

## Jeanne Seidler - Candidate for Secretary



The Election Committee has deemed that Jeanne Seidler 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, if elected, is planning to attend all HOD Meetings during his tenure in office.

The candidate was nominated and recommended by *Chris Colburn* and received a letter of recommendation from *Nina Wagner* in accordance with our Election Operating Guidelines.

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

### Section Two: Candidate Qualifications

*I am a member in good standing of USMS in this election year:*     Yes     No

*I am planning to attend the HOD Meeting for this election year:*     Yes     No

*I am planning to attend all HOD Meetings during my tenure in office:*     Yes     No

*I have attended more than 1 HOD Meeting in the past five years?*     Yes     No

*I am a resident and a member of the Zone from which I seek election (Director Candidates only):*     Yes     No     NA

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

**2016** September 21-25    (Atlanta, GA)  
**2015** Sept 30 - Oct 4    (Kansas City, MO)  
**2014** September 17-21    (Jacksonville, FL)  
**2013** September 11-15    (Anaheim, CA)  
**2012** September 12-16    (Greensboro, NC)  
**2011** September 14-18    (Jacksonville, FL)  
**2009** September 16-20    (Chicago, IL)  
**2008** September 24-28    (Atlanta, GA)  
**2007** September 26-30    (Anaheim, CA)  
**2006** September 13-17    (Dearborn, MI)

### Section Three: Questions

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

I love swimming and USMS, and I'm interested in seeing the USMS organization go on forever. I know that to keep USMS going in perpetuity, there are needs for many volunteers at all levels. I have the knowledge, skills, abilities, work experience and educational background, plus the desire, to perform at the executive level as the USMS Secretary. My highest and best skills to offer as a USMS volunteer are actually communication skills. In my 37 year career as an IT professional, those years of work sharpened both my technical skills and communication skills. Probably 50% of an IT career is spent in meetings where we formulate our designs and take copious notes, documenting ideas and designs through meeting minutes. We use the minutes to confirm the understanding of the participants and build consensus of the design ideas. Then we go on to write specifications or build prototypes, have more meetings, more notes, more minutes and more consensus building. Whether the methodology is agile or the methodology is traditional, nothing takes the place of using meetings, meeting notes and minutes to confirm and document understanding and consensus. If elected, I have no doubt that I will be able to take copious notes at meetings and produce meeting minutes plus perform related duties as the USMS Secretary.

***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?***

A major issue that I've seen for some time in swimming is the issue of attracting and retaining the youngest age groups (e.g. 18-24 and 25-29) into USMS membership. Masters swimming is just one age group away from extinction and the 20-somethings are crucial to helping masters swimming continue into the future. There are 2,800 USA swim teams that could be providing a path to a USMS program for their swimmers and parents by developing a USMS club organization within their clubs. In addition to college club swimming, there needs to be some emphasis on leveraging USMS club organizations in association with USA clubs. As the USMS Secretary, I would keep this issue on the table when involved in discussions about issues facing USMS.

Another issue is retention of members. My understanding is that although there are new members each year that increase the overall membership in USMS, approximately 1/4<sup>th</sup> of the members do not renew membership each year. My thought is that LMSCs need to be more proactive on the local level and leverage the programs offered by USMS. And the LMSCs need to look to programs of their own to bring in more members. For example, the LMSC could host a fitness event, or a stroke clinic. As the USMS Secretary, I would also keep discussions on the table with regard to future programs for LMSCs to attract and maintain members.

USMS needs volunteers to work to keep U.S. Masters Swimming moving forward, developing new programs, attracting new members and maintaining interest with existing members. Volunteers are needed at all levels. Quality volunteers are needed in LMSCs. The LMSC Development Committee has done excellent work on developing volunteer roll descriptions. Motivating people to volunteer will always be an issue. As Secretary, I would again keep this topic on the table when involved in discussions.

***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:***

Sept., 2013, to the present: Chair - USMS Records and Tabulation Committee

Sept., 2011 to Sept., 2013: Member - USMS Records and Tabulation Committee, Ed Tsuzuki and Chris Stevenson, Chairs

Sept., 2008, to Sept., 2009: Vice Chair - USMS Communications Committee, Hugh Moore, Chair

Sept., 2006, to Sept., 2008: Member - USMS Communications Committee, Hugh Moore, Chair

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

May, 2010 to Jan., 2012: Member - End-To-End-Event-Management Task Force, Ed Tsuzuki, Chair

June, 2006, to 2008: As a Volunteer, I collected meet results from LMSCs, meet directors and Top 10 Recorders and then uploaded all meet results to the early version of the current Event Rankings database. Later, as the now current Top 10 Tools were under development, I performed early testing and uploads with the initial version of the Top 10 Tools developed by USMS in 2007-2008.

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

As a USMS member since 2002, I first began volunteering at the local level in meet operations, running Meet Manager at many, many meets to support John Bauman as meet director since he had to run the Colorado console. I attended my first USMS Nationals in August, 2004, at Cleveland State. I swim daily and Saturdays as a member of the Schroeder Aquatic Center Masters workout group of Wisconsin Masters Aquatic Club.

Education: BBA, 1968, University of Wisconsin, Madison, the undergraduate degree was a Bachelor of Business Administration in Quantitative Analysis, e.g. Statistics and Operations Research

Career: 37 years as a full time Information Systems professional, analyst, developer, project manager, during which I remained engaged in technology with projects implemented on the leading edge technology platforms.

1968-1970: IBM, systems engineer in the marketing branch office (2 years)

1971-1972: A.O. Smith, analyst, developer (2 years)

1973-2005: Miller Brewing Company (now MillerCoors), designer, analyst, developer and project manager, often simultaneously in different roles but on different projects. (32.75 years)

Family: Married, 3 adult children, 3 grandchildren. Two daughters are USMS members. One grandchild is a USA swimming member and 2 are in pre-competitive classes. My own three children were age-group swimmers and I began to direct events as a meet director for their age-group team in 1982. I started swimming for exercise in 1994 and swam my first Badger State Games meet as a recreational swimmer in 1995. Swimming has figured prominently in our lives and continues to do so.

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

The position of USMS Secretary requires an individual with extensive communication skills and multitasking capabilities. I am bringing to the position my 37 years of experience as an IT developer. Much of the non-technical part of my career was spent in meetings, discussing designs, taking notes, writing minutes to confirm understanding and then starting the process all over again with the next phase of a project or an entirely new project. I'm confident that I have the right mix of skills, education and work experience to perform on the executive level in the job function of USMS Secretary. Swimming has figured prominently in my life and I've been giving back to swimming as a volunteer since I retired from my IT career in 2005. Swimming is my favorite form of exercise. I tell others about the swimming "fountain of youth" every time I have the chance to speak on the topic.

From: Chris Colburn

Date: April 29, 2017

Subject: Combined Nomination and Recommendation for USMS Secretary Candidate, Jeanne Seidler, Wisconsin LMSC

To: The Elections Committee

I hereby nominate Jeanne Seidler for the office of USMS Secretary.

To that end, I am also writing to endorse and recommend Jeanne Seidler for the office of USMS Secretary. My long association with Jeanne as an active volunteer, meet director, and advocate for Masters Swimming leads me to believe Jeanne has the skills and experience necessary to faithfully execute the required duties. As an IT professional, Jeanne demonstrated her abilities to think logically, meet many deadlines, and provide detailed documentation to succeed in her profession. As the long-time meet director of the Wisconsin LMSC Championships meets, Jeanne has provided detailed communication that demonstrates both her writing skills and her ability to lead AND “do the work.” As Chair of the Records and Tabulations Committee, Jeanne’s attention to detail has helped many USMS volunteers, including me, to provide and update accurate results in the USMS Results Database, among her myriad of other duties and tasks. Jeanne’s organizational skills and strong relationships within USMS will help her to provide strategic input to the USMS Board of Directors and Executive Committee, as well as to improve the business processes of the role as it evolves.

Therefore, I feel that Jeanne Seidler will do an excellent job in the role of USMS Secretary.

Sincerely,

Chris Colburn  
USMS Secretary  
Head Coach, Academy Bullets Masters (IL)

From: Nina E Wagner

Date: April 28, 2017

Subject: Letter of Recommendation for USMS Secretary, Jeanne Seidler

To: The Elections Committee

It is my pleasure to recommend and endorse Jeanne Seidler as the candidate for USMS Secretary.

My association with Jeanne via USMS has been through the thirteen (13) short course and long course Wisconsin State Championship meets held at the Schroeder Aquatic Center in Brown Deer, Wisconsin, since 2010. During each of these meets, I've run the pool office, Meet Manager for scoring and performed the admin referee role. Jeanne's inspiration and training in this role for her USMS meets inspired me to begin USA certifications as an apprentice Stroke and Turn Judge and apprentice Administrative Referee this past year when my own children began age group swimming. I will complete these apprenticeships this swim season.

Jeanne began volunteering for USMS and the Wisconsin LMSC in 2006, after retiring from a several decades-long Information Technology career. As of 2017, Jeanne is truly the heart of her LMSC, volunteering as the sanctions chair, Top 10 Recorder and LMSC records administrator. In addition, she was the Wisconsin LMSC Chair from 2012 until this year when she passed the baton to a new Chair and became the Vice Chair of the LMSC. For USMS, Jeanne became a member of the Records and Tabulation Committee after the Communications Committee was disbanded, and she has been the Chair of the committee since 2014.

Throughout Jeanne's life and IT career, communication skills have been one of her major assets. She is an excellent communicator and negotiator; she is talented at keeping everyone informed of developments, achieving compromises, and overcoming obstacles. Jeanne approaches her volunteering duties with the same intensity that she approached her career. Jeanne definitely has the communication skills necessary to execute the functions of the USMS Secretary. If elected, she will clearly do what is expected and necessary to perform all the duties of USMS Secretary and succeed in that position.

I may also be in a unique position to recommend Jeanne. I am her daughter, and I have had the pleasure of swimming with her, serving underneath her as the Chair of the Wisconsin LMSC, and knowing her as a person instead of just as a parent.

Without reservation, I recommend and endorse Jeanne Seidler for the USMS Secretary position.

Truly yours,

Nina E Wagner

USA Official, apprentice Stroke and Turn Judge and apprentice Administrative Referee