

Phil Dodson - Candidate for Vice President of Local Operations



The Election Committee has deemed that Phil Dodson 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 and recommended by *Ralph Davis* and received a letter of recommendation from *Tom Boak* 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: X Yes No

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

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

I have attended 1 or more HOD Meeting in the past five years? X Yes No

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

Dearborn - 2006, Greensboro - 2007, Anaheim - 2008, Chicago - 2009, Dallas - 2010, Jacksonville - 2011, Greensboro - 2012, Anaheim - 2013, Jacksonville - 2014, Kansas City - 2015, Atlanta - 2016, Dallas - 2017, Jacksonville - 2018

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 VP of Local Operations position because of my passion for Masters swimming, my personal and professional enjoyment of advising small business owners and non-profit boards and belief I will make a positive impact on USMS.

Specifically VP of Local Operations; because I want to work with the Board and LMSC Development Committee in educating our local volunteers to be more effective LMSC leaders

and promoters of US Masters Swimming. We are on the cusp of an historic opportunity to reshape our local volunteer base. The Volunteer Task Force has been working for nearly two years on a bottom up and top down approach to rationalize and reorganize volunteer roles and reallocate resources between LMSCs and the National Office. The task force's recommendations have been reviewed by the Board with a majority recommended for further development. This includes socializing the concepts and educating the volunteer base on the proposals, both at the local and national levels to prepare the House of Delegates to adopt the changes to the national committees. This is a big challenge. I am qualified to participate in the path to success.

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 leadership strives for strong membership growth. It is important to remember the goal is not membership growth, rather increased value to the membership, then growth will follow. Initiatives, new and under development, to enhance membership value are ongoing but insufficient to counter the competition in our adult fitness market. That is the cause of our current declining membership. We have a strong economy with a growing emphasis on individual health and fitness. We should be growing too. Opportunities in adult fitness are much broader and easier than 27 years ago when I reengaged with Masters Swimming. We have competition from more health clubs, condo and apartment exercise centers and do it yourself health apps. All these address the Millennial's desire for more personal and family time better than Masters Swimming. We have to adapt and innovate. It will take strong leadership to keep the organization focused on a path of innovation and new marketing and not over focus on the same old volunteer activities and USMS programs.

USMS needs a vibrant and empowered volunteer base at the local level. The organization has an opportunity to reshape our local volunteer base by rationalizing and reorganizing volunteer roles and reallocating resources between LMSCs and the National Office. These recommendations will need to be socialized to the LMSC leaders including educating them as to the benefits of the proposals. It will take strong leadership to encourage the national volunteer base and leadership to look back to their roots for more emphasis on volunteers at the local level.

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, 2007- current under Jeff Moxie, Ralph Davis, Homer Lane and Jeanne Ensign

Audit Committee, 2010 - current under Jill Gellatly and Elyce Dilworth

Investment Committee, 2013 - current under Ralph Davis, myself and Stan Benson

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

I am a self-employed CPA, providing financial and management services to small business entrepreneurs since 1991. I bring an entrepreneurial spirit with a professional and unique business perspective to this Officer position. I am also currently engaged with 9 different non-profit organizations (4 involved in swimming), providing services ranging from accounting and tax return services to Board advisor, permanent part time CFO manager and volunteer Treasurer. I am professionally qualified with both, a strong financial management background and a general business operating experience to serve on our policy-making body.

USMS experience: 2 years USMS Treasurer (2014-2015), 3 years USMS Director from Great Lakes region (2011-2014), very active member of Finance Committee (2007- current) have chaired several sub committees, FOG revisions, presented LMSC accounting workshop 2007, team member of 2019 Chart of accounts revision, member of audit committee (2010-current), chaired task force to draft the Audit Committee Charter, chaired the investment committee 2015-2017, chaired the BOD Open Water Sanctions Task Force, one of five USMS volunteers who researched and developed the USMS Strategic Plan adopted by HOD in 2011.

LMSC experience: Treasurer or Finance Chair since 2005. Guided fiscal responsibility in the LMSC such that LMSC dues have decreased from \$14 to \$8. Implemented an investment policy for ILMSA excess reserve funds in 2010.

Please list any other information you would like included.

I am 66 years old, married 39 years with three children, 34, 32 and 30. The two oldest are LAX coaches and my youngest is a learning disabilities teacher. Besides my passion for swimming, as a 6 time cancer survivor I also enjoy living. I adopted the Swim Across America cancer awareness and fund raising efforts in Chicago as a personal mission to battle this disease. I have organized the largest fund raising team in Chicago. I support the SSL adult learn to swim mission, but my passion is to provide learn to swim programs for disadvantaged inner city youth. In the summer of 2011, I started a fund raising effort (over \$24K since inception) which continues today that teaches more than 200 Chicago inner city youth every summer.

I work with several small business owners. While I primarily provide tax and accounting services to them, they value me most as a business advisor. These entrepreneurs have a unique perspective on business and strategic thinking. I work with several small not for profits Boards, as a volunteer of paid financial consultant. I have learned a lot from my clients over the years. I bring my accounting discipline and entrepreneurial spirit to the Board of USMS. I also bring a wide range of business and not for profit experiences that will provide cross fertilization of ideas and practices to benefit USMS.

As a self-employed individual, I have the flexibility to commit the time required to involve myself. As an individual driven and motivated to excel, I can make a difference.

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

I am interested in the VP of Local Operations position because of my passion for Masters swimming and my belief that I can make a difference. I have 43 years of business experience working with both small business entrepreneurs and non-profit organizations, an interesting and unique combination. There are major, but achievable challenges facing USMS. I bring the experience and discipline to serve as a Officer on our policymaking body to face these challenges.

Ralph Davis
USMS Treasurer

April 25, 2019

Erin Sullivan
Chair of the Election Committee
Elections@usms.org

Dear Erin,

I am writing to recommend and nominate Phil Dodson for VP of Local Operations officer position of United States Masters Swimming. Phil is uniquely qualified for this position because of his 40 years of professional finance and business management career experience and his over 25 years as an active USMS member.

Phil has served USMS at the local and national level. At the local level, Phil has served the Illinois LMSC as the Treasurer or Finance Chair since 2005. Under Phil's financial leadership the Illinois LMSC has become one of the premier LSMC's of USMS in financial stability.

At the national level he has been a long time member of the Finance, Investment, and Audit Committees. He has also served 3 years as the At- Large Director of the Great Lakes Zone. As the Treasurer of USMS, he has served an ex officio member of the Finance, Investment, Audit and Benefits Committees. Phil's 5 years on the Board of USMS has exposed him to all facets of the national office and the challenges of our organization.

I have served with Phil on various committees and as a Board member for 3 years. Phil is a consummate professional in handling himself and will add value to the USMS Board. I don't know anyone more qualified to serve as the VP of Local Operations.

I am very pleased to recommend Phil for the VP of Local Operations.

His honesty, loyalty, creativity, and ambition will serve our organization well.

Ralph Davis, USMS Treasurer

April 18, 2019

To: USMS Elections Committee

From: Tom Boak

Re: Phil Dodson Letter of Recommendation for Vice President of Local Operations

This letter is being written to support Phil Dodson for the position of Vice President, Local Operations of United States Masters Swimming. This is an easy letter for me to write.

Phil and I first met each other when he began serving on the Finance Committee. To say that we had a rocky beginning would be an understatement. He was very vocal and confrontational, and I did not deal well with his style. To his credit, he reached out and we talked about ways that we could work together. As time went on, he softened his approach and I quickly recognized his incredible wealth of experience and value to the Committee.

Phil and I have similar backgrounds in that we both have dealt with small businesses, from financial and entrepreneurial perspectives. This type of experience is invaluable when working with many different personalities and will serve Phil well in this position.

I am so glad that Phil has decided to run for office and strongly support his candidacy.



4/25/19