



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.

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 curriculums 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

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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

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.

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.

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