



It's time to renew your club membership for 2012. You can do it right now by using one of two options - online or mailed with a check. To register your club for 2012 online, you'll need to use a club or personal credit card (Visa or MasterCard). You can also register with a check by completing the attached form and mailing it in.

It's important that you renew your club's membership prior to November 1st so that new and renewing swimmers can begin registering for 2012 on November 1st. No one can join your club for 2012 until the club has renewed its membership for 2012. Online swimmer registration begins on November 1st and your club will not be listed as a choice in the drop-down box unless it has renewed, leaving your swimmers upset, confused, unattached, or switching to a club that has renewed.

We are again offering a **\$10 discount** for those clubs that renew their membership by 10/31/2011 - \$55 instead of \$65.

Club Assistant, our registration service provider, will include your **club's logo** on your members' cards. It's been a big hit and the logos look great! If you register online, just follow the instructions to upload your logo. If you renew by paper, send me a .jpeg or .gif file that is no bigger than 200 KB and I'll upload it to your club page (pdf's will not work). It will appear on the swimmer's card with the USMS logo. The larger, simpler, and more colorful the logo, the better it looks.

If you would like a copy of your most recent **2011 club roster**, please send me an email with your request. I'll get it back to you right away. You can check on your swimmers through the following link http://clubassistant.com/usms_lmssc_links.cfm and scroll down to your club. For details (contact info, etc.) you still need to ask me to send it to you. I continue to advocate to make it possible for club representatives to access detailed club rosters themselves but for now, you still need to request it. You can get around this restriction by filling in the line asking for an email address for notification of new and renewing members. A cumulative listing will be kept of all notifications that will include the contact information and will be available to you online, 24/7, on your club page.

Our Chairman, Michael Moore, has looked at the statistics and found that the **renewal rate for our swimmers, who belong to clubs**, far exceeds that of the unattached swimmer. Congratulations! It shows you are doing a good job of meeting your swimmers' needs and expectations. 2011 has been another banner year for growth and we look forward to increased participation and membership in 2012. Your club is a big part of the success of Pacific Masters. We applaud and appreciate your efforts!

We **updated our logo and brand identity in 2011**. We're excited about this new look and hope you are too. Please add it to your club's web page and delete our old logo. We have a limited number of caps, pens, and removable car stickers left from our promotion last spring. If any of these might help you in your club activities or promotion, please let the Pacific Masters Office know and we'll see how we can help.

Another change. Your members noticed that the PacMasters Newsletter was not in the last *SWIMMER* Magazine. There was a snafu at the printer/labeler and they went to 10,000 swimmers some place other than here. They were to be reprinted and mailed to each Pacific swimmer this week. We've determined that this method of communication, while it served up well in the past, is not the best approach for the future. The Jan/Feb issue of the magazine will include the last issue of the Pacific Masters Newsletter insert. A Task Force has been created to present suggestions for new methods of communication moving forward. We will definitely

have an electronic newsletter and will definitely take into consideration our swimmers who do not have Internet access or computers. Keep tuned for further developments.

Pacific Masters wishes your club a very successful 2012 and is ready to help you in any way we can. If you have any questions, don't hesitate to ask. Our contacts are Registrar@pacificmasters.org (preferred), 415-892-0771 (voice), 415-898-3467 (fax).

Wishing you the best in 2012!

Nancy Ridout, Registrar
Pacific Masters Swimming