

## Peter Guadagni - Candidate for President



The Election Committee has deemed that Peter Guadagni 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 *Clare Kubiak* and received letters of recommendation from *Ralph Davis* and *Kerry O'Brien* 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 1 or more HOD Meeting in the past five years?*     Yes     No

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

I have attended every convention from 2010 through 2018. I was present for all HOD meetings at each convention.

### Section Three: Questions

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

Like many Masters members my initial involvement with USMS was to continue swimming as a vehicle for staying fit. Overtime I came to value the camaraderie I found at my local club, pool competitions, open water swims, volunteer groups and most recently as a member of the national leadership team. The joy I have received from my USMS membership has made me

passionate about its mission. I want to be president to further serve the organization and believe I have the skills and experience to lead USMS to greater success.

My volunteer experience leading one of USMS' most prominent clubs, chairing its largest LMSC, and serving as one of its officers along with my professional experience as the leader of a marketing consulting group, IT executive, small business owner and utility general manager have prepared me for the role of president. As an involved member, I have my ideas on what USMS should do. However, I have found that successful leadership comes from forging consensus and building support for initiatives. As a professional and volunteer I have built and lead teams that accomplished their goals by working together with a shared vision. My ability to combine a relentless pursuit of progress with an open mind and a respect for my colleagues has enabled me to guide teams to success.

My role as an official, meet director, and sanction chair and involvement in the Championship, Finance, Legislation, Registration, and Rules Committees have exposed me to the most detailed aspects of our organization from an operational and business perspective. While this detailed knowledge informs my thinking, as a leader I try to focus on the broad initiatives that will move USMS forward.

My years in business trained me to be prepared, rely on sound business practices and effectively assess the skills of potential contributors. These skills should help me conduct meetings that are organized and focused, appoint volunteers to roles in which they can successfully contribute and set expectations that are understood by our volunteers and professional staff.

My optimistic attitude and unshakeable belief that our programs should be fun for participants and volunteers are some of my more important qualifications. Your president should believe there are solutions to our most difficult challenges. As president one of my most important barometers of success would be the smiles I see at our events and meetings.

***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?***

**Local Programs.** Certainly, the membership declines over the last few years rank as one of the more important issues facing USMS. To address this challenge, we must recognize that very few people join USMS solely to become members of our national organization. Most of us join a local program and learn USMS membership is required to attend practices or participate in events. Therefore, a primary mission of USMS nationally must be to help local clubs and work out groups grow and thrive. The professional staff and board already understand the importance of supporting local programs; as president I will strengthen this focus.

**Listening.** Our staff has improved the communications from the national organization to members; we have a quality magazine and email communications on items of interest to regular members, volunteers and coaches. The IT modernization project will help us produce more targeted content while addressing privacy concerns. However, we may not have placed enough emphasis on listening to our stakeholders. Providing effective local support and member services that deliver value can only happen if we understand our audience. As president, I will challenge the board and staff to spend more time listening to our constituencies, explore systematic methods to better understand and track member interests, and encourage volunteers to listen and be open to ideas that may be different from their own.

**Coaches.** Since the establishment of our national office we have worked to find what outgoing President Patty Miller called the balance between activities best conducted by the professional staff versus those that should be performed by volunteers. These efforts have improved role clarity and should continue but the focus on volunteers and staff may have led us to neglect the

importance of coaches to our organization. On deck coaches and the clubs they guide are USMS to most of our members. USMS has a coaches committee but its charter does not reflect the importance of coaches to the organization. As president, I will work with the board to expand the role of coaches in charting the development of USMS.

**Added Value.** The number of nonmember adults who swim for fitness undoubtedly exceeds our membership. In some cases, they swim on their own; in others, they swim on non-affiliated clubs; and some swim on USMS clubs that do not rely on our insurance and do not require membership. We need to enhance our value to entice these potential members to join. There is a task force exploring strategies to grow our open water events, an important source of member value. As president, I will support the task force's ideas and consider the establishment of a parallel group oriented toward growing our competitive pool events. Outside of swimming, there is a multi-billion-dollar fitness industry that has attracted millions of customers with a wide variety of products and services. We should learn from the innovations created by fitness companies and other adult sports organizations to develop products, expand services, and consider partnerships that will enhance member value. As president, I will challenge our professional staff, leaders, coaches, and volunteers to think beyond our traditional boundaries.

**Fun.** Finally, while we need to take our mission seriously, our involvement in USMS should bring us joy. Sometimes we forget that the staff and our fellow volunteers care for the organization as much as we do. As president, I will remind everyone that our participation should be fun and if we are not smiling, something is wrong.

***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, 2011 – 2013, Sean Fitzgerald Chair

Finance Committee, 2014 – present, Jeanne Ensign Chair

Executive Committee, 2017 – present, Patty Miller Chair

USMS Board of Directors, 2017 – present, Patty Miller Chair

As Vice President of Administration I have been an ex officio member of the Championship (Jeff Roddin & Jim Clemmons Chairs), Legislation (Richard Garza Chair), Registration (Susan Ehringer Chair), and Rules (Charles Cockrell Chair) Committees since my election in 2017.

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

Team Captain/President, Walnut Creek Masters, 2007 – 2010

Chair, Pacific Masters Swimming, 2012 – 2015

Certified Official (USA Swimming 2007 – present, USMS 2017 – present)

Meet Director, Pacific Masters Short Course Yards Championships, 2007-2010, 2016, 2017

Co-founder, Walnut Creek Aquatics Fund/Foundation

Chair, Finance subcommittee on Sanction Fees, 2015

Member, planning committee for first LMSC Leadership Summit, 2015

Member, Finance subcommittee on Use of Reserves, 2016

Chair, Finance subcommittee on Budget and Fees, 2017

Pacific Masters Meet Operations and Sanction Coordinator, 2017 - present

President, Walnut Creek Downtown Business Association, 2 years

Board member, Playhouse West (local theater group), 3 years

30 years management experience at leadership levels

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

Creator of Coach Appreciation Week, first at local club, Walnut Creek Masters, and later extended to the Pacific Masters LMSC.

My proudest accomplishments relate to volunteer recognition; I have written the nomination letters for 10 Donnelly Award winners, 1 Fitness Award Winner, 1 Open Water Service Award Winner and 2 Krauser Award Winner and contributed to the nominations of 2 USMS Coach of the Year Winners and 1 Ransom Arthur Award Winner.

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

As your president I will strive to reflect your passion for swimming and channel our joint efforts to fulfill the USMS vision. Together with the CEO, my fellow officers and board members I hope guide the organization in its pursuit of its goals and objectives while being responsive to member needs.



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Department of Recreational Sport

March 15, 2019

Dear Elections Committee,

I, Clare Kubiak, nominate Peter Guadagni for President of USMS.

Respectfully,

A handwritten signature in blue ink that reads "Clare Kubiak". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Clare Kubiak

Member, Futures Task Force 2015- present  
Member, Volunteers Task Force 2017- present  
Member, Sports Medicine Committee 2015-2017  
Vice Chair, Sports Medicine Committee 2017- present

## Ralph Davis

Erin Sullivan  
Chair of the Election Committee  
[Elections@usmastersswimming.org](mailto:Elections@usmastersswimming.org)

Dear Erin,

I am writing to recommend Peter M Guadagni for the position of President of United States Masters Swimming. Peter is uniquely qualified for this position because of his varied 30 year career experience in senior level management positions and his over 30 years as an active USMS member.

Peter has served USMS at the local and national level. At the local level, Peter has served the Pacific LMSC as official, meet director, club president, sanction chair, and 4 years as of the Chair of the LSMC. The Pacific LMSC has over 19% of the total USMS membership which is great training ground for the Presidency of USMS.

At the national level he has been member of the Legislation Committee and Finance Committee. As the Vice-President of Administration he has served an ex officio member of the Championship, Legislation, Registration, and Rules Committees. Peter's time 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 Peter on various committees for the last 5 ½ years. Peter is a consummate professional in handling himself on the Board and showed me that he is ready for the next step to serve as the USMS president. I don't know anyone more qualified to serve as the President of USMS.

Peter's recent retirement will provide him time to dedicate himself to lead our USMS organization.

I am very pleased to recommend Peter for the Presidency of USMS

Ralph Davis, USMS Treasurer

Recommendation Letter for Peter Guadagni

From: Kerry O'Brien, USMS Coach of the Year 1987

Date: March 20, 2019

To: The Elections Committee

As Peter Guadagni's coach of 33 years, I am submitting this letter of recommendation for President of USMS.

Peter has followed the path you would want your top prospect to follow. Ever observant and engaged, there is that unique ability to be in the moment and at the same time have your radar pinging for what lies ahead in a bigger picture.

Peter has been a member of the Walnut Creek Masters (WCM) for the last 33 years. When new to this great team, he understood the importance of learning its culture and the expectations that have come to be associated with WCM. Over the years his growing interest in the club was paralleled by his willingness to contribute to the sustainability and improvement of the WCM team. There are very few aspects of this team's success where he has not left his fingerprints. Team Captain, President, Webmaster, and newsletter editor are ways that Peter found to establish leadership within WCM. When it became time to separate the team from the City of Walnut Creek, he was instrumental in drafting new by-laws to help its transition. Hosting Championship meets for the largest LMSC in the country has always been in the DNA of WCM. These meets often have over 600 swimmers and last several days. As a six time Meet Director, countless occasions as Head Referee and Meet Official, Peter unselfishly gave his time, sacrificing his own competitive goals, for the benefit of the LMSC.

All this afforded Peter an opportunity to see the importance of clubs and their LMSC to work together to provide the best experience for all, which he used as the next step into a new role as Pac Masters LMSC Chair. Peter brought new energy and life to Pac Masters with fresh ideas and innovation. New programs and services, and a redistribution of positions produced a more shared vision and larger workforce moving forward. Reorganizing the administration of Pac Masters by replacing the traditional offices with a plan consisting of elected officers and the committees for which they are responsible. Examples are new positions of Vice Presidents for Pool Meets, Open Water, Clubs and Coaches, and Communications and Technology, along with the traditional Chair, Secretary, and Treasurer.

Additionally, Peter has given back by totally restructuring the Pac Masters Annual Meeting from the small required annual business meeting with few in attendance to an annual celebration that also includes a workout, a tech talk, a catered lunch, and an inspirational keynote speaker (Rowdy Gaines, Janet Evans, Matt Biondi, Anthony Ervin, Dana Vollmer) all free of charge to our membership. Attendance at our annual meeting has gone from at most 30 to over 300.

Since 2011 Peter has become an integral fixture at Convention and on the National Committee level, serving with the Legislation and Finance Committees, chairing two sub-committees and a member of a third.

Peter is about leadership, empowerment, creativity, and fulfillment. He can be counted on to use all available resources to complete a task and to offer creative alternatives to the status quo. Couple his vision, talents, expertise, and great experience with the pace at which he has journeyed through USMS, and the end result is a seasoned candidate with a full understanding of the genesis our great organization, a very knowledgeable grasp of where we stand today, and the passion and ability to lead us beyond the scope of where most candidates might venture.

I go back to Peter not only using his 33 years in USMS to become fully immersed in every aspect of Masters Swimming, but to gain considerable experience in serving those aspects at every level that has brought him to this point at this time.

Again, I strongly recommend Peter Guadagni for President of USMS.