

# Dan Cox - Great Lakes Zone Candidate for the At-Large Director



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, if elected, 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 *Nadine Day* and *Ed Tsuzuki* 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  N/A

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

2003 San Diego; 2004 Orlando; 2005 Greensboro; 2006 Dearborn; 2007 Anaheim; 2008 Atlanta; 2009 Chicago; 2010 Dallas; 2011 Jacksonville; 2012 Greensboro; 2014 Jacksonville; 2015 Kansas City

## Section Three: Questions

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

I'm interested in continuing as At -Large Director to see some of the initiatives I'm involved in move from drawing board into reality. My service started with USMS when I volunteered at the 2002 Long Course National Championship in Cleveland. From 2004 to the present, I have served in a number of positions from the local level to the national level, including President of Ohio Masters swim club, Lake Erie LMSC Chairman, Great Lake Zone Chair and my current position as Great Lakes Director. These positions gave me the opportunity to learn about USMS as well as help to improve/enhance our originations at each level. To help enhance our programs on the local level, I established the coaches and college programs. These programs helped enhance the experience of our members though

continuing education for our coaches to improve their skills. The college program helped support younger swimmers to join USMS; they are the future of our organization. In my position as Great Lakes Director, I have served on the task force to find our new CEO, am currently on the College Club task force, and am Chair of our Futures Task force. These task forces have played or will play a huge roll in the future of our organization as we move to attract younger members.

***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: Our membership growth is flat with only a small increase. We need to focus on new ways to reach out to both our current membership and potential membership. These issues are being address right now with the Futures Task force and the College Club initiative. The Futures Task force is focusing on how to attract younger members, and the College Club initiative has the potential to be a huge pipeline of members to our ranks. In the Futures Task force (which I Chair), we are exploring why some clubs attract younger members while others do not. We are researching the “why” and then come up with ways to teach other clubs to duplicate their success in this area. The other issue our Futures Task Force is looking at is why people leave us? We will be surveying the people who have left and ask them why; then we will work with the data to find ways to increase our retention rate. Another idea to increase our retention rate would be to implement a lifetime membership (or auto renewal), which would be at no cost to 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:***

USMS Board of Directors -2014- to present

CEO Search Task force- 2015-2016 Ed Tsuzuki Chair

Futures Task Force 2016 to present- Daniel Cox Chair

HQ Move Task Force –2015 Ed Tsuzuki Chair

Legislation Committee- 2004 -2015 – Rob Copland, Sean Fitzgerald Chair

Great Lakes Zone Chair 2009-2014

National Board of Review 2013-2015 –Barbara Delanois Chair

LMSC Development Committee –Vice Chair 2014-2015 Paige Buehler Chair

LMSC Development Committee- 2010-2013- Paige Buehler Chair

Election Committee 2012- Michael Moore Chair

Communications Committee 2004-2009 – Hug Moore Chair

Local:

Lake Erie LMSC Chair 2008-2012

President of Ohio Masters Swim club 2004-2008

Webmaster for both Lake Erie LSMC and Ohio Masters

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

Heights Driving School Inc. 1983- Present. CEO My duties include supervising 45 + employees, developing curriculums for teaching teens, adults, remedial and disabled drivers. Manage all financial obligations of the company.

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

2011 Dorothy Donnelly Service Award

2010 National Leadership award in Traffic Safety

Bachelor degree in Business/Education from The Ohio State University

Disabilities certification – Louisiana Sate University

Board Certified Driver Rehabilitation Specialist

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

I'm interested in continuing as At –Large Director to see some of the initiatives I'm involved in move from drawing board into reality. My service started with USMS when I volunteered at the 2002 Long Course National Championship in Cleveland. From 2004 to the present, I have served in a number of positions from the local level to the national level, including President of Ohio Masters swim club, Lake Erie LMSC Chairman, Great Lake Zone Chair and my current position as Great Lakes Director. These positions gave me the opportunity to learn about USMS as well as help to improve/enhance our originations at each level. To help enhance our programs on the local level, I established the coaches and college programs. These programs helped enhance the experience of our members though continuing education for our coaches to improve their skills. The college program helped support younger swimmers to join USMS; they are the future of our organization. In my position as Great Lakes Director, I have served on the task force to find our new CEO, am currently on the College Club task force, and am Chair of our Futures Task force. These task forces have played or will play a huge roll in the future of our organization as we move to attract younger members.

From: Meg Smath

Date: April 1, 2016

Subject Line: Nomination of Dan Cox

To: The Elections Committee

I am pleased to nominate Dan Cox for at-large director from the Great Lakes Zone.

Swimmingly,  
Meg Smath, Vice Chair, Kentucky LMSC

This letter of recommendation is on behalf of Daniel Cox for the position of Great Lakes At Large Director.

Thank you Elections Committee and USMS House of Delegates,  
Dan Cox asked me to write a recommendation letter on his behalf. I am honored to do so.

I applaud Dan for his willingness to step up and fill a vacant position less than two years ago. Since becoming a board member, Dan has shown a great understanding of making organizational decisions. He is a very engaged board member.

He did an excellent job on the CEO search task force and was able to bring insightful information as a CEO of his own driving company. He has an understanding of the fiduciary duties of the BOD and ensures USMS has adequate resources to be successful. He has provided feedback in strategic thinking and policy decision making.

Dan is co-leading our "Futures" task force and is assisting USMS with the partnership with College Club Swimming. These strategies, programs and services will provide the longevity and future leaders of our organization.

Dan has been a volunteer leader at all levels of USMS-club, LMSC, national committee, zone chair and USMS BOD. He has an understanding and background, which will help him make the right decisions for our members.

Dan has proven work ethic and is dedicated to USMS. He has the drive (passion) and the time to dedicate to USMS.

I fully support Dan Cox for the Great Lakes At-Large Director on the USMS Board of Directors.



Nadine KM Day

042016

From: Ed Tsuzuki, Vice President of Administration  
Date: April 25, 2016  
Subject: Letter of Recommendation

To: The Elections Committee:

I am pleased to recommend Dan Cox as a candidate for the position of At-Large Director.

Dan, who hails from the Lake Erie LMSC, has served on the U.S. Masters Swimming Board of Directors (BOD) for the past two years in this role. In addition to working with Dan on the BOD, I have had the pleasure of working very closely with Dan on two BOD task forces and have found Dan to be a strong, open-minded contributor and also an excellent listener. Dan understands our mission and adds to the "thought diversity" of our BOD as a long-time small business owner (CEO of the Heights Driving School), where he must manage all aspects of his 45+ employee operation.

In addition to Dan's work at the local level, where he has served as LMSC chair and webmaster, Dan has also been very active at the zone (Great Lakes Zone Chair for 5 years) and national level (many committees and task forces) since 2004. Dan has also been recognized as a 2011 recipient of the Dorothy Donnelly Service Award.

I continue to be very impressed with Dan's contributions as one of our volunteer leaders and recommend Dan to continue to serve USMS in this At-Large Director role.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Ed Tsuzuki', with a stylized flourish at the end.

Ed Tsuzuki

*This letter may be used publicly in the nomination process.*