

Cherita,

I support the move to the electronic registration/club import process beginning in Reg year 2002. In addition to the reduced manual data entry load, there are some other advantages and disadvantages which come with this approach. First off, this process only works with teams that have HyTek Team Manager or an SDIF3 equivalent. Many small teams will not be able to submit electronically. With Non-Athletes, Unattached Athletes, registrations from clubs which do not use HyTek, and small batch registrations from HyTek clubs which choose not to submit them electronically, there will still be significant manual data entry.

Information submitted by a team for electronic registration will be exactly out of their database. This may be good because it will be exactly as they submit meet entries and therefore the meet reconciliation process is improved. However, if they submit bad data with membership registrations, then YOU have bad data. If you now have a middle initial for a swimmer, for instance, but the club database does not, you will lose your middle initial. Do you have the level of confidence in the club databases needed to accept them completely?

Teams using HyTek Team Manager already have the capability of printing registration forms. Nothing in electronic registration changes or adds that capability. There is no club based registration program available directly from USA Swimming. Clubs will need to purchase HyTek Team Manager or submit registrations manually.

On the issue of mailing member cards, I have always felt it is extremely important to mail the member card directly to the member and I am absolutely opposed to regressing to giving the bulk cards to clubs. Receiving a member card is perhaps the member's ONLY contact with Middle Atlantic Swimming and the only place where the name and address of MA appears on anything in the hands of the member. It may not be a significant contact but it is something. Other than their member card, the only contact most athletes have with organized swimming governing bodies is receiving Splash Magazine and I think that how they get that is sometimes a mystery to them.

USA Swimming is beginning to recognize this also. After years of listening to me on this subject, a pilot program is scheduled to kick off this fall where first-time members will receive a "Welcome Pack" with info about USA Swimming, some decals, perhaps some coupons, and a welcoming letter from an Olympian. Middle Atlantic Swimming has been a leader in this regard and I would hate to see us bail out just as others are getting on board.

I reviewed your cost analysis. I have a few questions on how you got to your conclusion but I think that \$693 is a reasonable amount to "pay" to put our name and our Membership card in the hands of every member. Remember that those members pay in excess of \$70,000 in dues to the LSC.

I feel strongly about this issue. I will vote against your member card proposal if it comes before the Board and I will speak against the proposal when it is on the floor.

Dave Carson