

Candidates for USMS At Large Board of Directors



Bruce Hopson – Breadbasket Zone

The Election Committee has deemed that Bruce Hopson is a member in good standing of USMS. The candidate has indicated that he/she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his/her tenure in office.

The candidate was nominated by Anthony Thompson and received letters of recommendation from Anthony Thompson and Jim Goodwin, in accordance with our Election Operating Guidelines. These letters are published in the Election section of the USMS web site.

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

I first attended the USMS National HOD in 2001 when the meeting was held in Louisville, KY. I have been to every meeting since then.

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 this position and believe I would be a good candidate because I have been committed to public service for the last twenty years as a practicing attorney. I believe that my almost 40 years of swimming (15 of which as a Master) along with 15 years of bar service on the local, state and national level would make me a good candidate. In addition to my swimming, my background as both a lawyer and a bar leader would allow me to contribute my critical thinking and organizational skills to USMS.

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?

I believe the major issues presently facing USMS will be how to sustain itself and maintain its relevancy in an era in which people are becoming more and more reluctant to join organizations. In a similar fashion, USMS will need to figure out how it can be competitive or collaborate with other existing organizations and to stay ahead of organizations not currently around. Finally, I see there will still be a continued focus on how to balance the interests of the fitness swimmer against those of the competitive swimmer.

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:

Since 2003, I have served on the Long Distance Committee under the leadership of Peter Crumbine, Marcia Cleveland, Heather Hagadorn and now Donn Livoni. I have previously been on the legal advisors ad hoc committee under Patti Miller, and the records and tabulations committee under Ed Tsuzuki.

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

I served as president of my club, St. Louis Area Masters Swimming from 2000-2006, and chair of the Ozark LMSC from 2004-2006. Additionally, I was co-president of IGLA from 2005-2006. In the non-swimming world, I served from 2011-2012 as president of the Bar Association of Metropolitan St. Louis, which is a 6,000-member voluntary bar.

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

I believe I would make a good director because I have a long background in swimming as an age group swimmer, an NCAA Division I swimmer and a Masters swimmer. As an attorney, I would be able to provide needed critical thinking to board discussions. Finally, I have had 15 years of bar leadership experience on the local, state and the American Bar Association.

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Chris McGiffin - Colonies Zone

The Election Committee has deemed that Chris McGiffin is a member in good standing of USMS. The candidate has indicated that he/she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his/her tenure in office.

The candidate is an incumbent and needed no nomination or letters of recommendation, in accordance with our Election Operating Guidelines.

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

Attended 2005 - 2011 HOD Meetings

I. Section Three: Questions

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

In the last nearly two years serving on the Board of Directors, I am finding that one way to directly contribute to the health and wellness of US Masters Swimming is to become a volunteer. My volunteer experience started in 2004 when I found the time and energy to serve as the Chair of my LMSC. What little training I had paled in comparison to the attraction and appeal to serve the best interests of the membership. Luckily, I picked up a lot of knowledge from the LMSC leaders who preceded and served with me. The practical experience I gained during the five years as Chair continues to grow now as I volunteer at the national level. I am energized to continue to learn as a volunteer, and will look for opportunities to help move US Masters Swimming forward.

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?

There are a variety of challenges for USMS currently. In the near term, one area of attention lies in supporting the needs and concerns of our volunteers. Even as we gain more National Office staff, the majority of our organization's strength is directly related to the ability to attract and retain effective volunteer leaders, especially at the local LMSC level where USMS growth hangs in the balance. One way to support local volunteers is to share the knowledge of others. As Chair of the Volunteer Roles Task Force (VRTF), I am helping to draft volunteer role templates that we hope will serve to inform and guide our current leaders, and share their experiences with potential future leaders. Enhancing the volunteer experience is one of the key initiatives of the updated US Masters' Strategic Plan. As the efforts of the VRTF proceed, we understand that templates alone will not transform the organization, and that active collaboration among volunteers will be a primary factor in helping to best optimize our contributions for the organization and its members.

Another area of concern for USMS is the limited resource of pool space and time. While many open water swimmers can counter that there are limitless opportunities to organize by heading to the nearest lake, bay or ocean ;-), practically speaking, it is obvious that access to pool facilities remains a central component to the basic needs for most of our members. I do not have the statistics, but I would hazard to guess that for each new club or workout group that forms, there are two or more existing clubs that do not survive. Why? What can we do as an organization to help develop clubs and workout groups that will survive, and thrive?

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I would like to work with USMS Club Development to get underneath this concern, and examine viable options and actions we can take to address this concern. If our Vision Statement says that “USMS will be the premier resource for adult aquatic fitness in the United States and will make fitness through swimming available for as many adults as possible” how can we take things to the next level so that facilities will see the value of partnering with us to create programs that will benefit them as much as USMS? It’s more than a sales pitch, however. Long-lasting programs exist, and we can see that they last mostly because of the people involved. We have the business models to demonstrate the success, but there is more work to do in order to build clubs that last.

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 Legislation Committee member (under Rob Copeland and Sean Fitzgerald): 2005 - 2011

USMS Marketing Committee member (under Tom Boyd): 2006-2007

USMS Marketing Committee Chair: 2008 - 2009

USMS LMSC Development Committee member (currently under Paige Buehler): 2010-present

USMS Board of Directors, At-Large Director, Colonies Zone: 2011-present

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

USMS Member since 1995: Berkeley Aquatic Masters, Berkeley Heights, NJ

National Top Ten finisher

LMSC Record holder

Club Planner for Annual Holiday Party

Club Treasurer

NJ LMSC Chair: 2004 - 2009

NJ LMSC Vice Chair: 2010

NL LMSC Co-Registrar: 2011-present

Facilitated LMSC bylaw updates

Implemented LMSC Membership Promotion Campaign

Developed an LMSC Membership Recognition Awards Program

Helped to create an Annual LMSC Awards Banquet

Led efforts to Sanction the first LMSC Open Water event

Club Development Workshop: Mentor program (Dallas, TX) attendee/graduate

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

Chris McGiffin, candidate for At-Large Colonies Zone Director. As a USMS member since 1995, I have served or currently serve in volunteer and leadership positions at the Club, LMSC, and USMS organization levels. I am committed to working with the USMS Board of Directors in promoting the organization’s missions, objectives and goals to serve US Masters Swimming and its members

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Maria Elias- Williams – Dixie Zone

The Election Committee has deemed that Maria Elias-Williams is a member in good standing of USMS. The candidate has indicated that he/she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his/her tenure in office.

The candidate is an incumbent and needed no nomination or letters of recommendation, in accordance with our Election Operating Guidelines.

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

2011 in Jacksonville
2010 in Dallas
2009 in Chicago
2008 in Atlanta

Section Three: Questions

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

I currently serve as the Dixie Zone rep and am running for re-election. I have an incredible passion for Masters Swimming and want to continue to work to make swimming a viable option for all adults.

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 retention/growth will always be vital to the health of our organization. We must continue to offer a valuable “product” to our membership and harbor terrific, positive experiences for our members – regardless of what area of involvement (pool, competitive, open water, fitness and health). We must continue to support our local LMSCs and develop the volunteer base.

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:

Rules Committee (Kathy Casey) 2009 – 2010
Convention Coordinator 2012
BOD Task Force: Policy 2011-2012
SC LMSC Vice Chair 2009-2010

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

I am an attorney in South Carolina and have had my solo practice for more than 13 years. I know how to get things done. I am consistent and professional. I have served as a volunteer in many organizations.

Please list any other information you would like included.

While I am a true “chlorine junkie,” I am planning on participating in my first open water swim – and yes, it scares me!!

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

Current Dixie Zone Director running for re-election. I am looking forward to continuing to serve the membership. I have the energy and passion for swimming necessary for this position.

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Phil Dodson – Great Lakes Zone

The Election Committee has deemed that Phil Dodson is a member in good standing of USMS. The candidate has indicated that he/she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his/her tenure in office.

The candidate is an incumbent and needed no nomination or letters of recommendation, in accordance with our Election Operating Guidelines.

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

Michigan - 2006, Anaheim - 2007, Atlanta - 2008, Chicago - 2009, Dallas - 2010, Jacksonville – 2011

I. 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 Board position because of my passion for Masters swimming and my belief that I can make a difference.

I have been a self employed CPA, providing financial and management services to small business entrepreneurs since 1991. I bring an entrepreneurial spirit with a fresh and unique business perspective to this Board position. I am also currently engaged with 8 different non profit organizations, providing services ranging from accounting and tax return services to Board advisor and permanent part time CFO management. I am professionally qualified with both, a strong financial management background and a general business operating experience to serve on our policy-making body.

I was one of 5 USMS volunteers who researched and developed the latest USMS Strategic Plan that was adopted by the HOD last September, 2011. I have a clear understanding of the USMS Strategy and how it is supposed to support and improve our organization and our 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?

USMS continues to transition from an all volunteer managed organization to a professionally managed organization. With the majority of Board members' tenure dating before this transition, the Board is susceptible to retaining the old vision and procedures of volunteer management. I frequently ask questions to steer Board thinking towards more business and fiduciary perspectives and actions.

USMS leadership strives for strong membership growth. It is important to remember the goal is not membership growth, rather increased value to the membership. We must not seek growth just for the sake of growth. We must ensure that the value to our core membership improves with our growth. The new strategic plans uses a dual approach to meet this challenge, the volunteer and new products strategies. While the strategic parameters

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are in place to enhance membership value, it will take strong leadership to keep the organization focused on this path and keep it from reverting back to the same old, same old, volunteer activities and USMS programs.

USMS is developing an entirely new program with a potentially significant financial commitment in the Swimming Save Lives Foundation (SSL). Implementing this concept and properly structuring it within our organization can be a benefit. On the other hand, not integrating SSL in a careful, slow and well managed build up, by over reaching and forging precipitously ahead will prove to be very costly. Each year it could siphon tens of thousands of dollars away from desired USMS programs that directly benefit our membership. I find myself in a small minority of concerned leadership on this issue, but I promise to remain ever vigilant and outspoken. Two years ago I presented the following outline of personal goals I hoped to achieve for the Board, working as a Board member:

- 1) Encourage Board focus on policies, global issues and strategic initiatives, discourage micro management.
- 2) Support, but question, monitor but not interfere, and provide guidance to our professional staff and committees.
- 3) Improve financial reporting to the Board and educate the Board on interpreting financial results and acting thereon.
- 4) Instill a need for cost benefit justifications for major USMS programs.
- 5) Seek development of metrics and follow up procedures for evaluating programs' successes.
- 6) Encourage Board focus on membership value. Use an entrepreneurial approach to develop membership initiatives in: member only web content, group disability and life insurance programs, expanded affinity programs, alliances with other fitness / athletic organizations, club and coach development, joint LMSC program initiatives and open water events.
- 7) Support development of initiatives to create a significant endowment fund.

An honest evaluation concludes that I have made little to no progress in these areas, primarily due to the Board too focused on the management of our volunteers and not enough attention in other fiduciary responsibilities.

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 and Homer Lane
Audit Committee, 2010-current under Jill Gellatly

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

USMS experience:

- My first year on the Finance Committee (FC), I developed budget procedures that focused review on 95% of revenue and expense line items, significantly increasing the productivity of the FC at Convention and quality of its budget approval responsibility.
- I have been involved with the FC annual FOG review and revisions since 2007 culminating in the significant revision at 2009 Convention. This revision fully integrated FOG with the Strategic Plan to transition to a paid professional staff.
- I headed the FC task force to draft the Audit Committee Charter, which was presented and adopted by the Board in January 2010.
- I wrote and presented the Clubs and LMSC Accounting workshop at 2007 convention. The Club portion was updated in Spring 2009 and used by Mel Goldstein in his Club Handbook.
- From May 2011 to September 2011, I was one of 5 members in the Strategic Task Force which developed and presented the USMS Strategic Plan, adopted by the HOD at convention in 2011.

LMSC experience:

- I was Finance Chair for five years before being elected as Treasurer effective May 1, 2010 (and re-elected April 2012). During this period I have improved accounting control procedures, prepared financial statements, tax returns and annual budgets.

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- I have also guided the fiscal responsibility in ILMISA and reduced ILMISA dues so that total members' dues, including USMS, have only increased \$4 in the last six years!
- In January 2010, I drafted and implemented an investment policy for ILMISA excess reserve funds. I manage the investments and have outperformed the general stock market from Jan 2010 through Dec 2011.

Please list any other information you would like included.

I am 59 years old, married 32 years with three children, 27, 25 and 23. The two oldest are part time LAX coaches and my youngest graduating this May with plans to be a teacher. Besides my passion for swimming, as a 5 time cancer survivor I also enjoy living. I have 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, both by participation and dollars raised and personally been the #1 or #2 individual fund raiser in Chicago for the last 7 years. In the summer of 2011, I started a fund raising effort which utilized SSL "moral" support and successfully funded a learn to swim program for 80 Chicago inner city youth.

I have 36 years experience in accounting and financial management. My career experience ranges from working for public accounting, a fortune 500 manufacturing corporation to company start-ups and entrepreneurial businesses. I have been self employed since 1991, with a focus on small businesses. However, my very first client was a non profit, with the same revenue as USMS. Today I still provide them accounting and tax services, meeting with and advising the Board monthly.

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 have learned a lot from my clients over the years. I look forward to bringing my accounting discipline and entrepreneurial spirit to the Board of 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 Board position because of my passion for Masters swimming and my belief that I can make a difference. I have 36 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: transitioning Board focus towards more business and fiduciary thinking, managing membership growth to increase value to core members and carefully planning and managing integration of the SSL initiative so that it serves our membership without being a financial burden. I bring the experience and discipline to serve on our policy-making body to face these challenges.

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Hugh Moore – Northwest Zone

The Election Committee has deemed that Hugh Moore is a member in good standing of USMS. The candidate has indicated that he/she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his/her tenure in office.

The candidate is an incumbent and needed no nomination or letters of recommendation, in accordance with our Election Operating Guidelines.

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

All HOD Meetings 1985-2011

I. 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 administration for over 30 years and am continually looking for ways to serve USMS. I feel that my organizational and communication skills make me an excellent candidate. I also believe that my broad experience at team, LMSC, and national levels enables me to appreciate the diversity of our LMSCs, clubs, and individual 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?

Last year USMS adopted a new vision statement: “USMS will be the premier resource for adult aquatic fitness in the United States and will make fitness through swimming available for as many adults as possible.” USMS is also developing the Swimming Save Lives Foundation, whose stated purpose is to provide grants that encourage more adults to choose swimming as part of their health, fitness, and lifestyle. The future of USMS will be shaped by how the USMS BOD embraces the new vision statement and guides the Swimming Saves Lives Foundation. As a member of the BOD I will broadly support the vision statement. The sky is the limit in reaching out to the millions of adults who swim in the U.S.

USMS has made significant changes in our Governance structure in recent years with changes in the Board of Directors and a greatly expanded national office, including an Executive Director. There is still room for improvement. We need to ask ourselves - If we started from scratch what would be the “ideal” structure for our committees and coordinators? As a board member I feel that we need to consider if some of committees would be more effective if they reported to and supported the National Office instead of the House of Delegates.

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:

- Member Governance Committee 2010-present (Anthony Thompson, Chair)
- Member Recognition and Awards Committee 2009-present (Sally Dillon, Chair)
- Member LMSC Development Committee 2009-2010 (Doug Adamavich, Chair)
- Chair Communications Committee, 2000-2009 (Lynn Hazlewood & Mark Gill EC liaison)
- Member Championship Committee, 2007-2009 (Mark Moore, Chair)
- Member, Editorial Board, 2004-2005 (Lynn Hazlewood, Chair)
- Member ad hoc History and Archives Committee 1999-2001 (Carl House Chair)
- Chair Zone Committee 1997-2000

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- Member, USMS Executive Committee 1997-2000 (Nancy Ridout President)
- Chair ad hoc Professional Management Committee 1998-2000 (Nancy Ridout EC liaison)
- Chair Officials Committee 1993 – 1997 (Suzanne Rague EC Liaison)
- Chair Planning Committee 1991 – 1992

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

My involvement at the team level as president of a 100+ member team, LMSC level as board member for nearly 30 years, Meet Director for four national championship swim meets, USMS delegate for 27 years, USMS Executive Committee for three years, and Board of Directors for the past two years, has provided me with a thorough understanding of issues that face USMS, LMSCs, clubs, and individual members.

Please list any other information you would like included.

Swimming has been a major part of my life for 50 years. I have continually served my team, LMSC, and USMS for nearly 30 years. In recognition of my efforts I have received the Pacific Northwest Distinguished Service Award (1998), National Championship Meet Award (2001), and Ransom Arthur Award (2002).

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

Last year USMS adopted a new vision statement: “USMS will be the premier resource for adult aquatic fitness in the United States and will make fitness through swimming available for as many adults as possible.” USMS is also developing the Swimming Save Lives Foundation, whose stated purpose is to provide grants that encourage more adults to choose swimming as part of their health, fitness, and lifestyle. The future of USMS will be shaped by how the USMS BOD embraces the new vision statement and guides the Swimming Saves Lives Foundation. As a member of the BOD I will broadly support the vision statement. The sky is the limit in reaching out to the millions of adults who swim in the U.S.



Jim Clemmons – Oceana Zone

The Election Committee has deemed that Jim Clemmons is a member in good standing of USMS. The candidate has indicated that he/she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his/her tenure in office.

The candidate is an incumbent and needed no nomination or letters of recommendation, in accordance with our Election Operating Guidelines.

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

Greensboro, NC, all HOD meetings, September 14-18, 2005
Anaheim, CA, all HOD meetings, September 26-30, 2007
Atlanta, GA, all HOD meetings, September 24-28, 2008
Chicago, IL, all HOD meetings, September 16-20, 2009
Dallas, TX, all HOD meetings, September 15-19, 2010
Jacksonville, FL, all HOD meetings, September 14-18, 2011

Section Three: Questions

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

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I enjoy interacting with all the different personality types who are attracted to swimming, whether it is with the competitive or totally non-competitive swimmer, the fitness and/or “just there for the social aspect part of it” swimmer, the pool swimmer, the open water swimmer and the triathlete. I am interested in representing the organization’s many faceted types of personalities, their interests, and, as I am very much a goal oriented person, I believe I will be helpful with achieving USMS organizational goals going forward.

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?

I believe there are a number of issues that USMS will be addressing over the next few years, some of them possibly far into the future.

- USMS is undergoing changes, both at the National and the Local levels, within the area of Governance. It will be important that the National office lends guidance to the LMSC’s to assist in creating symmetry in order to avoid conflicting interests.
- Accessibility to pools and programs are becoming problematic as local governments, recreation facilities, schools, etc., struggle with financing of operations. USMS will need to establish working relationships with responsible parties and assist with educating the major decision makers on the advantages of maintaining and providing access to the aquatic facilities.
- As Swimming Saves Lives continues to grow and become more robust, we will need to provide oversight in respect to fiduciary responsibilities. We will need to advertise, solicit funding, process and provide awards, where needed, commensurate with the SSL program vision.
- We will need to continue to address the needs of our membership, support those who volunteer, provide opportunities and training for those who need or want it, and reach out to other organizations which can assist USMS in expanding its positive impact on adult lives and health.
- We are continuing to transition from a volunteer based organization to a business with a paid leadership staff. The paid staff is continuing to grow and, I believe, thrive due to the support from the Executive Committee, At-Large Directors, Committees, and others too numerous to list. We must remain cognizant of the varying levels of participation types aiming for the success of the organization as a whole.

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:

Coaches Committee, Bob Bruce, Mo Chambers, Chris Colburn chair, dates: 2006, 2007 and 2008
Finance Committee, Ralph Davis chair, dates: 2008 and 2009
Championship Committee, Jeff Roddin chair, dates: 2010, currently serving as Appointed

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

- Vice-Chair, Operations, Pacific LMSC
- Board of Directors member on team that I have been swimming with for the past 13 years, Manatee Aquatic Masters, Inc. The MAM team consists of approximately 250 swimmers with a relatively typical breakdown of participation levels with normal swimming related issues and challenges to contend with.
- Operations Manager for a large US defense contractor. Duties include oversight of Facilities, Environmental Health and Safety (EH&S) and Security functions for offices located in California, New Mexico and Colorado.

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

I believe that USMS has many great things to offer all swimmers. I also believe that, sometimes, people tend to focus on areas that are more beneficial to themselves, or a select group, and not the parent organization as a whole. I believe that by being more involved, I will be able to assist in helping grow our membership and lend support to ideas that will continue the current trend towards a healthy future. We are currently experiencing significant changes within the organization and it is imperative we communicate anticipated changes to the membership as far in advance as practical. I look forward to working with others to meet these goals.

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Jill Gellatly South Central Zone



The Election Committee has deemed that Jim Gellatly is a member in good standing of USMS. The candidate has indicated that he/she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his/her tenure in office.

The candidate was nominated by Nadine Day and received letters of recommendation from Patty Miller and Tom Boak, in accordance with our Election Operating Guidelines. These letters are published in the Election section of the USMS web site.

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

I have attended all USMS National HOD Meetings from 2006-2011.

Section Three: Questions

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

I would like to continue to elevate my service to USMS by serving on the BOD. Since 2006, I have undertaken increasingly greater volunteer leadership roles and the BOD is the next logical step. These roles, outlined below, coupled with my passion and love for the sport of swimming make me a strong candidate for the At-Large SC Zone BOD position.

My diverse involvement in various committees over the years has exposed me to many facets of USMS and allowed me to gain valuable insight. I would like to apply this insight to help the organization achieve its goals and overcome the potential obstacles we may face in the coming two years.

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?

I believe two of the major issues facing USMS are increasing and sustaining growth and brand awareness. Steady growth allows an organization to continue to be financially solvent. When an organization is not constrained by financial measures, it allows the organization to explore new opportunities and products. In order to grow, we must continually be striving to change and enhance our offerings to provide additional value to our members. Growth is not solely measured by the number of members but other tangibles such as brand strength and awareness, and an increase in products and services offered.

As we continue to embrace change, we must not forget what has made USMS successful and continue to provide meaningful volunteer opportunities to our members. This will continue to be a challenge as we grow but one that cannot be forgotten as volunteers are the backbone of the organization.

As a new member of the BOD, I will evaluate each opportunity and issue faced by the BOD and act in the best interest of our members to support our organization's mission and values.

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:

Long Distance 2007- Chair Marcia Cleveland
Championship Committee 2008 and 2009- Chair Mark Moore
Finance Committee 2010-Current- Chair Homer Lane

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Audit Committee - 2010-Current- Serve as Chairman
Strategic Task Force Member- 2011- Chair Patty Miller
Membership Product Task Force-2012- Serve as Chairman
South Central Zone Director- 2007-2011

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

Gulf LMSC Board President 2011-Current
Gulf LMSC Board Secretary- 2006-2010
Bachelors of Business in Accounting- Texas A&M University
Masters Education- Sports Management- University of Georgia
University of Houston- Three years of work experience in various roles within Division One athletic program

Please list any other information you would like included.

Licensed CPA- State of Texas since 1991

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

I look forward to the opportunity to serve USMS in a Board of Director capacity for the next two years. It is an exciting time at USMS and I would like to be a part of taking to another level. My past six years of service to the organization has increasingly grown from serving as secretary of the Gulf LMSC to fulfilling numerous leadership roles at the National level. The natural progression for me is to utilize the experiences I have gained at the National and local levels coupled with sports administration education to take USMS to the next level. Given my experience and passion for swimming, I ask for your support in my candidacy.



Phil Whitten - Southwest Zone

The Election Committee has deemed that Phil Whitten is a member in good standing of USMS. The candidate has indicated that he/she is planning to attend the HOD Meeting for this election year and is planning to attend all HOD Meetings during his/her tenure in office.

The candidate is an incumbent and needed no nomination or letters of recommendation, in accordance with our Election Operating Guidelines.

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

Virtually all since the mid-1990's

Section Three: Questions

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

My connection with USMS dates back nearly to its inception (1970). I first joined late in 1971 and have been a member ever since. So I have a point of view that places many of our current issues in historical perspective. I have long been one of the more influential proponents of Masters swimming, having published a best-selling book on the subject (*The Complete Book of Swimming*, Random House) as well as numerous articles in swimming, exercise, and health and fitness magazines. My article in *Parade*, the Sunday supplement, in 1978, is said to have put our sport "on the map." I also served as a member of the Boards of Directors in the Connecticut and New England LMSCs; chaired the New England Top 10 committee; While at Harvard University, conducted extensive research

Candidates for USMS At Large Board of Directors

relating to aging and Masters swimming; given the Sports Medicine lecture at convention several years ago; served as Editor-in-Chief of **SWIM Magazine** when it was the official publication of USMS; and served as a member of several committees.

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?

1. Establishing swimming as the ideal form of exercise for an aging and increasingly obese population.
 - Advocating for building more swimming facilities Insert.
 - In concert with USAS and the NSOF, among others, providing information that will allow for swim facilities to operate profitably.
 - Taking a leadership role in ensuring the safety of open water swimming.

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:

Sports Medicine. Chairs: Dr. Jessica Seaton, Dr. Jim Miller
International.: Dr. Jim Miller

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

I was editor-in-Chief of **Swimming World** magazine from 1992 to 2008; served as Executive Director of the College Swimming Coaches Association of America for three years and am currently a member of the International Relations Committee of United States Swimming.

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

My connection with USMS dates back nearly to its inception (1970). I first joined late in 1971 and have been a member ever since. So I have a point of view that places many of our current issues in historical perspective. I have long been one of the more influential proponents of Masters swimming, having published a best-selling book on the subject (***The Complete Book of Swimming***, Random House) as well as numerous articles in swimming, exercise, and health and fitness magazines. My article in ***Parade***, the Sunday supplement, tin 1978, is said to have put our sport “on the map.” I also served as a member of the Boards of Directors in the Connecticut and New England LMSCs; chaired the New England Top 10 committee; While at Harvard University, conducted extensive research relating to aging and Masters swimming; given the Sports Medicine lecture at convention several years ago; served as Editor-in-Chief of **SWIM Magazine** when it was the official publication of USMS; and served as a member of several committees.