

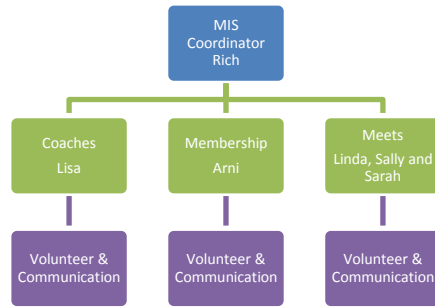
What we accomplished (What we didn't fully complete in RED)

<p>Serve Coaches</p> <ol style="list-style-type: none"> 1. Sent 3 coaches to Nationals 2. Established conference calls for coaches (6) 3. Coaches meeting at PNA Champs 4. 16 coaches were reimbursed for attending the USM Coaching Certification 5. Sent 2 coaches to ASCA World Clinics 6. 31 local coaches attended USM Coaching Certification 	<p>Serve all PNA Members</p> <ol style="list-style-type: none"> 1. Goody bags (NEW) 2. Newsletter (10) 3. Meets (7 including Champs) 4. Clinics (3) 5. Open Water (5) 6. Website 7. Relays organized and paid for 8. Provide coaching for Nationals 9. Meet results/Top 10 Times 10. Registrar 11. Sylvias (Partnership) 12. Getting a fitness coordinator 13. Fitness programs 14. NEW Website
<p>Serve Team Reps/Teams/Clubs</p> <ol style="list-style-type: none"> 1. Website 2. Wet set 3. Emails 4. Swim Meet 5. Clinics 6. Open Water 7. Relays Organized and paid fo 8. Supplied rules books 9. Meet results/top 10 times 10. Registrar – list of teams, list of registered members 	<p>Grow Memberships</p> <ol style="list-style-type: none"> 1. Registrar – list of teams, list of registered members 2. Offer to upgrade 1 event members to full members 3. Open water events 4. Sent 2 representatives to Open Water Safety Conference 5. Open Water Series 6. Fitness Programs

What we would like to do in 2012

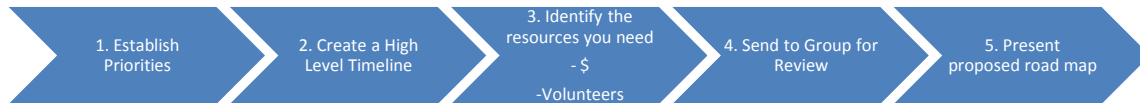
<p>Serve Coaches</p> <ol style="list-style-type: none"> 1. Make a club in a box widely available to coaches and team reps – downloadable 2. Provide for opportunities for training for all PNA coaches 3. Coordinate USM Certification with USA Certification (Hanula) 	<p>Serve all PNA Members</p> <ol style="list-style-type: none"> 1. Article in Wet Set, all that can be found on USMS Website 2. Website teasers on PNA website 3. Develop more relationships with sponsors 4. Socialize at championships, arrange a social after meet, maybe a no-host social, may get a key note speaker 5. Survey team reps – follow up what can we do for them, 4-6 questions
<p>Serve Team Reps/Teams/Clubs (How do we communicate and disseminate consistent messages? How do we use multiple media to get the message, i.e., website, wetset, and email)</p> <ol style="list-style-type: none"> 1. Club/LMSC issues – as we work through this issue, be transparent 2. Disseminate info about PNA, activities, program, services, the full range of info 3. How do we build and use social media, like Face Book, Twitter, etc., to attract that population that uses 4. Provide resources for clubs/teams that would be useful, i.e., Just in time stuff like CPR Certification and Getting ahead of pool closure. 	<p>Grow Memberships</p> <ol style="list-style-type: none"> 1. Outreach Plan <ul style="list-style-type: none"> - Talking points - Where to reach new participants - Flyers/ads templates - Flyers to triathletes and tri stores with club contact info 2. Develop an Exit Survey <ul style="list-style-type: none"> - Deploy the survey, analyze, address gaps, and communicate back 3. Develop tangible benefits <ul style="list-style-type: none"> - Discount products, discount event and clinics (you get to go for less b/c you are a member) 4. Market benefits of swimming <ul style="list-style-type: none"> - Fitness info, like FITFACTS, health info and social opportunities 5. Offer “group or I belong” experience <ul style="list-style-type: none"> - PNA swag, like hats, bumper stickers, etc, - Social – 2012 Olympics - Excursion trips to warm climates

Make It Stick



November	<ul style="list-style-type: none"> • 20th Pre-meeting • 30th Deadline for Budget submissions
December	<ul style="list-style-type: none"> • 6th – Financial/Budgeting meeting
January	<ul style="list-style-type: none"> • 24th – Board Meeting (Sarah’s)
February	<ul style="list-style-type: none"> • 28th – 7pm – 8pm business meeting (via telecom)
March	<ul style="list-style-type: none"> •
April	<ul style="list-style-type: none"> • 7th Mid Year, How are we doing? (Sally’s)
May	<ul style="list-style-type: none"> • 22nd Board meeting
June	<ul style="list-style-type: none"> • 19th Board meeting
July	<ul style="list-style-type: none"> •
August	<ul style="list-style-type: none"> • 28th Board Meeting w/ Fees discussion (Jeanne)
September	<ul style="list-style-type: none"> •
October	<ul style="list-style-type: none"> • 27th Board Meeting – Strategic Meeting (Sally’s) – Rule Book Count
November	<ul style="list-style-type: none"> •
December	<ul style="list-style-type: none"> • 4th Board Meeting - Financial/Budget Meeting

Short Term Plan for Coordinators by December 6th (Rich will provide more guidance)



Strategic Planning Retreat Feedback –

What went well	What to change for next year
<ul style="list-style-type: none"> • Calm, cool, pleasant 	<ul style="list-style-type: none"> • Personally out of focus
<ul style="list-style-type: none"> • Covered a lot of bases 	<ul style="list-style-type: none"> • No grass roots participation, need to get that involvement
<ul style="list-style-type: none"> • Generated good ideas with follow through 	<ul style="list-style-type: none"> • Get agenda out earlier (may help get more grass roots participation)
<ul style="list-style-type: none"> • Stayed focus 	<ul style="list-style-type: none"> • Took some time away from the Strategic Planning with Regular meeting
<ul style="list-style-type: none"> • All members input was considered fairly 	<ul style="list-style-type: none"> • Allocate more time for action steps and less time for strategic analysis , more MIS
<ul style="list-style-type: none"> • Small group work 	<ul style="list-style-type: none"> • Understanding how to operate differently so everything stays/becomes successful. Doing the new stuff while still doing the old stuff
<ul style="list-style-type: none"> • Focus on more real issues 	<ul style="list-style-type: none"> • Resolve club vs LMSC thing
<ul style="list-style-type: none"> • Good facilitation 	<ul style="list-style-type: none"> • More sleep
<ul style="list-style-type: none"> • Placing the focus areas into quadrants 	<ul style="list-style-type: none"> • Need to have a focus area so we have actionable items/ not just have a list of standard reports (invite people) re-arrange the focus so people who identify with that topic might come to the meeting or we know who to invite
<ul style="list-style-type: none"> • Starting the wrap up early 	<ul style="list-style-type: none"> • Solve the volunteer issue by next year
<ul style="list-style-type: none"> • Starting with recognition/awards 	<ul style="list-style-type: none"> •

Dive Tank Issues

- Long Course Meet (???)
- SCM – Zone Meet 2012
- Minimum Standard Review, 2012 – Rich
- 85+ comp registration USMS & PNA
- Relay Only Meet with cool awards