

## Chris Campbell - Oceana Zone Candidate for the At-Large Director



The Election Committee has deemed that Chris Campbell 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 *John King* and received letters of recommendation from *Scott Bay* and *Michael Moore* 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 2 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 all USMS National Conventions and HOD Meetings from 2008 through 2017-Atlanta, Chicago, Dallas, Jacksonville, Greensboro, Anaheim, Jacksonville, Kansas City, Atlanta and Dallas.

### Section Three: Questions

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

As an active Masters Swimmer since 1988, I believe that my experience working with Mountain View Masters (since 1990 and as a Coach since 1998), the Pacific LMSC (since 2006) and USMS (since 2008) at various levels have given me the insight and expertise necessary to advocate effectively for my Team, LMSC, Zone and 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?***

One of the primary issues currently facing USMS concerns the dis-empowerment of the membership and the LMSCs, and the over-consolidation of direction, authority and oversight in hands of the National Office Staff. I firmly believe that the power and authority to determine and direct USMS policies and governance rests with the membership and is manifested through the LMSCs and the Board of Directors. While Staff may perform trade studies and analyses, making recommendations based upon the findings, Staff does not set policy. Rather, Staff implements policy at the direction of the Board of Directors and the Executive Committee, both of which answer to the membership. I will actively seek to restore that balance and that accountability to the membership through transparency of processes and decisions, as well as enhanced two way communication and accessibility.

Another issue of concern is the forced and overly-rapid implementation of new technologies and methodologies for conducting USMS business. While the march of technology is inexorable, USMS, despite having a professional staff, is still a volunteer -driven organization at its very core. The expertise and commitment of our membership is a force to be reckoned with. It is both foolish and inefficient to dismiss it lightly, as I (and many of my fellows) see happening now. I favor a more evolutionary approach to updating our USMS methodologies and policies, determining "best practices" from our LMSCs and membership prior to implementing new procedures. While there are many areas of work that can be handled more efficiently by paid staff, it is not in the best interests of USMS to ignore existing expertise, much of which is very high level and available to USMS free of cost.

The disengagement of our membership, the stripping of their power and authority over the governance of USMS, is akin to poking a bear in a cage without realizing that the door to the cage is wide open. A disenfranchised membership is an angry and unsatisfied membership, and that serves no one's best interests. The best solution to this is a policy of openness and membership engagement. So long as our membership are stakeholders and feel empowered in the governing and decision-making processes, the growth and evolutionary potential of USMS is unlimited.

***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 Coaches Committee (2009-present). Committee Chairs: Chris Colburn 2009, Craig Keller 2010-2011, Scott Bay 2012-2016, Bob Jennings 2017 present.

USMS Recognition and Awards Committee (2017-present). Committee Chair: Ray Novitske

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

I have been a Masters Coach with Mountain View Masters since 1998, attaining USMS Level 4 Coaching Certification in 2015. I have served as MVM Head Coach from 2006-2009, as Co-Head Coach in 2012, and as Interim Head Coach in 2016. I was Pacific Masters Swimming Coaches Chair from 2006 through 2009. A USMS Member since 1988, I was the Pacific Masters Coach of the Year in 2010, recipient of a Kerry O'Brien Coaching Award in 2011, recipient of a Dorothy Donnelly Service Award in 2012, and recipient of a Pacific Masters Appreciation Award in 2017. In 2017, I became certified as a USMS Stroke and Turn Judge and Starter. I have participated in 28 USMS Nationals and FINA World Championships as a swimmer, coach and official.

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

I have been employed as a Satellite Systems Engineer since 1985. I was one of the original 4 members of the Morrison Swim Club in 1973, and I was the first male from this Team to compete collegiately (Northwestern University Varsity Men's Swimming 1979-1981).

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

A long-time member of USMS as swimmer, coach and official, I believe in the passion, creativity and expertise of our USMS membership. I firmly believe that the power and authority to administer and govern USMS derives from its volunteer base, flowing up through the LMSCs and Committees to the USMS Board of Directors.

To: USMS Election Committee

From: John King, Pacific Masters Swimming Chair

Date: April 25, 2018

Subject: Nomination for Christopher Campbell as At-Large Oceana Zone Director

It is with great pleasure that I nominate Christopher Campbell for the position of At-Large Oceana Zone Director.

John King



From:  
Scott Bay

14 April, 2018

Recommendation of Chris Campbell for At Large Director, Oceana Zone

To: The Elections Committee

The purpose of this letter is to recommend Chris Campbell for the position of At Large Director for the Oceana Zone. I have known and worked with Coach Campbell for close to ten years and in that time, he has shown that he possesses a number of attributes that are essential in a leadership role with an organization such as USMS.

His analytical skill places him in the upper tier of leaders in the field of not just coaching but the sport of Masters Swimming as well. His understanding of the dynamics of the sport, its organization and its operation are second to none. His ability to assess a situation and ask essential questions have allowed him to carefully craft responses as well as direct and implement policies to move USMS forward.

Coach Campbell is also a tireless worker having logged many hours not only on the pool deck as a coach but also as a member of multiple committees and subcommittees at both the LMSC and National level. While his contributions are far too numerous to list, suffice it to say he has made significant impacts on his team, his LMSC and the direction of USMS in general.

The most important aspect that Coach Campbell brings to the table is his commitment to the sport. Over the years I have been associated with Coach Campbell we have seen many volunteer leaders contribute for a short time and then move on. Coach Campbell, due in large part to his passion for Masters Swimming, has remained not just a reliable volunteer in the organization but a constant contributor and leader in developing ways to move the organization forward so as to better serve its members.

Coach Campbell's skills, work ethic and passion for the sport make him uniquely qualified for the role of At Large Director and I am honored to give my highest recommendation to Coach Campbell for this position.

Kind Regards,

Scott Bay  
USMS Coaches Committee Member, Past Chair  
Florida LMSC Coaches Chair, Past LMSC Chair  
2016 USMS Coach of the Year  
Head Coach YCF Masters  
USMS/ASCA Level 5

I am writing this letter to recommend Chris Campbell for the Oceana At Large Director of US Masters Swimming.

I have known Chris for over 20 years. Chris Campbell has a passion for Masters Swimming. He has been involved in many of the facets of the organization, from swimmer to club to LMSC to the National organization.

As a swimmer, he competes in many of the events that USMS has to offer, whether it be, short course, long course, open water, in short distances, long distances and if he does not swim enough in US Masters events, as he has aged up, he now competes in the Senior Games. He is very familiar with competitive swimming issues.

At the local level, Chris has been a coach for the Mountain View Masters for twenty years, He is a USMS Level 4 Coach. He is a Kerry O'Brien Coaching Away winner (2011). Chris is familiar with the issues that face coaches and clubs.

He has also been the meet director of the Mountain View Masters Alan Liu meet for the past 15 years. He recently became an US Masters Swimming deck official

At the LMSC level Chris has been involved with Pacific Masters for many years.

At the national level Chris has served on the Recognition and Awards committee, the Coaches committee and has attended convention for the past ten years.

Chris is enthusiastic, articulate, and a good listener. When you sum up his background, familiar with the competitive side of swimming (swimmer, meet director, meet official), and the organizational side (local club, LMSC and National) Chris will bring a very well rounded background to the US Masters Swimming Board of Directors, and I proudly support and recommend him to serve on our Board of Directors as the At-Large Director from the Oceana Zone.



Michael W Moore

You have my permission to publish this letter.