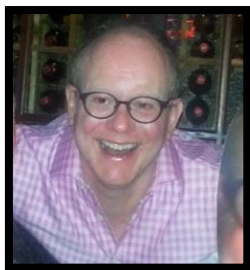


## Candidates for At Large Board of Directors

### **Bruce Hopson – Breadbasket Candidate At-Large**



The Election Committee has deemed that Bruce Hopson is a member in good standing of USMS. The candidate has indicated he is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his tenure in office.

The candidate is running for re-election and is not required to provide a letter of nomination or a letter of recommendation.

**The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:**

**Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

I first attended the USMS National HOD in 2001 when the meeting was held in Louisville, KY. I have been to every meeting since then.

### **III. Section Three: Questions**

**Why are you interested in this position and why do you believe you would be a good candidate?**

I am interested in this position and believe I would be a good candidate because I am in the process of completing my first two-year term. During my first term, I have served on different task forces such as the open water insurance surcharge and the appellate panel for the Board of Review. Additionally, I have been committed to public service for the last twenty years as a practicing attorney. I believe that my almost 40 years of swimming (15 of which as a Master) along with 15 years of bar service on the local, state and national level would make me a good candidate. In addition to my swimming, my background as both a lawyer and a bar leader would allow me to contribute my critical thinking and organizational skills to USMS.

**What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

I believe the major issues presently facing USMS will be how to sustain itself and maintain its relevancy in era in which people are becoming more and more reluctant to join organizations. In a similar fashion, USMS will need to figure out how it can be competitive or collaborate with other existing organizations such as USA Triathlon and to stay ahead of organizations not currently around. Finally, I see there will still be a continued focus on how to balance the interests of the fitness swimmer against those of the competitive swimmer.

**Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

- Since 2003, I have served on the Long Distance Committee under the leadership of Peter Crumbine, Marcia Cleveland, Heather Hagadorn and now Donn Livoni.
- I have previously been on the legal advisors ad hoc committee under Patti Miller, and the records and tabulations committee under Ed Tsuzuki.

**Please list any other experience that relates to your qualifications for the position.**

I served as president of my club, St. Louis Area Masters Swimming from 2000-2006, and chair of the Ozark LMSC from 2004-2006. Additionally, I was co-president of IGLA from 2005-2006. In the non-swimming world, I served from 2011-2012 as president of the Bar Association of Metropolitan St. Louis, which is a 6,000-member voluntary bar.

**Please list any other information you would like included.**

None provided.

**Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting**

I am seeking re-election to my second term as Director-at-large for the Breadbasket Zone. I believe I would continue to make a good director because I have a long background in swimming as an age group swimmer, an NCAA Division I swimmer and a master swimmer. As an attorney, I would be able to provide needed critical thinking to board discussions. Finally, I have had 15 years of bar leadership experience on the local, state and the American Bar Association.

## Candidates for At Large Board of Directors

### David Diehl – Colonies Candidate At-Large



The Election Committee has deemed that David Diehl is a member in good standing of USMS. The candidate has indicated he is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his tenure in office.

The candidate was nominated by Jeff Roddin and received letters of recommendation from Jeff Roddin and Kathy Casey. These letters follow the questionnaire.

**The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:**

**Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

Attended almost every Convention (29) since 1985 (except 2001 & 2005, 9/11 & eye surgery respectively)

### III. Section Three: Questions

**Why are you interested in this position and why do you believe you would be a good candidate?**

I have almost 40 years of experience with USMS including the first 15 in an LMSC leadership role.

**What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

Continued growth of USMS as well as more effective succession management. Work to have the LMSC volunteer base more actively involved and engaged in working toward the strategic planning goals of USMS.

**Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

Officials Committee – Hugh Moore Mike Tingley (approx. 15 years and chair for five years);  
Rules Committee – June Krauser, Leo Letendre, Kathy Casey (approx. 18 years);  
Sports Medicine Committee – Jane Moore (a few years);  
Marketing Committee - (one year).

**Please list any other experience that relates to your qualifications for the position.**

Vice President for Programs, four years; At-Large BOD from Colonies Zone, one year. As VP served on the Governance Committee as well as the Volunteer Roles Task Force and sat on a National Board of Review case.

**Please list any other information you would like included.**

Chair of Potomac Valley LMSC for six years, helped write the PV/LMSC By-Laws in 1980. Also served as Chair of the PVLMSC Officials & Top Ten Committees.

**Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting**

Active in USMS for almost 40 years and served in a number of capacities at the national level including the Rules Committee and Officials Committee (Chair for five years). Served as VP for Programs for four years and as an At-Large BOD member for one year. Served as Chair of Potomac Valley LMSC for six years and was on the team that wrote the By-Laws for PV/LMSC. In previous careers was the Chief of Computer Security and Oversight at the Nuclear Regulatory Commission and the Executive Director of the M Club Foundation (non-profit 501c3 corporation in the Athletics Department at the University of Maryland.) I was also a USA-S N3 certified official and have officiated and coached swimming at many levels for over 25 years.

May 28, 2014

To Whom It May Concern:

I am writing to nominate Dave Diehl for the Colonies Zone At-Large Board of Directors position.

I have known Dave since I was in high school. Dave was also the key individual who got me started as a volunteer with USMS by encouraging me to run for the Potomac Valley LMSC Secretary position nearly 20 years ago and then encouraged me to attend my first USAS convention in 1997. Dave has a lifetime of swimming experience across many

## Candidates for At Large Board of Directors

levels (USMS, high school, NCAA, YMCA, USA Swimming, summer league and Senior Olympics to name a few). In addition to being a lifetime swimmer himself, Dave has been involved with the “dry” side of swimming for over 30 years. Outside of our aquatic world Dave has nearly 35 years of technical experience in the Information Technology field and he was the Executive Director of the M Club Foundation at the University of Maryland for over ten years, which means Dave would bring much more to this position than just USMS experience. For these reasons I am happy to nominate Dave Diehl for an At-Large position on the USMS Board of Directors from the Colonies Zone.

Jeff Roddin  
Potomac Valley Registrar

*This letter of reference may appear wherever you see fit.*

I recommend David Diehl for the office of Colonies Zone At Large Director.

Dave has devoted many years of service to USMS. He has served on a number of USMS Committees, including Officials and Rules. Dave has earned and maintained officials’ certification through USA Swimming and has officiated at many, many USMS meets on all levels and continues that service to USMS as well as other swimming organizations. Therefore, he understands the needs of USMS members from his extensive service on the pool deck.

Dave has a sense of fairness, a sense of humor, a wealth of USMS knowledge, and creative ideas. I have seen him use those skills not only on the Rules and Officials Committees but also as a USMS committee chair and on USMS appeals panels. He remains calm and rational in the face of controversy.

Dave has worked hard on behalf of USMS for many years, upholding the rules of USMS, listening to members’ concerns, and working on the national level to improve USMS services to its members. He is ready to continue his leadership on USMS board of Directors through the office of Colonies Zone At Large Director.

Kathy Casey

USMS has my permission to publish this letter with candidate information. KJC

## Candidates for At Large Board of Directors

### Roberta Saint-Amour – Colonies Candidate At-Large



The Election Committee has deemed that *Roberta Saint-Amour* is a member in good standing of USMS. The candidate has indicated she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during her tenure in office.

The candidate was nominated by Jeff Strahota and received letters of recommendation from Chris Stevenson and Jon Einsidler. These letters follow the questionnaire.

**The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:**

**Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

2009- Chicago USMS Convention  
2012- Greensboro, NC USMS Convention  
2013- California- Anaheim USMS Convention

### III. Section Three: Questions

**Why are you interested in this position and why do you believe you would be a good candidate?**

I am interested in becoming the Colonies At-Large Director because I want to make a difference in our swimming community. As former Treasurer, Vice Chairman, and current Chairman of Metro LMSC, I have identified and helped to make significant changes within my LMSC. I redefined our goals, priorities and fiscal responsibilities. I currently hear many of the same issues, concerns and questions voiced at convention, peer-to-peer conference calls and amongst volunteers in general throughout USMS. My experiences within Metro LMSC will allow me to contribute for the benefit and welfare of all.

**What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

Communication. I have personally felt the frustration of our communication system. I realize that as an all-volunteer network, everyone prioritizes the responsibility differently. Holding an elected USMS position I will try to unify volunteers by amping up our communication.

This has been a central concern at Metro. When 99% of our individual swimmers AND clubs, did not know who or what our LMSC is or the functions of USMS, we knew we had problems. We need better succession education starting with USMS. We need to establish LMSC/USMS protocol for information and questions that need to trickle down to our individual swimmers. We need a reference site for LMSCs to compare activity. We need a secure and safe site to co-mingle ideas and questions. The peer-to-peers calls have been great and the forums are a good start, but we need to go further. We need to involve viable volunteers.

**Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

I served for a year on the Long Distance Open Water committee in 2010. I served under Heather Hagadorn. However, we faced many problems within the Metro LMSC that I had to devote my time and resources to bettering our LMSC first; so I stepped away from volunteering on a larger scale within the USMS organization, until now.

**Please list any other experience that relates to your qualifications for the position.**

After graduating from Wellesley College I went to work on Wall Street for the last 7 years specializing in mergers and acquisitions for multimillion dollar transactions. I have been given large responsibility beyond my years to lead companies through important transitions. My work experience will only help guide me with taking on important issues within the USMS organization.

**Please list any other information you would like included.**

I know I can make a difference within our organization! I am fresh, young and willing to take the necessary steps to making our USMS community the best it could be!

## Candidates for At Large Board of Directors

Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting

It would be an honor and a privilege to serve as the Colonies At-Large Director. My broad base of swimming and leadership experiences, reflects a majority of master swimmers and will allow me to represent them with realistic concerns, problem solving abilities and positivity.

I am currently the youngest LMSC Chairman and was first elected Metro LMSC Treasurer at 22 directly from college. I was elected Vice Chair and am currently Chairman. While I honor all of our volunteers for their wealth and depth of information and experience, I see a lack of participation in my age group. I believe that I can represent the younger generation and bring the needs and concerns of this age group into USMS for broader inclusion.

Serving on the Metro BOD was not my first experience with USMS. My Dad, Craig Saint-Amour has been a master swimmer since after college, and as a child, I cheered for him and volunteered as a timer in many events including Worlds. My Dad encouraged my love for swimming and competition since I was 6 years old. I swam through USS/USA, High School, Maccabis, and college. It was a natural progression for me to join masters. I jumped right in and started achieving USMS Top ten and All-American rankings. My career started to become more demanding of my time and I was forced to change my focus to fitness swimming. This gives me the rare ability to understand the needs of both the competition swimmers and the fitness swimmers and represent them both fairly.

My function on the Metro Board allowed me to pinpoint areas that were not working effectively. I am proud of the changes that we were able to make in our LMSC including a total revision of our By-Laws and FOG. Today, we have an inclusive Board that represents a broader base of our clubs. We have successfully increased club numbers, membership, readership of our newsletter, attendance at our events and volunteerism. I feel that through open and honest communication, I can share these same ideas to better our swimming community.

I hope that you will vote for me and allow me to continue contributing to the sport I love. Thank you.

Re: Nominations for At Large Directors

Dear Election Committee,

I would like to nominate Roberta C. Saint-Amour for the At Large Director position from the Colonies Zone.

Thank you,

Jeff Strahota, Potomac Valley LMSC

Attention: Cheryl Gettelfinger, chair USMS Elections Committee

I am pleased to write a letter in support of the nomination of **Roberta (RC) Saint-Amour** as at-large director from the Colonies Zone. RC first became involved with the administrative side of USMS as the Metro LMSC Treasurer in 2008, followed by stints as vice-chair (2011) and chair (2012), her current position.

Although I am not a member of Metro, I have dealt with RC over the past year in my role as VP of Local Operations. RC is passionate about swimming and has proven her dedication to expanding the services that her LMSC provides for its members. She has also participated in several webinars produced by the LMSC Development Committee, evidence of her desire to collaborate with leaders from other LMSCs and use knowledge thus gained to improve her LMSC.

Chris Stevenson

VA LMSC Top 10 Recorder and Webmaster

USMS VP of Local Operations

Note: I consent to publishing this letter.

## Candidates for At Large Board of Directors

April 28, 2014

To whom it may concern:

I recommend RC Saint-Amour for Zone Colonies Director because she has done a remarkable job in turning around Metropolitan LMSC from a highly problematic and insular LMSC into one that is swimmer-oriented with participation from a broad spectrum of teams, age groups, and geography in our LMSC.

For the dozen or so years prior to RC becoming Chair, a handful of people ran Metro for their own benefit. There was no reaching out to other teams, the number of swimming events declined, as did the participation at the remaining ones. This handful of officers received salaries from Metro as well as a monthly stipend for phone expenses whether for Metro or personal. Annual meetings, when they were held, had less than ten people. Convention delegate selection was a handful of friends planning a road trip. Huge amounts of t-shirts, towels, flip flops and medals were bought as giveaways for meets but were used for only a few select meets, and a storage facility was rented to hold this inventory.

The change under RC is nothing short of remarkable. She asked me to become secretary a little over a year ago. My first exposure was at the semi annual meeting (yes we had a semi annual meeting). RC had reached out to all teams, and I was blown away at the turn out. Nearly 50 members representing over 20 teams showed up. I saw people I had not seen in years. The agenda laid out the road map that would end up getting accomplished over the following six months. From her discussions with swimmers, she found out what they truly wanted. Here are some of the things accomplished:

- insurance surcharge from USMS for open water events was picked up by Metro to keep entry fees low
- program was set up for meet directors to provide a budget and Metro would provide a stipend to lower entry fees by \$5 per swimmer for pool events
- clinics were put on with Metro subsidizing over 75% of the cost
- complete rewrites of the by-laws, financial operating guidelines, and general procedures
- convention delegate selection was transparent with accountability for delegates in writing reports when they returned along with tight budget restrictions on expenses
- stipends provided to individual teams to help their programs (required application with uses)
- regular newsletter, socials after meets/open water, annual party
- record turn outs for open water swims and pool meets

These were accomplished by doing away with salaries and benefits for officers (other than registrar and top ten), better controls on expenses at convention. Also using up the excess inventory by giving it away at meets and selling the balance allowed Metro to get rid of the storage facility. Metro is now providing programs for its members that are second to none. RC is also an active participant in the USMS conference calls.

Sincerely,

Jon Einsidler, Vice Chairman, Metro

You have my permission to publish this letter.

## Candidates for At Large Board of Directors

### Sean Fitzgerald – Dixie Candidate At-Large



The Election Committee has deemed that Sean Fitzgerald is a member in good standing of USMS. The candidate has indicated he is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his tenure in office.

The candidate was nominated by Lisa Watson and received letters of recommendation from Lisa Watson and Rob Copeland. These letters follow the questionnaire.

**The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:**

**Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

I have attended all USMS HOD Meetings from 2000 - 2013.

### III. Section Three: Questions

**Why are you interested in this position and why do you believe you would be a good candidate?**

After serving as Legislation Chair from 2005 until 2013, a move to serve on the Board of Directors seems like a logical progression. As Chair of the Legislation Committee, I have been an ex-officio member of the Rules Committee. During my tenure, USMS has also split the Long Distance and Open Water Committees. I was involved in the changes to Part 3 of the Rule Book during that time. I was also a member of the Legislation Committee when Part 4 was added. That experience gives me great understanding of the way USMS is governed. Finally, my participation on the Governance Committee has given me insight into the workings of the Board of Directors and some of the long term issues and Strategic plans of the organization.

**What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

I think that maintaining the balance of work between the Central Office Staff and our strong volunteer base continues to be an issue. As our membership grows, so does the HOD. At the same time, more of the volunteer positions are being transitioned to the Central Office Staff. This gives us fewer opportunities to engage our volunteers on a national basis throughout the year. We also need a long term plan for the growth of Open Water Swimming. The insurance issue raised this year will be slow to go away, if it ever does. We need to find additional sources of funding not only for Open Water Swims, but for the entire organization.

**Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

2000 – 2007 International Committee: June Krauser and Mary Pohlmann served as chair  
2003 – 2005 Legislation Committee, Rob Copeland served as chair  
2005 – 2013 Legislation Committee Chair  
2014 Legislation Committee, Meg Smath serves as chair  
2009 – 2013 Governance Committee: Patty Miller, Anthony Thompson, Hugh Moore served as chair  
2005 – 2013 Rules Committee ex-officio: Kathy Casey served as chair

**Please list any other experience that relates to your qualifications for the position.**

I have been serving as vice chair of the GA LMSC since 1998. That same year, I was elected Treasurer of International Gay and Lesbian Aquatics for two 2 year terms. In 2003 I was elected as co-chair then co-president of IGLA. In 2005, I was the Meet Director for the 2005 IGLA Championships held at the Georgia Tech Aquatic Center, organizing the events for Diving, Water Polo, Synchronized Swimming as well as Masters Swimming. After taking a year off, I was elected to be one of IGLA's representatives to the Federation of Gay Games. In 2008, I became the Secretary of the FGG where I served until last year. I am currently the Vice President of Operations for the FGG.

**Please list any other information you would like included.**

None Provided.

## Candidates for At Large Board of Directors

**Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting**

I am excited to have the opportunity to run for a position on the Board of Directors for United States Masters Swimming. I have been a member of the Legislation Committee for 11 years, including 8 as chair. I have a thorough understanding of the committee structure of USMS. As Chair of Legislation, I was an ex-officio member of the Rules Committee. I also worked with the Open Water and Long Distance Committees as they separated their duties and created a new Part 3 of the Rule Book. On a local level, I acted as meet director for the 2005 IGLA Championships, bringing nearly 1000 athletes to the Georgia Tech Aquatic Center. I was also involved in the 2010 USMS Short Course National Championships, hosted by the Georgia LMSC. I believe I would be an asset to the Board as USMS continues to expand and create new opportunities for adult swimming.

I look forward to joining the Board of Directors of USMS.

Attention: Cheryl Gettelfinger 4/8/14  
Chair –USMS Election Committee

Dear Cheryl:

It is with great pleasure that I nominate Sean Fitzgerald for the position of Dixie Zone representative to the Board of Directors. Sean has been an active member of our Georgia LMSC and Dixie Zone for many years. He has successfully served as our Vice Chair for 16 years, and during that time has proven to be a valued member of our LMSC Board of Directors. He participates in our monthly conference calls and bi-annual meetings, serves as meet director for our state SCM championship meet as well as another SCY meet, and has created a yearly 'Grand Prix' series for our Georgia swimmers which has proven to be very popular.

In addition to contributions in our Georgia LMSC, Sean has also become a valuable asset to USMS on the national level. Sean has served on various national committees and recently served as Chair of the Legislation Committee for 8 years. This position has obviously required numerous hours of service not just at convention, but throughout each year. Sean is currently serving as Vice Chair to the Legislation Committee. His administrative experience at both the state and national level certainly makes him an excellent candidate for a Director position. I am delighted to endorse his candidacy for Dixie Zone Director, and give my permission for this letter to be advertised to our USMS delegates.

Sincerely,

Lisa Watson  
Chair- Georgia LMSC

Rob Copeland  
April 23, 2014

Attn: Cheryl Gettelfinger  
Election Committee Chair  
U.S. Masters Swimming

It is my honor to write this letter of recommendation for Sean Fitzgerald as U.S. Masters Swimming Board of Directors, from the Dixie Zone.

I believe Sean possesses the critical skills, aptitude and experience to serve as a contributing member of our leadership team. While chairing the Legislation Committee for 8 years, Sean developed a deeper understanding of how USMS is governed by our bylaws and how they fit to form the foundation of USMS. Equally as important to understanding the organization and structure of USMS; Sean possesses leadership skills which provide him with the ability to be a key stakeholder in establishing our strategic vision and then turning that vision into reality.



## Candidates for At Large Board of Directors

Beyond his institutional knowledge and leadership, Sean continues to be a role model of volunteer spirit; in the 16 years I've known him; Sean has and continues to demonstrate this spirit within his club, the GA-LMSC, USMS and across the broader aquatic community. I am confident this spirit will continue to shine as Sean steps up to the next level of service leadership.

I believe Sean will be active and committed to promoting health, wellness, fitness and competition for adults through swimming and keeping USMS the premier resource for adult aquatic fitness in the United States.

I recommend Sean without reservation to serve as a member of the U.S. Masters Swimming Board of Directors.

Very truly yours,

Rob C

A handwritten signature in black ink that reads "Robert H Copeland". The signature is written in a cursive style with a large, prominent "R" at the beginning.

p.s. The USMS ad hoc Election Committee has my permission to reproduce and distribute this letter.

## Candidates for At Large Board of Directors

### Dan Cox – Great Lakes Candidate At-Large



The Election Committee has deemed that Dan Cox is a member in good standing of USMS. The candidate has indicated he is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his tenure in office.

The candidate was nominated by Barb Delanois and received letters of recommendation from Laura Groselle and Paige Buehler, in accordance with our Election Operating Guidelines. These letters follow the questionnaire.

**The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:**

**Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

2003 San Diego, 2004 Orlando FL, 2005 Greensboro NC, 2006 Dearborn, MI, 2007 Anaheim CA, 2008 Atlanta GA, 2009 Chicago IL, 2010 Dallas TX, 2011 Jacksonville, FL, 2012 Greensboro NC, 2013 Anaheim CA

### III. Section Three: Questions

**Why are you interested in this position and why do you believe you would be a good candidate?**

I have been involved with Masters swimming for over 15 years and have enjoyed serving USMS in many capacities. My service started with volunteering at the 2002 long course meet in Cleveland, Ohio. From 2004 till present, I was elected president of Ohio Masters Swim Club, Lake Erie LMSC chairman, and currently hold the position as Great Lakes Zone Chair. These positions gave me the opportunity to learn about USMS, improve, enhance and develop the membership experience through creating programs such as our coaches program. This program pays coaches to get continuing education to become better Masters Coaches. To help our young future Masters swimmers, I implemented our college program that discounts the cost to all our college students in order to get them introduced to USMS “brand”. To better serve all swimmers and to foster a club atmosphere, I changed the format of one of our local meets in which every swimmer no matter their ability would have the opportunity to compete. This meet to this day is the most attended of all the meets in the Lake Erie LMSC each year, and consistently attracts the most first times to a Masters meet. To further enhance the ability to connect members, I was also instrumental in developing and launching the OHIO Masters web site.

Through my years of service to the USMS, I have developed a unique background and understanding of the mission of USMS, which will be required of an effective member of The National Board of Directors.

**What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

**Open Water:** One of the major issues facing USMS today is the insurance charge for open water swimming. Due to the large fee that has been passed on from the LMSC to the open water events, we have seen a dramatic drop in open water events. This trend will continue until the fee structure is altered or changed. There are several ways to address this issue. One is to have a small meet charge placed on every swimmer who enters a swim meet. This would spread out the cost of the increase in insurance over all swimmers who enter meets, not just open water. Another option would be for USMS to cover more of the cost and to look to secure more cost effective insurance premiums.

**Membership:** Membership is another important issue facing USMS. In order to improve membership, we need to engage our 60,000+ members. No one sells USMS better than one of our members. In order to do this we need to create an incentive. I would propose to set up an “ambassador club” in which any member who sponsors a new member into USMS would become a member of this club. A letter of thanks would be sent out from the president of USMS along with a luggage tag or some other small token of appreciation. By implementing this type of reward system we turn our 60,000+ members into a national sale force team. I could see offering special enrollment times in November where we offer some larger rewards for the top 5 recruiters of members.

This program would be the incentive for people to talk to other people about USMS and reward those that got people to join, as well as helping USMS grow.

**Branding:** I would like to see USMS take more of a lead role in working with the colleges to foster club swimming under the USMS banner. It is important that we get our brand out early in these young adults. As they graduate and move around the country settling into a new life, USMS should be their one connection anywhere in the country to find new friends and people who share a common interest. We can take the lead by offering to sponsor workout groups at major colleges or club meets. USMS could also offer them special pricing on membership as an incentive to join. These people are the future of USMS and getting in early and exposing them to USMS is imperative in developing our sport.

## Candidates for At Large Board of Directors

**Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

- Legislation Committee: January 2004-present - Sean Fitzgerald
- National Board of Review: 2013-present - Barbara Delanois
- LMSC Development Committee: 2010-present - Paige Buehler
- Election Committee: 2012 - Michael Moore
- Communications Committee: January 2004-2009 - Hugh Moore

**Please list any other experience that relates to your qualifications for the position.**

- Heights Driving School Inc., Cleveland Ohio September 1983 – to present  
Chief Executive Officer
- Directly oversees forty five employees
  - Develop curriculum for teaching teenage, adult, remedial and disabled drivers.
  - Developed an online scheduling system and web page
  - Manage all the payroll and company accounts

**Please list any other information you would like included.**

- Recipient of the 2011 Dorothy Donnelly Service Award
- Ohio State University bachelor of arts degree: Business/ Education
- Louisiana State University: disabilities certification
- Board Certified Driving Rehabilitation Specialist

**Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting**

I have been involved with Masters swimming for over 15 years and have enjoyed serving USMS in many capacities. My service started with volunteering at the 2002 long course meet in Cleveland, Ohio. From 2004 till present, I was elected president of Ohio Masters Swim Club, Lake Erie LMSC chairman, and currently hold the position as Great Lakes Zone Chair. These positions gave me the opportunity to learn about USMS, improve, enhance and develop the membership experience through creating programs such as our coaches program. This program pays coaches to get continuing education to become better Masters Coaches. To help our young future Masters swimmers, I implemented our college program that discounts the cost to all our college students in order to get them introduced to the USMS "brand". To better serve all swimmers and to foster a club atmosphere, I changed the format of one of our local meets in which every swimmer no matter their ability would have the opportunity to compete. This meet to this day is the most attended of all the meets in the Lake Erie LMSC each year, and consistently attracts the most first timers to a masters meet. To further enhance the ability to connect members, I was also instrumental in developing and launching the OHIO Masters web site.

I not only bring the depth of background from all the different positions I have held in USMS, but also run a business with forty five employees in which I'm involved in every aspect of marketing, logistics and financing. My background in swimming and business has given me the unique ability to understand both the business side of USMS as well as the relationships between our Zones, LMSC, Clubs and most importantly our members.

Barbara Delanois

February 20, 2014

Attn: Cheryl Gettelfinger  
Chair of Election Committee [Elections@usms.org](mailto:Elections@usms.org)

Dear Cheryl:

It is my honor to nominate Daniel Cox for the At-Large member of the USMS Board of Directors from the Great Lakes Zone.

## Candidates for At Large Board of Directors

Very Truly,

/s/ \_\_\_\_\_

Barbara L. Delanois, Chair

National Board of Review

April 17, 2014

Cheryl Gettelfinger  
Chair  
Election Committee  
U.S. Masters Swimming

Dear Cheryl:

I am privileged to write this letter of reference for Dan Cox, a nominee to serve on the Board of Directors for United States Masters Swimming. Dan's volunteer experience at the local, regional and national levels has prepared him to serve well in this capacity.

Dan has taken on volunteer roles at every level in USMS, including local leadership positions as well as his current role as the Great Lakes Zone Chair. Dan has developed unique programs at every level that have enhanced the membership's experience. Dan has had extensive experience with running local and national USMS events that have all been successful.

Dan has a healthy work ethic which is reflected in his commitment to his own business. He brings his business experience to the table which will help with USMS strategic initiatives. Dan will tactfully share his experience and his opinions and will always provide a constructive and positive direction in the discussions.

I see Dan providing USMS with a lot of creative solutions to issues. Dan has a clear understanding of the organization from the bottom to the top and has many ideas that he will bring forward. Dan's enthusiasm is infectious and he is a pleasure to work with. You may publish this recommendation letter.

Dan would be a valuable member of the USMS Board of Directors and I highly recommend him.

Sincerely,  
Laura Groselle

**Paige Buehler**  
swim@galacticnorth.net

Esteemed Elections Committee,

It is my honor to recommend Daniel Cox to the House of Delegates as a candidate for the position of At-Large Director of the Board. He has served on the LMSC Development Committee for several years taking an active role in the Mentoring subcommittee as the Great Lakes Zone Chair.

Daniel would be a valuable member of the Board because he steps up to challenges and projects. He has played an active role on the LMSC Development Committee's Education subcommittee by always taking his share, and more, of the tasks at hand. He is great on special and cyclical projects, such as the convention workshops. In 2013, Daniel was key in researching and contacting presenters for the volunteer workshop held at convention.

Another reason why I'd recommend Daniel is because he is very adept at listening to the various points of view and contributing to the conversations. He synthesizes information well and can identify the general sentiment of a group to know how to present his ideas and potential solutions. For example, as our committee struggled with how to go about unearthing "best practices" from all the LMSCs in all the volunteer roles, Daniel suggested we start by using the forums to solicit them as opposed to making phone calls, a time commitment many of the committee members were wary about. Daniel's interactive and positive approach makes him a valuable asset in various roles within a group, among them fact-finder, liaison, devil's-advocate and supporter. He comfortably wears the hats of all his volunteer roles and uses the experience gained to help move U.S. Masters Swimming forward as an organization.

## Candidates for At Large Board of Directors

I highly recommend Daniel Cox for the position of At-Large Director and invite the Elections Committee to publish this letter in his support.

Sincerely,

Paige Buehler, Chair, LMSC Development Committee

## Candidates for At Large Board of Directors



### Ralph Davis – Great Lakes Candidate At-Large

The Election Committee has deemed that Ralph Davis is a member in good standing of USMS. The candidate has indicated he is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his tenure in office.

The candidate was nominated by Phil Dodson and received letters of recommendation from Phil Dodson and Tom Boak, in accordance with our Election Operating Guidelines. These letters follow the questionnaire.

**The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:  
Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

1999 September 15-19 San Diego, CA  
2000 October 11-15 Kissimmee, FL  
2001 November 15-18 Louisville, KY  
2002 September 11-15 Dallas/Fort Worth  
2003 September 10-14 San Diego, CA  
2004 September 15-19 Orlando, FL  
2006 September 13-17 Dearborn, MI  
2007 September 26-30 Anaheim, CA  
2008 September 24-28 Atlanta, GA  
2009 September 16-20 Chicago, IL  
2010 September 15-19 Dallas, TX  
2011 September 14-18 Jacksonville, FL  
2012 September 12-16 Greensboro, NC  
2013 September 11-15 Anaheim, CA

### III. Section Three: Questions

**Why are you interested in this position and why do you believe you would be a good candidate?**

I am interested in *Great Lakes Zone Director position* because of my love for Masters swimming and my desire to serve USMS in a capacity that I am professionally qualified.

I am a senior finance executive with over 35 years of experience in accounting, financial management. My scope of career experience ranges from working for a large multi-national corporation to company start-ups and business consulting. I have managed domestic and international financial operations coupled with developing local and worldwide strategies for their performance. I have served on Boards of Directors of various corporations, both domestic and international, combining diverse cultural and differing traditions to achieve corporate objectives. I believe that I can continue to provide a fresh and unique perspective to the *Great Lakes Zone Director* position. My International Board experience should complement the responsibilities of the position's requirements. **I'm confident I can continue to add value** to USMS and look forward to the opportunity to serve *Great Lakes Zone Director*.

I have served on the Finance Committee for 15 years, and two years as the Chairman. I have been USMS Treasurer for 4 years, consequently, I am well versed with the financial and operations of USMS. I am currently Chair of the Investment Committee and member of the Audit Committee.

My current career status enables great flexibility to serve USMS. I have a passion to volunteer my time at this stage of my life to give something back for all that I have obtained. I feel fortunate to have received a gift of life when I acquired my transplanted heart in February 2006.

Education qualifications:

Master of Business Administration, Western Michigan University, 1970

Bachelor of Business Administration, Western Michigan University, 1969

## Candidates for At Large Board of Directors

**What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

**1. Engage new volunteers and develop new leaders for USMS.** We must determine how we are going to get new volunteers involved in the organization and develop them to become the future leadership. We need to develop a program specific to local LMSCs that encourages new members to attend the national convention and become more willingly involved in our organization. We may need to assist certain LMSCs with funding, but we need to have a precise USMS program that supports getting new faces to our convention. If we avoid setting a proactive agenda to this issue, I believe it may become increasingly difficult to acquire adequate leadership for the future success of USMS.

**2. Organization structure for the guidance of USMS.** We embarked on a new era for USMS in 2009 hiring a new Executive Director, established its National Office in Sarasota, Florida and implemented a new 5 Year plan for the organization. We are in an excellent financial position as an organization after our first Five Year Plan. We grew membership from 48,310 to 59,063.

The Board has the Challenge of a new five year plan (2015-2019) for the organization. USMS has developed a great strategic plan for USMS, but now Corporate Office with the support of the Board, need to develop the operation tactics to lay the foundation to achieve our strategic plan that supports a goal of growing to 100,000 members. I look forward to the opportunity of helping support the Strategic Plan and the mission of USMS.

**Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

I have served on the Finance Committee since 2000. My Committee chairs have been Doug Church, Jeff Moxie, Tom Boak, and currently Chair Jeanne Ensign. I was Vice-Chair under Tom Boak. I was the Chairman of the Finance Committee 2007 to 2009.

I have been a member of the Audit Committee since its formation in 2009. The first Chair was Jill Gellatly and second and current Chair is Elyce Dilworth.

I have been a member of the Investment Committee since its formation in 2009. Dave Burgio was the Chair from 2009 to September of 2013. I am the current Investment Committee Chair.

I served on the Executive Committee from 2009 to 2013. The Chairs of the committee were Jeff Moxie and Nadine Day.

**Please list any other experience that relates to your qualifications for the position.**

I have enjoyed two careers; my first as finance executive of Federal-Mogul (23 years) with direct responsibility for all financial activities of diverse manufacturing businesses in the United States and 12 foreign countries generating \$600 million in sales. I possess extensive experience in managing global financial staffs, analyzing and monitoring individual unit performance, developing local and worldwide strategies, organizing joint venture/licensing agreements, managing foreign exchange exposure, directing treasury function at international locations and counseling the Group President as well as the location General Managers. I recruited and trained highly successful Directors of Finance for eight foreign subsidiaries.

My second career involves administering and operating a management and financial consulting company of which I have co-ownership. My financial consulting company server industry on domestic and international projects led and managed a number of successful business turnarounds and started up a high-tech pharmaceutical venture. Thru My consulting Company for the last 7 years, I have managed and directed the operations of a software company with operations in India and the United States.

**Please list any other information you would like included.**

Age 67, excellent health, new heart, married 48 years, three daughters and five grandchildren.

Hobbies: competitive swimming, golf, and financial advising.

Treasurer, Michigan LMSC, 1997 to 2007

Vice-Chair, Michigan LMSC, 2007 to 2009

Chair, Michigan LMSC, 2009 to 2011

Chair, Michigan Masters Swimming Endowment Committee 2008 to Present

## Candidates for At Large Board of Directors

**Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting**

I am a senior finance executive with over 35 years of experience in accounting and financial management. My scope of career experience ranges from working for a large multinational corporation to start-ups and business consulting. I have managed both domestic and international financial operations. I have served on Boards of Directors of various corporations, both domestic and international, bringing diverse cultural and differing traditions together to achieve corporate goals.

I believe that I can continue to bring a fresh and unique perspective to USMS as Great Lakes Zone Director. My International Board experience should complement the responsibilities of the Great Lakes Zone Director position's requirements. I firmly believe I can continue to add value to USMS and look forward to the opportunity to serve as Great Lakes Zone Director.

Phil Dodson  
USMS Treasurer

[MYFAVCPA@aol.com](mailto:MYFAVCPA@aol.com)

April 29, 2014

Attn: Cheryl Gettelfinger

Chair of the Election Committee [Elections@usms.org](mailto:Elections@usms.org)

Dear Cheryl,

I am writing to nominate and highly recommend Ralph Davis for Great Lakes Zone Director of United States Masters Swimming, a seat on the Board of Directors of United States Masters Swimming. Ralph is uniquely qualified for this position because of his 35 years professional experience in accounting and financial management coupled with 14 years of volunteer experience with USMS in the Finance, Audit and Investment Committees, including Chairmanships and 4 years as USMS Treasurer. He has been very active locally, as a member of the Board of Directors and Chair of the Michigan LMSC. His continued involvement in USMS is an asset to the corporation. He brings valuable business insight and perspectives with an understanding of how things get done in a volunteer board. Ralph will do an excellent job as a member of our Board of Directors.

Ralph has served me personally as a mentor for USMS, first as Chair of the Finance Committee and then as Treasurer of USMS. He assisted me and prepared my way from Finance Committee member, to member of the Board and finally as Treasurer of USMS. It is a pleasure for me to heartily recommend, without reservation, his nomination for Great Lakes Zone Director of United States Masters Swimming.

His honesty, loyalty, creativity, and experience will serve our organization well. I look forward to having him once again as a fellow Board of USMS.

Yours Truly,

Phil Dodson  
USMS Treasurer

The USMS ad hoc Election Committee has my permission to reproduce and distribute this letter.

April 19, 2014

To: Ms. Cheryl Gettelfinger  
Chair of the Election Committee

[Elections@usms.org](mailto:Elections@usms.org)

Dear Cheryl:



## Candidates for At Large Board of Directors

I am writing to recommend Ralph Davis for Great Lakes Zone Director. Ralph has had varied experience in the corporate world, primarily in the area of Finance and has held numerous seats on Boards of Directors. He has also served United States Masters Swimming in a number of different positions, including member, Vice Chair and Chair of the Finance Committee and USMS Treasurer. He has been very active locally, as a member of the Board of Directors and Chair of the Michigan LMSC. His continued involvement in USMS is an asset to the corporation and he would do an excellent job as a member of the Board of Directors.

Yours truly,

Tom Bo

The USMS ad hoc Election Committee has my permission to reproduce and distribute this letter.

## Candidates for At Large Board of Directors

### CJ Rushman – Great Lakes Candidate At-Large



The Election Committee has deemed that CJ Rushman is a member in good standing of USMS. The candidate has indicated he is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his tenure in office.

The candidate was nominated by Meg Smath and received letters of recommendation from Meg Smath and Timothy Hart, in accordance with our Election Operating Guidelines. These letters follow the questionnaire.

**The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:**

**Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

1998 – Cincinnati, Ohio  
2001 – Louisville, Kentucky  
2002 – Dallas, Texas  
2004 – Orlando, Florida  
2005 – Greensboro, North Carolina  
2006 – Dearborn, Michigan  
2007 – Anaheim, California  
2009 – Chicago, Illinois  
2010 – Dallas, Texas  
2011 – Jacksonville, Florida  
2012 – Greensboro, North Carolina  
2013 - Anaheim, California

### III. Section Three: Questions

**Why are you interested in this position and why do you believe you would be a good candidate?**

I believe that the leadership experience I have gained in the corporate world combined with the experience of serving USMS will make a good combination for providing leadership to the organization. My background in compliance and project management within managing organizations, both large and small, through periods of change will be of great value in the role of Great Lakes Zone At Large Director as USMS continues to move through its current period of change. I have been very involved with USMS for the past four years as Corporate Secretary and I would like to continue to contribute more as a member of the Board of Directors.

**What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

Probably the most crucial issue is dealing with growing pains as our organization expands. As membership is increasing, managing the day-to-day operations has become more complex. As we are continuing to transition from a volunteer based organization to a business with a paid leadership staff, we have some hurdles to overcome with some elements of the general membership. Attention must be paid to the varying levels of participation types, whether or not it fits into personal goals, aiming for the success of the organization as a whole.

At the same time, we must not alienate our core membership—growth for growth's sake will wind up disappointing both current and future members. Increasing our membership must be an outgrowth of us getting the message out that USMS has something to offer for everyone. In other words, marketing our brand is absolutely fundamental. We need to tell the outside world about ourselves. We also need to listen to what the active adult population is asking for, and if necessary and feasible, be willing to adapt to meet those needs. And we need to provide more services to our non-competitive members, while maintaining our commitment to those who do compete. If elected, I would gather and evaluate information, and make appropriate recommendations and decisions.

## Candidates for At Large Board of Directors

**Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

- USMS Corporate Secretary served from 2009-2013.
- Information Technology (IT) Liaison to the Board of Directors – Oversaw the production of the development of the In-house registration system for USMS.
- Ex-Officio to Coaches Committee – 2012 – present. Served under Scott Bay.
- Championship Committee, 2002 – 2009. Served under Mark Moore. Meet Liaison to USMS Short Course Nationals at University of Texas, Austin TX 2008.
- Communications Committee, 2001–2003.
- Publications Committee (previously Rule Book Committee), 2002–2009 Served under Meg Smath and Susan Ehringer.

**Please list any other experience that relates to your qualifications for the position.**

- Swim Kentucky Masters Team President: 2009 – present
- KY LMSC Secretary: 2013 – present
- Ohio LMSC Chair: 2001-2007
- Ohio LMSC Secretary: 1999-2007
- Ohio LMSC Vice Chair: 2009 – 2013
- Ohio LMSC Fitness and Safety Officer: 2007-2009
- Founder and President of Anderson Barracuda Masters (Cincinnati Ohio) 1996- present.
- Served as meet director for both the winter AB Invitational and the summer Splash and Dash meet.
- YMCA- USA-certified swimming official; serving as referee, and stroke and turn judge. Also worked numerous Masters and high school meets in Cincinnati.
- American Swimming Coaches Association/USMS Certified Coach Level 3

**Please list any other information you would like included.**

- Developed and Editor of Team Newsletter as well OHIO LMSC newsletter, The Starting Block.
- Age Group Coach – Anderson Barracudas/ M.E. Lyons YMCA Represented Team as Public Relations contact with news media.
- Swam collegiately at the University of Cincinnati.(1989-1994)
- Served in the United States Military, 10 years of Active duty and reserve duty combined.

**Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting**

Swimming has been a major part of my life for over 30 years. I have continually served my team, LMSCs (KY & OH), and USMS for nearly 20 years.

March 28, 2014  
Cheryl Gettelfinger  
Chair, USMS Election Committee

Dear Cheryl,

I am pleased to nominate C.J. Rushman for the position of Great Lakes Zone Director.

I have known C.J. since he attended Nationals with his new Kentucky teammates for the first time in Ann Arbor in 1996. By the time those Nationals ended, I felt like I had known C.J. for decades rather than days. He is easy-going, pleasant, and willing to work hard. He cheerfully plunged right into helping put together relays, a thankless job if there ever was one, and has continued to help with this and many other tasks ever since. Whenever I have asked C.J. to help, and whatever I have asked him to help with, he has done it without hesitation. And as his résumé shows, he has helped with a wide range of tasks.

## Candidates for At Large Board of Directors

C.J. is president of Swim Kentucky Masters and has been an integral part of our club's success, both at Nationals and back home on the local level. He is secretary of the Kentucky LMSC, and as chair of the LMSC, I have had an excellent working relationship with him as we have gone about the LMSC's business. He is always there, always on time, and always completes his tasks quickly, yet thoroughly. Our LMSC could not ask for a better officer.

He has excellent organizational skills, which have served him well in his duties, but in my mind, his greatest attribute is his ability to work with and get along with everybody. I have honestly never met anyone who doesn't like him!

When I was nearing the end of my final term as USMS secretary, I asked C.J. if he would consider running to succeed me. I knew he would be a tremendous asset for the organization, and that certainly proved to be the case. He still had that desire to serve at the end of his two terms as secretary, and so the Great Lakes Zone put forward his name to the Board of Directors for appointment to serve the final year of Phil Dodson's term after Phil was elected treasurer of USMS last year. As expected, C.J. has done a wonderful job as a director, and is most deserving of being elected to a full term. I wholeheartedly recommend him for this position and look forward to his continued contributions at all levels of USMS.

I give my permission for this letter to be published in the HOD packet.

Sincerely,  
Meg Smath

25 March 2014

To: USMS Election committee

Subject: Recommendation for CJ Rushman as Great Zone At-Large Director Position

CJ Rushman has been my primary source of information and knowledge in Masters swimming for the last seven years. Ever since I first joined in Masters swimming, CJ has always been there to give me great information based on years and years of swimming knowledge and Masters Experience. He has embodied what every Masters swimmer should become.

He has every intention of swimming until his dying day. He wants nothing else but to swim and have fun doing it. He wants everyone around him to understand and feel the experiences he's had in Masters swimming. He knows that Masters swimming is the best and most enjoyable way to stay fit and active as we all grow older. He loves training in the water, he loves racing in the water, he loves to coach on deck, and he loves participating in USMS administration beyond the pool. His positive attitude and knowledge of how USMS administration works was the main reason I have enjoyed conducting Masters Administration in Ohio.

His ability to inspire new and old Masters Swimmers and his ability to increase everyone's enjoyment in swimming are his best traits. He has inspired me to become a better Masters participant through a positive attitude and through a strong desire to help others enjoy it. He knows that it's just not about performance in the water. He knows that Masters swimming is about staying fit and having fun while doing it.

He knows that it's about the special relationships we forge with other USMS members. There should be no question in CJ's motivation and enjoyment in USMS. We should all strive to enjoy Masters swimming like CJ. Once he sees a solution, he will move forward quickly to get the job done right. The Great Lakes Zone At-Large Director position is a busy job and CJ has the background and motivation to do it with success.

I give my permission for this letter to be published in the HOD packet.

Sincerely,

Timothy Hart

Tim Hart  
Director of Competitive Swimming  
M.E. Lyons YMCA  
Cincinnati, OH 45230

## Candidates for At Large Board of Directors

### **Sarah Welch – Northwest Candidate At-Large**



The Election Committee has deemed that Sarah Welch is a member in good standing of USMS. The candidate has indicated she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during her tenure in office.

The candidate was nominated by Lisa Dahl and received letters of recommendation from Kathy Casey and Sean Fitzgerald in accordance with our Election Operating Guidelines. These letters follow the questionnaire.

#### **The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:**

##### **Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

I attended all USMS/USAS National Conventions from 2003 in San Diego through Anaheim in 2013 as a delegate of the Pacific Northwest (PNA) LMSC. I attended all the HOD meetings convened during the 11 USMS Conventions which I attended.

#### **III. Section Three: Questions**

##### **Why are you interested in this position and why do you believe you would be a good candidate?**

I will bring a focus on the 'big picture' and will contribute to the strategic direction for USMS as an At Large Director. My goal is to make sure that we communicate among all levels of the organization and work to strengthen relations among LSMC's and the national organization. I am convinced that by sharing interests and best practices and communicating effectively, we can provide real value to our members. I'm committed identifying and mentoring future leaders throughout the organization to make sure we remain a healthy and sustainable organization into the future. .

##### **What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

USMS is still evolving from 'all-volunteer' to the National Office model. The respective roles and relationships remain 'works in progress'. The strength of our organization rests on the success of the relationships among LMSC's, committee volunteers and the National Office and I am committed to working on this issue.

I am also committed to developing and mentoring USMS' future leaders. We can do a better job in identifying future leaders, mentoring them and offering opportunities and experience so the BOD going forward is representative of our entire organization.

##### **Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

Finance Committee member from 2003 (post-convention) to present:

- Committee Member under Tom Boak, Jeff Moxie, Ralph Davis, Homer Lane and Jeanne Ensign
- Vice Chair of Finance Committee from 2006 to 2012 (under Jeff Moxie, Ralph Davis and Homer Lane)

Comp and Benefits Committee member from its inception in 2008 to present:

- Committee Member under Nadine Day and Ed Coates
- Chair of the Comp and Benefits Committee from 2012 to 2013
- Vice Chair of the Comp and Benefits Committee in 2014 under Chair Ed Coates.
- Liaison between Comp and Benefits and Finance Committee (informal role from 2009-present)

##### **Please list any other experience that relates to your qualifications for the position.**

I worked as an executive for the City of Seattle for 30 years with a focus on finance, management, human resources administration, program development and program management. After a 7 year consulting stint, I retired (for real, this time!) this past December, giving me the time and energy to undertake such a commitment as a BOD role will require.

I work as a volunteer maintaining local parks and open space and for a local parks facility. And, I continue to volunteer with Masters swimming at the club and LMSC levels.

## Candidates for At Large Board of Directors

Please list any other information you would like included.

USMS Member since 1992: Pacific Northwest Aquatics (PNA) now known as Puget Sound Masters

- National Top Ten finisher
- World Record Holder: relay
- National Record Holder: individual and relay
- LMSC Record holder
- Coordinator: swimmer and coach clinics, PNA LMSC for 11 years
- Volunteer Coordinator: Short Course Nationals Federal Way 1997 and 2007
- President: Puget Sound Masters, a 1300+ member regional Club 2013 to present
- Board Member PNA LMSC 1997 to present
- Recipient: Dorothy Donnelly Service Award 2008

Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting

I volunteer with USMS to give back to the sport that has given so much to me. I have participated at the national level in a variety of roles for the past decade and locally for nearly 20 years. At our LMSC and Zone levels we have not been particularly effective at mentoring and developing our younger members for leadership roles and I am committed to working locally and at the national level to make sure we are developing young talent for the future.

April 19, 2014

To USMS Nominations Committee and House of Delegates

Attn: Cheryl Gettelfinger, Elections@usms.org

I am writing to nominate Sarah Welch for the At-Large Director position in the Northwest Zone for the upcoming election to be held during the USMS Annual meeting in September, 2014.

Sincerely,

Lisa Dahl,

Pacific Northwest Association PNA President

Kathy Casey, PNA LMSC

Chair, USMS Rules Committee

April 29, 2014

Dear House of Delegates,

I am writing to recommend Sarah Welch as a candidate for the At Large Director from the Pacific Northwest Zone. I have known Sarah as a fellow swimmer and as a volunteer for more than twenty years and highly recommend as a member of the USMS Board of Directors.

Since volunteering locally for PNA, Sarah has been involved consistently and contributed to its ongoing success. Her professional background in finance and administration and her personal interest in fitness and swimming combine to make her a special contributor to our community. She been an active PNA Board member and served as treasurer for a number of years and as coordinator of our clinic program as well. Sarah is someone the PNA Board can turn to get a job done, even at the last moment.

I have also worked with Sarah in her roles at the National level. She has been a volunteer and a leader at the Finance Committee for nearly a decade. While serving on the Finance Committee she contributes her knowledge and understanding of USMS services, program and policies as opposed to 'just the numbers'. She applied her Human Resources background under the direction of 'then President Rob Copeland to examine USMS compensation which set the groundwork for the development the first iteration of the Comp and Benefits Committee.

## Candidates for At Large Board of Directors

Sarah is also an avid swimmer and competitor. She works hard at her training and fitness. She works to create workout group opportunities and swim meet opportunities locally. Sarah's favorites are relays where people of all abilities come together for fun and competition. Just look for her at a local or nationals meet cheering for her teammates!

Sarah has worked at every level of USMS as the organizer of her workout group at Seattle University for many years, at the LMSC level and at the national level and she understands how each contributes to our national organization. She is committed to giving back to Masters swimming and will make an excellent At Large Director from the Pacific Northwest.

Sincerely,

Kathy Casey

Attn: Cheryl Gettelfinger, Chair of the Election Committee  
Elections@usms.org

The USMS ad hoc Election Committee has my permission to reproduce and distribute this letter.

Sean Fitzgerald  
GA LMSC Vice Chair  
Legislation Committee Vice Chair

Attn: Cheryl Gettelfinger  
Election Committee Chair  
U.S. Masters Swimming

It is my pleasure to write this letter of recommendation for Sarah Welch for the position of Northwest Zone Director.

Sarah has been involved with USMS at the national level for over a decade. She already has experience on two Board committees, the Finance Committee and the Compensation and Benefits Committee. Her work on those committees makes her a great asset as USMS continues to create new programs and hire employees and contractors. Her communication skills will also be appreciated as some volunteer roles are migrated to staff positions.

Sarah is involved with masters swimming at all levels. Her knowledge of the roles of Clubs, LMSCs, the HOD and Board Committees helps as USMS develops new strategies to attract new members. Her efforts to help the City of Seattle create a new Parks and Recreation facility can be used across the country to help develop more places to swim.

I believe Sarah has the vision to help USMS be the premier resource for adult aquatic fitness in the USA and will help make fitness through swimming available for as many adults as possible.

Sincerely,  
Sean Fitzgerald

The USMS ad hoc Election Committee has my permission to reproduce and distribute this letter.

## Candidates for At Large Board of Directors

### Leianne Crittenden – Oceana Candidate At-Large



The Election Committee has deemed that Leianne Crittenden is a member in good standing of USMS. The candidate has indicated she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during her tenure in office.

The candidate was nominated by Peter Guadagni and received letters of recommendation from Peter Guadagni and Patty Miller. These letters follow the questionnaire.

**The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:**

**Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013

### III. Section Three: Questions

**Why are you interested in this position and why do you believe you would be a good candidate?**

I have been involved at the LMSC and national level since I started swimming again. Those experiences let me see how varied the Masters program has been for other swimmers, whether they are in different LMSCs, or participate in different events (pool or open water), or in no events at all (and just swim for fitness). I think I can draw on my experience to make suggestions that will improve the programs we offer, so that every participant will get the best possible experience when they sign up for Masters swimming. In addition, as a member of the Governance Committee, I have a strong interest in participating as a Board Member.

**What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

I think that supporting teams and coaches is a major issue. We need to assure that resources are available to make sure that the National organization can provide resources to make sure there are strong local programs that are financially viable, with excellent coaching. We need to make sure that participants are trained in how to effectively run their events and their LMSCs, and provide them the tools to do that, so that our volunteer pool is not burned out by the demands of their positions. We need to assure that the national organization, through the Board, listens to members' concerns and addresses them.

**Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

- Rules (Chair, Kathy Casey) Member: 2006, 2007, Vice Chair: 2008, 2009, 2010 (associate member, Vice Chair), co-Vice Chair 2012 and 2013
- Governance (Chair, Hugh Moore), currently vice chair
- LMSC Development (Chairs, Doug Adamavich, Paige Buehler) 2010, 2011, 2013, 2014
- Zone Committee (Chair, Julie Heather) 2007, 2008
- Championship Committee (Chair, Mark Moore) 2006
- Ad Hoc Legal Counselors Committee (Chair, Patty Powis Miller) 2005



## Candidates for At Large Board of Directors

**Please list any other experience that relates to your qualifications for the position.**

Broad participation in Masters swimming events since 2003:

- National and World Championship meets, as well as open water events
- USMS Individual All American (pool) in 2004, 2005, 2006, 2007
- Selected for and attended USMS/USA High Altitude Training Camp at the United States Olympic Training Center (USOTC) in Colorado Springs, CO, 2005

Broad participation at LMSC and USMS level since 2004:

- Since 2004: Pacific Masters Fitness Chair, Vice President and currently Secretary;
- Since 2004: USMS Committee participation, as member and Vice Chair,

Oceana Zone chair 2008-2009

Worked to propose changes adopted by HOD and BOD: proposed rules changes for team scoring at Nationals, participated on Rules Committee task force to provide standards for transgender athletes, worked to provide administrative processes for dispute resolution.

Moderated seminars at conventions since 2008 as part of Zone and LMSC Development Programs.

- Recipient Dorothy Donnelly Service Award 2011
- Personal Achievement Award, Pacific Masters 2004
- Rookie of the Year, Walnut Creek Masters 2004

**Please list any other information you would like included.**

-BA, Stanford University, JD/MBA, UCLA. Associate General Counsel, Oracle America, Inc.

-Volunteer activities for American Bar Association 1998-2014 as Subcommittee and Committee Chair for Business Law Section

**Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting**

I have worked in the LMSC and National organizations for over ten years in many roles. I like the values that swimmers have, and enjoy the community and programs that USMS provides. I have been fortunate to compete at all levels, from local events to world championships and have always enjoyed participating. I realize that these events happen through the efforts of many volunteers, who are supported by the USMS organization. I look at the opportunity to serve on the Board as a way to continue to make the programs better, for all participants, at all levels of participation. As a member of the Governance Committee, I have a strong interest in being a Board member. I think my experience both professionally and through volunteer activities will prepare me well for being a Board member, and hope you will elect me!.

## Candidates for At Large Board of Directors

TO: USMS Election Committee  
FROM: Peter Guadagni, Pacific Masters Swimming Chair  
DATE: March 26, 2014  
  
SUBJECT: Nomination and Reference for Leianne Crittenden as At-Large Oceana Zone Director

I hereby nominate Leianne Crittenden for the position of Oceana Zone Director.

Leianne Crittenden will be an excellent addition to the USMS Board. She has the temperament, knowledge and wisdom to help guide our organization into the future.

As a former youth swimmer she understands what it takes to bring athletes back to the sport as adults.

As an elite, fitness and occasionally injured Masters swimmer she has firsthand knowledge of the diverse needs and motivations of our members.

As an attorney she can analyze and advise on difficult issues and recommend actions to reduce future risk.

As a businessperson in a successful and demanding company she knows what it takes for an organization to thrive.

As a USMS convention delegate and current or past member of numerous committees she has a broad perspective of USMS operations.

As a USMS volunteer she is willing to contribute at any level.

As a member of the Pacific Masters leadership team she honors her commitments and completes her responsibilities efficiently.

As a friend and club mate she exudes warmth and encouragement.

For these reasons and many more I enthusiastically endorse Leianne's candidacy for the Oceana Zone Director.

I authorize USMS to publish this letter.

Peter Guadagni

April 26, 2014

Attn: Cheryl Gettelfinger  
Election Committee Chair  
U.S. Masters Swimming

Re: Leianne Crittenden

Dear Cheryl:

It is my honor to recommend Leianne Crittenden for the position of U.S. Masters Swimming At-Large Delegate from the Oceana Zone. I believe that Leianne's understanding of what USMS can offer and what its members need, as well as her logical and informed approach to governance will make her an excellent board member.

I have come to know Leianne over the last decade through our joint involvement on committees. Like me, Leianne is an attorney, so I have had the pleasure to work with her on task forces and committees that touch on legal issues, adjudication, and governance. Leianne has approached these opportunities with a desire to understand and to bring order to USMS's structure and services. For example, while serving on the National Board of Review Task Force, Leianne, who had very limited previous exposure to the grievance process, was so driven to understand the system and improve the process that she performed the lion's share of overhauling and re-writing the portions of our rule book that deal with grievances and USMS's National Board of Review Procedures.

## Candidates for At Large Board of Directors

What has really impressed me about Leianne is that she has contributed greatly to so many other areas of USMS beyond the ones I mention above. She is truly a “renaissance” volunteer. Leianne is knowledgeable and passionate about offering the best poolside experience to USMS members. She has been an active leader in the Pacific LMSC, the largest LMSC in USMS, for a decade. She has served on the USMS Rules Committee for years, focusing on the “wet” side of our rules. She has contributed her LMSC knowledge to the LMSC Development Committee for the past four years.

Leianne would be a great addition to the USMS Board of Directors, so I am pleased to recommend her.

Sincerely,

Patricia M. Miller

I consent to this letter being published.

## Candidates for At Large Board of Directors

### Jill Gellatly – South Central Candidate At-Large



The Election Committee has deemed that *Jill Gellatly* is a member in good standing of USMS. The candidate has indicated she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during her tenure in office.

The candidate is running for re-election and is not required to provide a letter of nomination or a letter of recommendation.

**The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:**

**Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

I have attended all USMS National HOD Meetings from 2006-2013.

### III. Section Three: Questions

**Why are you interested in this position and why do you believe you would be a good candidate?**

I am interested in continuing my term as BOD At-Large for the South Central Zone because I believe USMS has just begun tapping into its potential as an organization serving adult fitness through the sport of swimming. My professional experience in the finance world coupled with my diverse experience serving this organization as a volunteer (see below) enable me to help lead USMS into the future.

**What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

USMS will continue to face competition for membership growth. When membership growth becomes stagnant, the ability to secure sponsorships becomes more difficult. These are our two largest revenue streams and we must protect and grow them. As the sport of triathlon makes its way into the “mainstream” population, we should aim to capitalize on its growth by providing adult swimming programs and open water opportunities. Improvements in these areas will come with continuing to build/support our coaches education program, finding new ways to utilize facilities and partner with organizations related to the aquatic world. We must also be strategic and creative in outlining a plan for open water swimming given its increased insurance cost constraints. Re-assessing our current open water model for championships and events should be a top priority..

**Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

Long Distance – 2007- Marcia Cleveland Chair  
Championship- 2008-2009- Mark Moore Chair  
Audit- 2010-current (Chair from 2010-2012; currently, Vice-Chair)  
Finance- 2010-2012 Chair- Homer Lane  
Strategic Task Force Member- 2011- Chair Patty Miller  
Membership Products Task Force 2012-Served as Chair  
South Central Zone Director- 2007-2011  
Election Committee Member -2013- Chair- Cheryl Gettelfinger  
BOD- At-Large South Central Zone- 2012-2014

**Please list any other experience that relates to your qualifications for the position.**

Gulf LMSC Secretary- 2006-2010  
Gulf LMSC Chairman-2011-Current  
Bachelors of Business in Accounting- Texas A&M University  
Masters of Education- Sports Management- University of Georgia  
University of Houston-1997-2000; Assistant Ticket Manager; Men’s Basketball Operations

**Please list any other information you would like included.**

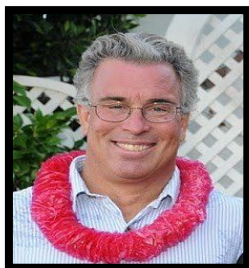
Licensed CPA- State of Texas since 1991

## Candidates for At Large Board of Directors

**Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting**

I look forward to the opportunity to continue to serve USMS as a BOD member for the next two years. Serving the last two years has been a rewarding experience but as the organization grows, it is the BOD's responsibility to continue its strategic thinking and evolve as an organization. Change, while difficult at times, is the basis for success. As an organization, we face many challenges over the next two years but none that can't be overcome with our talented volunteer base and National office staff. If elected, I will direct USMS to make educated decisions that not only support our mission and value statements but are in the best interest of our membership. Given my experience, and passion for swimming, I ask for your support in my re-election.

## Candidates for At Large Board of Directors



### **Michael Heather – Southwest Candidate At-Large**

The Election Committee has deemed that Michael Heather is a member in good standing of USMS. The candidate has indicated he is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his tenure in office.

The candidate was nominated by Mark Moore and received letters of recommendation from Mark Moore and CJ Rushman, in accordance with our Election Operating Guidelines. These letters follow the questionnaire.

**The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:**

**Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

All, since 1986

### **III. Section Three: Questions**

**Why are you interested in this position and why do you believe you would be a good candidate?**

I would like to continue helping USMS move forward in an appropriate fashion. I have been an officer of the corporation for 8 years, an LMSC chair, vice chair and treasurer. I have been meet director for several championship meets and an open water event director. I know lots about USMS and how it operates.

**What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

Membership growth, fiscal responsibility and program review are big items. I would offer and support any programs to address these issues.

**Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

Convention Committee, 1986-2004. I was Chair from 1990-2004. I also served on Rules, Marketing, Planning, and was ex officio on many other committees over the years including Legislation, Fitness, Sports Medicine, Coaches, Championship and others.

**Please list any other experience that relates to your qualifications for the position.**

Was a disaster responder for the American Red Cross for 3 years. I am familiar with many forms of philosophy.

**Please list any other information you would like included.**

None provided.

**Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting**

I have been an active participant in all board conversations and a champion for all members' interests. I will continue to do so for the good of USMS if I am elected to the position.

#### **Director At-Large Nomination For Southwest Zone. (SPMS)**

Letter of Nomination and Recommendation:

April 11, 2014

To Whom It May Concern:

I hereby nominate Michael Heather for the position of Southwest Zone Director.

## Candidates for At Large Board of Directors

I have known Michael Heather as a swimmer and fellow SPMS Committee member for the past ten years. Michael has contributed to the growth of Masters Swimming in Southern California through his leadership with SPMS and USMS during the past 30 years.

Michael has contributed at most all leadership areas of Masters Swimming--from USMS National organization to Southern Pacific's local swimming committee.

Michael has the ability to look at an issue and work through it, to determine what is best for the organization given the overall needs of US Masters Swimming. He works diligently to create a positive result for all involved.

Michael has been a leader in encouraging others to get involved in the organization. His abilities and enthusiasm has become evident in his work with USMS over the many years. He truly shows lifelong passion for swimming by going above and beyond in his commitment to USMS.

In conclusion, Michael's strengths and administrative efforts combined with tireless hours working on committees and enthusiasm makes for a great candidate for the Southwest Zone Director. Should you require any additional information, please do not hesitate to call me.

Respectfully Submitted,

Mark Moore  
Southern Pacific Masters Chairperson  
Head Mission Viejo Nadadores Masters  
www.mastersmvnswim.org  
949-233-6521  
(May be published)

April 15, 2014

Attn: Cheryl Gettelfinger  
Chair, USMS Election Committee

Dear Cheryl,

I am recommending Michael Heather for the office of Southwest Zone Director.

Michael has been active for a long time in the administration of USMS and has very varied experiences in many aspects of our organization. He spent 23 consecutive years on the Board of Directors, and more recently had just finished four years as Vice President of Local Operations.

Michael always responds to questions and participates in discussions. He can be counted on to get a discussion started. Another trait that I value is that Michael Heather is not a "Yes Man." He will voice his disagreement and sometimes plays "devil's advocate" to bring out all sides of an argument. However, he listens to others and does not insist his way is the best way or the only way.

I have known Mike for more than 5 years and during that time he has always demonstrated both in and out of the pool, his passion for swimming. We have had many conversations about swimming history, technique, competition, as well as local, state and national issues as they pertain to USMS. He has strong views about many of these topics and is able to back them up with insight, experience and a practical knowledge of how to solve the most vexing problems.

Mike is a no nonsense individual who tackles a problem with energy and vigor. If Mike is in charge of a project, you can be assured that it will get done with a high level of competency and professionalism. As Southwest Zone Director, Mike will view that landscape and get things done.

I give my permission for this letter to be published in the HOD packet.

Christopher John Rushman

## Candidates for At Large Board of Directors

### **Dan Wegner – Southwest Candidate At-Large**



The Election Committee has deemed that Dan Wegner is a member in good standing of USMS. The candidate has indicated he is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his tenure in office.

The candidate was nominated by Robert E. Mitchell and received letters of recommendation from Robert E. Mitchell and Karin Wegner, in accordance with our Election Operating Guidelines. These letters follow the questionnaire.

**The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:**

**Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

2000, 2007, 2008, 2009, 2010, 2011, 2012, 2013

### **III. Section Three: Questions**

**Why are you interested in this position and why do you believe you would be a good candidate?**

I am interested in the position because USMS is a great organization and I want to help tightly integrate the work that is being done in the Southwest Zone and Southern Pacific LMSC with the Executive Board's decisions. As the Southern Pacific Registrar, Southern Pacific Webmaster and Southwest Zone Webmaster I have worked very hard on membership service and effective communication. I look forward to continuing to improve the work I have done and helping volunteer on national committees.

**What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

I consider the major issues facing USMS are sustained membership growth, keeping expenses low especially in the face of rising insurance costs, and effective communication. I know the board members of USMS are working on all of these issues, but I am eager to help carry the burden, too. In general I believe sustained membership growth will come from effective marketing by the National Office and great volunteer support at the local level. Insurance costs are higher now than they were two years ago, but all expenses should be reviewed to make sure the most is being made from each membership dollar. Effective communication starts at the top and is a commitment each board must make beyond the estimated commitment hours. Each board member must listen to not only to every delegate, but also the entire USMS membership.

**Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

Since 2007 I have attended every Registrar meeting I was invited to attend, initially as the programmer of the USMS online registration system (I was not allowed to be on the committee) and in 2010 I became the Southern Pacific Registrar and attended the meetings representing Southern Pacific.

**Please list any other experience that relates to your qualifications for the position.**

As stated previously, for the past 5 years I have been the Southern Pacific Registrar, Southern Pacific Webmaster and Southwest Zone Webmaster. I also built the first USMS online registration system and worked with the national office for hundreds of hours a year.

**Please list any other information you would like included.**

I have been awarded the USMS Dorothy Donnelly Service Award and the Southern Pacific Masters Swimming Jim Marcus Service Award for my work as a volunteer both at the national and local levels.

**Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting**

Thankfully the role of the Directors At-Large is documented and provides a great starting point. However, I know the most challenging work is often what is not documented. To mitigate the learning curve, I have spoken with current Southwest Zone Director At-Large Phil Whitten about the work he is doing and has done in fulfilling his role. Phil is very passionate about the wonderful organization of USMS and he encouraged me to seek nomination. He was already



## Candidates for At Large Board of Directors

familiar with the work I have done for USMS, Southern Pacific and the Southwest Zone and I want to help even more to promote the mission of USMS. As everyone who knows me will readily acknowledge, I am a huge proponent of communication. I look forward to all of the roles of Director At-Large and especially communicating with the USMS Delegates who are the lifeblood of the organization.

### Nomination for Southwest Zone At-Large Director Dan Wegner

I, Robert E Mitchell, hereby nominate Dan Wegner as Southwest Zone At-Large Director.

I recommend Dan Wegner for Southwest Zone At-Large Director. Dan has been the Southern Pacific (SPMS) LMSC Registrar and an active volunteer since 2010. During that time Dan has shepherded multiple improvements and cost saving measures, and nurtured growth in SPMS. He has gone above and beyond his role duties to provide exceptional service to the members of the SPMS LMSC.

**Growth:** Dan has been at the helm as Registrar for the growth of SPMS membership to over 4900 members which has enabled SPMS to send an additional delegate to the USMS Convention. In addition, club registrations have increased by 25% from 79 clubs in 2010 to 100 clubs in 2013.

**Cost-Saving:** Dan found a new conference call solution which saved the LMSC ~\$130/month in conference call fees. Dan helped steer the LMSC to a primarily electronic newsletter which saved the LMSC ~\$1,300 every issue.

**Communications:** Dan worked to bring online registration from 78% to 97.5% by making members more aware of the online registration option. Dan created an SPMS Welcome Packet for all of SPMS Clubs which was so popular that the national office has now taken on the task for the whole country.

**Marketing:** Dan volunteered to coordinate design and purchasing of marketing materials including SPMS convention delegate shirts for 2011, 2012, 2013, SPMS Swim Caps, Stickers and Decals, Baseball Caps, Post-It Notes, and luggage tags. Dan ordered two sets of USMS and SPMS Banners for display at pool meets, open water swims, and clinics. Dan created the new SPMS web page "Marketing Materials" with information for swimmers, coaches, club reps, and committee members.

**Policies and Procedures:** Dan has begun and contributed to multiple new policies and procedures including the following: Meet Administrator Guidelines, Open Water Event Host Guidelines, Open Water Referee position and Open Water Coordinator.

**Webmaster:** Dan volunteered his time as webmaster and rebuilt the SPMS website both functionally and design-wise with a back-end database supporting all the activities of the LMSC, especially the calendar and swim events. The website was awarded a "USMS Website of the Month". Dan designed and posted the new Perennial Calendar. Dan coordinated the switch from SPMA.net to SPMasterSwim.org for website and email hosting. Dan is also the volunteer webmaster for the Southwest Zone.

Every member of the LMSC and any potential member has benefited because of the improved communications Dan has implemented. In addition, the policies and procedures Dan has shepherded will help members for many years to come.

I give permission for this letter to be published.

### Recommendation for Southwest Zone At-Large Director Dan Wegner

I, Karin Wegner, recommend Dan Wegner for Southwest Zone At-Large Director. Dan passionately believes in the mission of USMS. I work next to Dan on a daily basis and we discuss all of his projects for Southern Pacific (SPMS) LMSC and the Southwest Zone.

When Dan first took over the role of SPMS LMSC Registrar and Webmaster, he brought all his experience in building websites and immediately identified hundreds of improvements which needed to be made to the old SPMS website. All of the improvements fell under what he described as "communicating to the membership". He explained if the membership could not find a piece of information at midnight, their perception of service would be negatively impacted. Over the course of 3 months he completely rebuilt the SPMS website. Every time he received a phone call or an email from a member he would go to the website and see if he could follow a path which would answer their question. If he could not find a logical path to the information, he would make one. The website is fantastic now and the LMSC even received recognition from USMS.

Dan still gets phone calls from members who for various reasons are not able to find the information on the website. Sometimes they do not have a computer and sometimes English is a second language to them. Dan takes extra time

## Candidates for At Large Board of Directors

making sure they have all their questions answered and if they need website information mailed to them, he will print it out and mail it to them.

Dan is always volunteering for SPMS sub-committees. He has volunteered for every SPMS Committee which needed help including the Budget Committee, Planning Committee, and Swim Meet Results Committee. He knows the more he understands about the needs of SPMS, the more he can facilitate the communication within SPMS up to the USMS National Office, across to the committee members and down to the coaches and swimmers.

Something most people may not know about Dan is how he is constantly working to make software which accommodates the thousands of unique requests which benefit USMS. Philosophically Dan does not believe that people need to conform to software. Dan believes that software needs to conform to the needs of the people. Dan will spend hours changing the programming on websites so that the software is more intuitive, has better cross-references and ultimately provides better service. USMS is not the same as any other governing body and he is always listening to the unique needs of every coach, meet host, open water host and member.

Karin Wegner  
USMS Member

I give permission for this letter to be published.



## Laura Winslow – Southwest Candidate At-Large

## Candidates for At Large Board of Directors

The Election Committee has deemed that Laura Winslow is a member in good standing of USMS. The candidate has indicated she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during her tenure in office.

The candidate was nominated by Judy Gillies and received letters of recommendation from Jill Gellatly and Patty Miller. These letters follow the questionnaire.

**The candidate provided the following responses on the Candidate Questionnaire/Consent-To-Run Form:**

**Please list the USMS National HOD Meetings you have attended, including the dates of attendance:**

San Diego, CA – 2003  
Greensboro, NC – 2004  
Orlando, FL - 2005  
Dearborn, MI – 2006  
Anaheim, CA – 2007  
Atlanta, GA – 2008  
Chicago, IL – 2009  
Dallas, TX – 2010  
Jacksonville FL – 2011  
Greensboro, NC – 2012  
Anaheim, CA - 2013

### III. Section Three: Questions

**Why are you interested in this position and why do you believe you would be a good candidate?**

I am passionate about the sport of swimming. Since 2003 I have been a USMS volunteer, mostly on the national level. In 2004, I was one of 12 people selected to attend the masters' high altitude camp in Colorado Springs. With everything that this camp offered, this experience increased my desire to give back to the sport and organization that had invested in me.

In 2005, I was elected as an at-large BOD member, serving two terms. In this position, I chaired the first Executive Director Task Force and laid the ground work for the Executive Compensation and Benefits Committee.

With my diverse background as a CPA, experience in executive compensation and a swim coach, I offer the organization key knowledge and energy in areas that are important for its growth. I was also an assistant organizer for the 2003, 2011, 2012, and 2013 nationals,

I have enjoyed my previous service and demonstrated that I can get the job done. In assisting with the running of the 2011, 2012 and 2013 nationals, I have displayed my organizational skills. Having previously served on the board, I know how it operates and what is expected. If elected, I would be able to start fulfilling my duties from day one.

**What do you consider to be the major issues facing USMS now and in the future? As a person holding an elected position within USMS, how would you address these issues?**

Growth and retention, communication, and club and LMSC development are areas I see as critical to the health of our organization. As a member of the Board, I would oversee and govern USMS. Specifically, I would establish policy to lead the organization and provide strategic direction to help us grow. In addition, I would promote USMS outside the organization and educate non-members on the many benefits of joining.

**Please list USMS committees on which you have served. Include the dates you were on the committees and the names of the committee chairs under whom you served:**

International 2003 – 2005; Sandy Rousseau  
Championship 2004 – 2005; Barry Fasbender  
Long Distance/Open Water 2007 – 2009; Marcia Cleveland  
Coaches 2010 – 2011; Craig Keller  
Finance 2011 – 2014; Homer Lane and Jeanne Ensign  
Audit 2013 – 2014; Elyce Dilworth

## Candidates for At Large Board of Directors

### Please list any other experience that relates to your qualifications for the position.

I am a certified public accountant with over 25 years' experience in the business world, having practiced both accounting and executive compensation. In these roles, I have worked as part of a team as well as being a leader. I was also the controller for a kids swim team for two years, helping to meet budgetary constraints. I coached masters for five years and both boys and girls high school swimming for six, winning three state titles. I have also helped direct four national championships: May 2003, April 2011, April 2012, and August 2013. In addition, San Antonio has asked me to assist with the 2015 spring nationals.

### Please list any other information you would like included.

Former Arizona Sanctions Chair  
Former Arizona LMSC Competition Committee Chair  
At-Large Board of Director: 2005 - 2010  
Chair Executive Director Search Committee; 2005 – 2007  
Chair Employee Compensation Task Force; 2005 - 2007  
Chair Dues Increase Task Force; 2006  
Member of Long Course Nationals Evaluation Committee; 2005  
Member of National Headquarters Task Force  
Member of Membership Dues Task Force  
Member of National Board of Review 2014

### Please write a short summary statement that will be posted on the display board with your photograph at the HOD Meeting

I would like to help lead USMS as the organization continues to grow, including taking the steps necessary to ensure the continued growth of masters swimming. In addition, I would like to develop policies and major plans, promote the organization, and help educate non-members.

Dear Cheryl Gettelfinger,

April 27<sup>th</sup>, 2014

I am the most recent past president of the Arizona LMSC, am currently the Officials Chair in the LMSC. I am writing this to nominate another long time Arizona LMSC member, Laura Winslow.

I would like to nominate Laura for the position of At-large Director from the SW Zone.

Sincerely yours,  
Judy Gillies,  
AZ LMSC

Attn: Ms. Cheryl Gettelfinger  
Chair  
Election Committee  
U.S. Masters Swimming

Dear Cheryl:

I am pleased to write this letter in support of Laura Winslow for the Board of Directors At-Large Position from the South West Zone. I believe that Laura's extensive experience as a USMS volunteer at both the local and national levels has prepared her to serve the membership of USMS as a Director.

At the National level, Laura has been very active since 2003 in a variety of roles. Currently, she is active on the Finance Committee and a new member of the Audit Committee. These roles complement her extensive professional finance and executive compensation background. In addition, she previously served on the Board of Directors from 2005-2010 during a time when USMS was faced with numerous challenges. As USMS continues to grow its membership, and develop its brand, the experience and skill set that Laura will bring to the Board will be invaluable in taking this organization to the next level. Her ability to think strategically within fiscal boundaries is a great asset that is very unique to this organization.

## Candidates for At Large Board of Directors

I believe Laura's passion for the sport of swimming combined with her experience will enable her to make valuable contributions as a member of the USMS Board of Directors.

Please support her for this position.

Sincerely,  
Jill Gellatly

This letter may be published

Attn: Cheryl Gettelfinger  
Election Committee Chair  
U.S. Masters Swimming

Re: Laura Winslow

Dear Cheryl:

I am pleased to recommend Laura Winslow for the position of U.S. Masters Swimming At-Large Delegate from the Southwest Zone. Laura demonstrates a passion for giving to Masters Swimming and has contributed greatly for over a decade. I believe that Laura has much more to offer USMS as a member of the Board of Directors.

I was Legal Counsel for USMS when Laura was a member of the board from 2005 to 2010. Laura's board involvement came at a time when USMS was transitioning from being largely volunteer run to professionally managed. Laura was key to this transition by chairing the first Executive Director Task Force and helping to build needed staff support capacity for compensation and benefits. It is because of this involvement – and the ensuing years in which Laura has continued to be involved on the national level as a delegate and committee member – that I believe Laura understands the role of the board and would start her board service ready to function actively.

Laura's passion for Masters Swimming is evidenced by her involvement over the years as a swimmer, coach, LMSC volunteer, and nationals administrator. She is a supporter of the USMS mission and an advocate for our members. Given this combination of board awareness, demonstrated ability, and passion for providing health and fitness to adults through swimming, I am pleased to recommend Laura to be an At-Large Delegate.

I consent to this letter being published.

Sincerely,

Patricia M. Miller