

## Rob Copeland - Dixie Zone Candidate for the At-Large Director



The Election Committee has deemed that Rob Copeland 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 *Maria Elias-Williams* and received letters of recommendation from *Chris McGiffin* and *Nadine Day* 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:***

I have attended all 31 USMS annual HOD meetings from Phoenix (1985) through Kansas City (2015).

### Section Three: Questions

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

Those who know me know I am passionately committed to swimming. In my 30 plus years of membership in and support of U.S. Masters Swimming, I have volunteered to serve where my experience best fits the needs of the organization. Now, I believe I can best serve USMS as the at large director from the Dixie Zone. As a past president of USMS, I serve on the board as a non-voting member. And while I am deeply honored to have served as our president, I believe my greatest contributions to USMS are still ahead of me. As a voting member of the board I believe I can be a voice for our future and not just our past.

In my professional career and through my involvement in Masters, I have been fortunate to have a tremendous group of peers and mentors who have taught me to lead and serve with honesty, integrity, candor, passion and humor. They also taught me the importance of

having a vision and working to fulfill this vision. I look forward to demonstrating these qualities in working with our leadership, our staff, our volunteers and our members to mold our vision for the coming 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?***

When I ran for president in 2005 I listed: Leadership, Volunteers, Coaching, Governance, Quality Programs, Local Support, Relationships, Growth, and Communication as my top ten major issues. In the decade since I listed these as my top ten, we have made significant progress in addressing all of these issues. But, we still have a ways to go.

And as to how I would address these issues, if elected as a member of the board, I believe my first responsibility is to be an advocate to see these issues included in our strategic plan. My second responsibility is to be an active participant in seeing that the programs and services supporting our strategic plan get implemented as efficiently and effectively as possible.

For the sake of brevity in this questionnaire I won't go into detail on all 10 issues. However I will touch on the issue of growth. I believe we have the opportunity to grow adult swimming and USMS membership within 4 key areas.

- 1) Turning Masters Swimming programs into USMS programs - There are a lot of "Masters Swimming" programs and USMS clubs that have a significant number of non-member participants. We need to find the value proposition that encourages these adults to become members.
- 2) Partnering with college club swimming – There is a thriving college club (non-varsity) swimming community. These swimmers and their clubs share many of the aspects of our traditional Masters environment. However they lack the infrastructure to grow as a cohesive organization. I believe USMS can help to provide that infrastructure and in doing so we are introducing these swimmers to the next level in their swimming continuum.
- 3) Open water swimming – In many parts of the country open water swimming is a significant aspect of the swimming community. I believe there are opportunities for USMS to grow through development of safe and effective workouts and events.
- 4) Adult Learn to Swim – Beyond saving lives by teaching adults to swim, I believe there are opportunities to help move our ALTS participants from water safe to Swimming for Life.

***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 1987 to 2005 and 2012 to 2016; chair 2002 to 2005 (Chairs Art Smith, Jerianne Donnelly, Bill Earley, Elin Zander, Sean Fitzgerald, Meg Smath)

Long Distance 1986 to 1993, 2002 to 2005 and 2015, chair 1988 to 1993 (Chairs Dave Gray, Peter Crumbine, Donn Livoni)

Finance 2010 to 2011 (Chair Homer Lane)

LMSC Development 2012 (Chair Paige Buehler)

Open Water Development 2013 to 2016 (Chairs Lynn Hazlewood, Bob Bruce)

Ad hoc Rule Book Committee 1990 (Kathy Casey)

Rules, ex officio 2002 to 2005 (Chair Leo Letendre)

Breadbasket Zone Representative 1985 to 1987 (Chair of ZC Edie Gruender)

Dixie Zone Representative 2004 to 2005 (Chair of ZC Lynn Hazlewood)

Served on other committees in the 80's and 90's

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

Served as USMS president 2005 to 2009

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

In the past 30+ years, I have served in many positions at the local level in the Midwestern, New Jersey and Georgia LMSC's, and in USA Swimming's Georgia LSC.

Additionally, I have served in almost every capacity in the clubs. I have been president, secretary, treasurer, meet director, starter, timer, ...

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

USMS has a tremendous group of volunteers and staff who make us the organization we are today. It has been my extreme privilege to be involved in Masters Swimming as a competitor, as a volunteer and as a leader. I have met lifelong friends, helped to advance our mission and grow our organization. It is critical that our elected leaders remained focused on establishing our strategic direction for future success and overseeing our execution in achieving the mission and objectives of USMS. As a voting member of the board of directors I will be committed to provide this leadership.

DATE: 20 May 2016

TO: The Elections Committee  
U.S. Masters Swimming

FROM: Maria L. Elias-Williams

RE: Nomination of Rob Copeland

MESSAGE: It is with great pleasure that I nominate Rob Copeland for the position of AT-Large Director for the Dixie Zone.

To: USMS Elections Committee

Re: Letter of Reference for Rob Copeland as a candidate for USMS Director from Dixie Zone

Date: 5/14/16

It is my honor and privilege to provide you with a Letter of Reference in support of Rob Copeland as a candidate for the position of USMS Director from the Dixie Zone.

I have known Rob since joining USMS back in 1995. At the time, his wife Cathy was serving as head coach of the program I joined - Berkeley Aquatic Club Masters in Berkeley Heights, NJ. I witnessed first-hand the truly positive impacts that passionate people, like Rob and Cathy, can have on the growth and success of a small USMS club. Rob was instrumental in recruiting me as a volunteer to serve at the national level in 2005 and he continues to inspire others like me, who admire his leadership, his humor, and his wisdom.

Besides serving as the NJ LMSC Chair, Rob has served USMS in so many ways before and after his time in New Jersey. He presently serves at the national level as a member of the Legislation and Open Water committees, as well as a member of the Board of Directors as a USMS Past President (serving from 2005 to 2009). Rob is also a recipient of the Captain Ransom J. Arthur M.D. award (2011), which is a testament to his leadership, commitment and contributions to US Masters Swimming.

I am pleased to support Rob as a candidate for USMS Director from the Dixie Zone, and I hereby grant permission for this letter to be published to our USMS delegates in the Convention packet.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris McGiffin". The signature is fluid and cursive, with a prominent flourish at the end.

Chris McGiffin  
USMS VP Programs

This letter of recommendation is on behalf of Rob Copeland for the position of Dixie Zone At Large Director.

I am honored to write this recommendation for Rob. With the nomination of Dixie Zone re-opened due to no nominations by the deadline, Rob is willing to step up and run. We have an understanding that Rob is currently on the BOD, however he does not have a vote only a voice. I feel that Rob would be able to contribute more by having a vote in matters of the Board.

Rob's willingness to run and his dedication to USMS speaks volumes for Rob. Rob taking the initiative to run shows his commitment to USMS. He is committed to USMS success and it is shown in his record of actively participating in the board calls and meetings.

Rob has been very instrumental open water and the college club swimming. He has mentored many young leaders of USMS.

Rob was USMS President before we had a national office and function both as USMS CEO and President, which was no small feat. He continues to contribute at the club level, LMSC level and national level. He has a clear understanding of the organization.

I fully support Rob Copeland's desire to run for the Dixie Zone At Large Director on the USMS Board of Directors.



Nadine KM Day

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