

## Jeff Strahota - Candidate for Vice President of Administration



The Election Committee has deemed that Jeff Strahota 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 *Jeff Roddin* and received letters of recommendation from *Rob Copeland* 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     NA

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

I have attended all HOD meetings since 2008. This year will be my 10<sup>th</sup> Convention:

2008 (Atlanta), 2009 (Chicago), 2010 (Dallas), 2011 (Jacksonville), 2012 (Greensboro), 2013 (Anaheim), 2014 (Jacksonville), 2015 (Kansas City), 2016 (Atlanta)

### Section Three: Questions

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

Despite being a younger member of USMS, I have been involved in volunteering with the organization for over a decade and had a variety of relevant experiences.

Experience: I've served on a variety of committees (Marketing, LMSC Development, and Championship) and thanks to my wife, have sat in the next room for many Rules calls. With Championship and Rules being two of the four committees which the VP of Administration oversees, and Legislation being akin enough to Rules, I won't need much assistance getting up to speed.

Under-40: I'll be nearing my 20<sup>th</sup> year associated with USMS, but unlike most veterans with membership this lengthy, I'll be a member of the under-40 demographic, something not historically receiving too much representation – if any – at this level. Not only was the experience of being a young USMS member still fresh in my mind, but being at a major university, I am continually a first-hand witness to the challenges facing my peers and our 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?***

The number one issue I see is that our membership is getting older and we do not have a large volume of replacement members behind them.

I think our present Executive Director is on the right track with the College Club Swimming initiative to help build that **partnership** and **brand awareness**. I'd want to continue to guide and develop this so that we have a continued pipeline to future members.

Also, this speaks to our need for **innovations**. Like the strategy pillar with the same name, this is not only innovating our event offerings, but also ensuring the way we do business, both internally and externally, is continually evolving to meet all the needs of our wide demographic. I'd like to see our organization move with more speed, operate more simply and with more transparency. This will benefit all of our membership – making things easy for everyone will

Looking over Rules, Legislation, Registration, and Championship, I could help make evolutions and innovations in these spaces reality.

***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:***

Marketing (2009, Chair Chris McGiffin)

LMSC Development (2010-2015, Chairs Doug Adamavich and Paige Buehler)

Colonies Zone Chair (2011-2015)

Championship (2010-present, Chair Jeff Roddin)

Potomac Valley LMSC Chairman, 2015-present, 2009-2013

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

Professionally, I work for Claritas, a marketing company specializing in consumer segmentation. We help our clients find the best customers most likely to purchase their product/service based on their behaviors. Instead of putting a flyer on every car in the parking lot, we tell you the only black and gold Volvos are most likely to buy your product, and help you find those targets. My specific responsibility is as a Product Manager, and am responsible for turning our syndicated research survey data into our segmentation profiles, responsible for everything from how the product is produced, team coordination and scheduling, and how the product is ultimately consumed by clients.

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

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

I've been swimming with my masters group since I started college in 1998, and a USMS member since 1999. After finishing school, I began donating my time back to my team and then our LMSC; and since the 2008 convention, to our national organization. I look forward to continuing to serve this organization I love, and look forward to the opportunity to represent our under-40 demographic on our organization's board.

May 25, 2017

Attention USMS Elections Committee:

I am writing to nominate Jeffrey Strahota to the position of Vice President of Administration.

Thank you for your consideration.

A handwritten signature in black ink that reads "Jeff Roddin". The signature is written in a cursive style with a large, prominent "J" and "R".

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Jeff Roddin | Registrar | Potomac Valley LMSC | U.S. Masters Swimming

May 31, 2017

TO: Election Committee and USMS House of Delegates

RE: Recommendation of Jeff Strahota as Vice President of Administration

It is my honor to write this letter of recommendation for Jeff Strahota as U.S. Masters Swimming Vice President of Administration.

I believe Jeff possesses the critical skills, aptitude and experience to serve as a member of our Executive Committee and the USMS leadership team. Jeff has been an active and effective leader in the Potomac Valley for over a decade, serving as LMSC chair as well as other volunteer positions.

Jeff has also been an engaged member of the USMS House of Delegates since 2008. During this time Jeff has served as an active member of the LMSC Development and Championship committees.

Beyond his institutional knowledge and leadership, Jeff is a role model of volunteer spirit. Jeff has demonstrated his willingness to step up and serve, his ability to listen to others, his talent for making informed decisions and his passion for giving back to swimming. I am confident this spirit will continue to shine as Jeff steps up to the next level of service leadership.

I believe Jeff will be active and committed to promoting health, wellness, fitness and competition for adults through swimming and keeping USMS the premier resource for adult aquatic fitness in the United States.

I recommend Jeff without reservation to serve as our next Vice President of Administration.

Respectfully submitted,

A handwritten signature in black ink that reads "Robert H Copeland". The signature is written in a cursive, slightly slanted style.

Rob Copeland

The USMS Election Committee has my permission to reproduce and distribute this letter.

From: Ed Tsuzuki, Vice President of Administration  
Date: May 21, 2017  
Subject: Letter of Recommendation

To: The Elections Committee:

I am pleased to recommend Jeff Strahota as a candidate for the office of Vice President of Administration.

Jeff has held several volunteer leadership roles within USMS at both the local and zone level as well as been an active member of several committees since 2009. Jeff is currently the chair of the Potomac Valley LMSC (since 2015, having also served as chair from 2009 to 2012 and vice-chair from 2013-2014) and has also been the Colonies Zone Chair (2011-2015). Jeff serves on the Championship Committee and has also been on the LMSC Development and Marketing committees at the national level. Jeff has a long history with USMS and has been recognized by his teammates on the UMAC/Terrapin Masters club as a 2016 recipient of the Peter Moyer Character Award and in 2017 with the Pursuit of the Mission Award. Clearly, Jeff has tremendous enthusiasm for U.S. Masters Swimming and has demonstrated his commitment to serving the organization with his many years of volunteer contributions.

While I have had limited direct interaction with Jeff, I have experienced Jeff's leadership and participation at the USMS annual meetings (HOD, Zone, Committee) and am pleased to recommend Jeff for an Executive Committee position.

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.*