

VP of Membership Development Annual Report

Thank you to the membership for electing me to the position of VP of Membership Development. I am honored to serve the USAAS community in this role, and look forward to collaborating with the various committees, the national office, and the members of USAAS.

The initial part of my term was spent consulting with the present and former committee chairs and committee members that fall under the guidance of the VP of Membership Development, as well as Kim Kohut and Adam Andrasko. The intention was to gain a better understanding of the work each committee has been focused on and the direction each committee is hoping to pursue moving forward. I am appreciative of the time everyone invested in these conversations, as well as the excellent work done by each of the committees. Many thanks to each of the committee chairs and committee members for their commitment to excellence and diligent hard work.

Below is a summary of the objectives each committee focused on this past year.

Membership Committee:

Chair - Shari Darst

The Membership Committee, along with the national office, compiled a survey to gather focused feedback to better understand where clubs and members need the most support - particularly the areas of recruitment, retention, and fundraising. The survey was sent to zone chairs ahead of the zone championships in hopes of increasing participation as well as generating productive conversation amongst the members during their respective zone meetings.

The committee is also planning and preparing a presentation for Convention. The presentation will be focused on providing resources and support for increasing and retaining athletes.

Coaches Committee:

Chair - Camille Albrecht

The Coaches Committee is working alongside the national office to revamp, rebrand, and relaunch the club excellence program. The hope is to increase not only participation from clubs, but also to prove the benefit to the clubs/coaches for participation.

The committee is also very excited for the "Year of the Coach" initiative presented by the national office. They are eager to help make this initiative successful and

impactful. This committee will be joining forces with the Membership Committee for the presentation at Convention.

Masters Committee:

Chair - Nancy Weiman

The Masters Committee is working hard to roll out their new slogan: “Masters - sport for life.” This committee has organized a monthly newsletter specifically geared toward the masters community, addressing issues that are relevant to them. The national office is graciously distributing the newsletter to the entire USAAS membership community, as we can all learn something from this fabulous group of athletes.

Additionally, this committee has formed an ad hoc committee to address the rule changes AQUA has made for masters. They are communicating with masters programs from Canada and France to gain insights on how they have adapted or adopted these changes. The ad hoc committee is preparing rule proposals for our USAAS masters to be included in the rules packet for this upcoming 2026 convention.

Collegiate Committee:

Chair - Monica Velazquez-Stiak

The Collegiate Committee, along with all collegiate coaches, agreed to test pilot the inclusion of a choreography hybrid in trio routines this season. They are evaluating if this is a change they would like to propose formally in the future.

Awards Committee & Lilian McKellar Award Committee:

Chair - Debbie Latchford

Chair (s) - Mary Ellen Wiegand & Carole Mitchell

The Awards Committee is currently working on updating Appendix R in an effort to maximize the recognition and celebration of the great men and women of USAAS. The goal is to have this finalized and approved prior to receiving nominations for the 2026 Convention.

The Lilian McKellar Committee is preparing to host a breakfast or coffee on Saturday morning at the 2026 Convention to celebrate all past award recipients. The committee has connected with these individuals, and majority have committed to attending the event. More details to come!

Committee Collaboration:

Following the conclusion of the 2026 competitive season, I would like to form a collaborative group of individuals from the Membership Committee, Coaches Committee, and Officials Committee to work on developing resources for the USAAS community centered around further education on understanding changes from AQUA, creating coach cards, etc. These resources (videos or slideshows on “how to”) would be accessed through the USAAS Academy and would be geared toward the various levels of athletes (novice, intermediate, JO, elite, and masters).

Respectfully submitted,

Amy Oliver

VP of Membership Development