were out in front of those challenges and led the way for other LSC's who followed our lead. As a result, we have grown in size. We have also grown in achievements that are all measureable and could be and should be compared based on the facts.

I feel that evolving as we have done in each segment / quadrennial in the past is a more prudent method to advance the LSC for our Stakeholders.

I feel that "we do not want to let them go." I feel that staying together as Southern California Swimming is the best thing to do. I feel that staying

together is what is best for those clubs in the Orange Committee who voted no to the formation of a new LSC. I feel that this is what is best for our other 78% of the SCS Clubs not in the Orange Committee.

Please come to the January 15th Special House of Delegates Meeting of Southern California Swimming and cast your vote No for the Proposal to form the Orange County Swimming LSC.

I feel that we should stay together because it is what is best for the Southern California Swimming Stakeholders:

Our Clubs	Our Officials
Our Athletes	Our Volunteers
Our Coaches	Our Major Aquatic Facilities

Southern California Swimming

Mission

Proud of our tradition, SCS provides support for our members in their pursuit of excellence.

Vision

Leading the nation that leads the world.

Mission

Proud of our tradition, SCS provides support for our members in their pursuit of excellence.

Core Values

Athlete-centric, Collaborative, Cohesive.

Respectively Submitted with collaborative input,
Terry W. Stoddard, General Chair,
Southern California Swimming