

Mel Goldstein – Great Lakes Zone Candidate for At-Large Director



The Election Committee has deemed that Mel Goldstein is a member in good standing of U.S. Masters Swimming. 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 *Jerrilynn Bayless* and received letters of recommendation from *Chris McPherson* and *Douglas Sayles* in accordance with the USMS 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:* X Yes ___ No
- I am planning to attend the HOD Meeting for this election year:* X Yes ___ No
- I am planning to attend all HOD Meetings during my tenure in office:* X Yes ___ No
- I have attended 1 or more HOD Meeting in the past five years?* X Yes ___ No

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

1981,1982, 1983,1984,1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998,1999,2000,2001,2002,2003,2004, 2005,2006,2007,2008,2009,2010,2011,2012,2013,2014, 2015,2016, 2017, 2018, 2019 (39 HOD Meetings)

Section Three: Questions

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

The COVID-19 virus has changed our lives and has affected US Masters Swimming. Clubs and Programs need experienced people to help them re-launch and re-build their programs. I think this is a time my experience as past president and working as a US Masters Swimming Coach and Club Coordinator for 11 years, and organizational skills will be needed most. As a board member, I would like to help set the path for their recovery.

As the Great Lakes at Large representative, I want to be involved with all of the LMSC's in our Zone by attending their annual meetings. I would like to help them reestablish a Zone Championship that has been nonexistent for some time. As a Meet Director for 7 USMS National Championships and 1 FINA World Championships I think my experience will help them bring back a Zone Championship and provide an added benefit to the members of the Great Lakes Zone.

While some do not endorse change, I endorse change when it is positive. I believe change brings new energy and new ideas.

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 Covid-19 pandemic has tested our resolve.

There are three major issues facing USMS, the downward trend in membership, providing more benefits for our members, and providing assistance to clubs and programs beyond monetary needs trying to relaunch after Covid 19.

The key to increasing membership is through our coaches and their education because they are the life blood of our organization. They develop programs, recruit new members and motivate swimmers to register and renew.

I think there is a direct correlation between the decline in membership and the US Masters Swimming educational offerings we offered over the past few years, which needs to change. While COVID-19 has changed the way, we will operate in the future, but there is still a need for face to face classes where coaches can network. Our Coaches Certification Program and Club Development Program was the only program in US Masters Swimming which actually reached out to the membership and came to their area.

Many programs have part-time coaches or part time leaders, there will be a need for help to re-launch these clubs and programs. While LMSC and USMS relief funds are helpful, to restart master's programs there needs to be resources available for someone who has the ability to talk to school superintendents, university athletic directors, or aquatic directors. If we start diverting resources towards educating our coaches and helping leaders at the local level, we can reverse the downward membership trend.

Amazon's business success and secret sauce is tied to their obsessive-compulsive focus on their customer, while their competitors ruminate over other competitors. USMS needs to have this same philosophy. We are invested heavily in technology. Good communication is important to our members; and provides valuable information to them. However, we need to provide more benefits for our members beyond the website.

The frontline Coaches and definitive leaders need education. If you think a greater investment of resources into technology is the path to take, then we will surely fail. If we start devoting resources towards educating our coaches and helping definitive leaders at the local level, there will be an increase in membership and will reverse the downward trend of membership.

As a past president and a USMS independent contractor I know who our member is, and what their needs are. I will work constructively with other Board of Directors to accomplish the best path for our organization.

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:

Championship Committee Member 1984-1985- Tom Boak, Chariman

Championship Committee Chairman 1986-1989 -Mel Goldstein

USMS Executive Committee Secretary 1990-1993- Dan Gruender, President

USMS Executive Committee President 1994-1997- Mel Goldstein, President

USMS Executive Committee Past President 1998-2001- Nancy Ridout President

USMS Championship Committee Member 2002-2006- Barry Fastbender, Chairman

ISHOF Nominating Committee Member 2002-2006- Ginger Pierson, Chairman

USMS Championship Committee Member 2006-2010-Mark Moore, Chairman

USMS Endowment Fund Board of Governors 2006-2010- Doug Church, Chairman

USMS Swimming Saves Lives Committee 2012-2015- Nadine Day, President

USMS National Sponsor Liaison 2006-2010- Rob Copeland, President

USMS Union Americana de Natacion Liaison 2008-2023 (Chairman)

USMS FINA Liaison 2015-2021 (Vice Chairman)

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

I am a past president of USMS, and after my term in office I have worked the better part of my life to make our organization the premier adult aquatic program throughout the US. For the past 11 year's I have been an Independent Contractor for US Masters Swimming, instructing Level 1-11-111 Coaches Certifications, Clinic for Coaches, and making multiple site visits throughout the country helping programs with their various problems, with pools, local governments and schools. At this time there are many programs and clubs who are struggling because of COVID 19, I think my experience will be invaluable to them.

Please list any other information you would like included.

USMS Ransom Arthur Award Recipient 1997

USMS Coach of the Year 2001

International Swimming Hall of Fame Inductee 2012

USMS National Championship Meet Award 1995 and 2018

Published Book "Swimming Past 50"

YMCA Masters Best Practices Curriculum

USMS / ASCA Certified Coach- Level V

USMS Club of the Year 2006 and 2014

USAS Treasurer 1997-2012

USAS Comptroller 2012- Present

UANA Financial Manager 2008- Present

Swam collegiately at Indiana University ("Doc" Councilman's first Team)

US Army Veteran

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

I think the Delegate at Large representing a Zone has certain responsibilities to the LMSC's in that Zone. I established a master's program with over 300+ members, and use pools in High Schools, Universities, and Private Clubs. I have been a Meet Director for 7 US Masters National Championships and 1 FINA World Championships. I will use this experience and organizational skills for the Great Lake Zone and to US Masters Swimming Board of Directors.

"While some are against change, I endorse it. Change brings new energy and new ideas, but must be directed in the right direction"

"Some ask; "Why after many years of service, do you want to continue serve"? ... "Because I Still Care!"

Jerrilynn Bayless

[Redacted]

July 30, 2020

Letter of Nomination

The Elections Committee,

I nominate Mel Goldstein for the position of At-Large Director for the Great Lakes Zone.

Thank you,

Jerrilynn Bayless
Greater Indiana LMSC Chair

Submitted by Chris McPherson

August 15, 2020

Letter of Recommendation for Mel Goldstein as Delegate at Large, Great Lake Zone

To the USMS Elections Committee:

I would like to enthusiastically endorse Mel Goldstein's nomination to become the USMS Delegate at Large for the Great Lakes Zone.

It is obvious to all who read Mel Goldstein's USMS volunteering resume (which includes past-roles such as USMS President, USMS Secretary, Championship Committee Chair, FINA liaison, ISHOF Nominating Committee member, USMS Endowment Fund Member, USMS National Sponsor Liaison, etc.) that Mel is absolutely qualified to take on the role as Delegate at Large for the Great Lakes Zone. However, the positions written on the page, although quite impressive, do not address what I believe is Mel's greatest asset: *his incredible passion for U.S. Masters Swimming and the desire for it grow and succeed*. Mel has devoted over 40 years of his life to volunteering for USMS, creating and coaching highly successful masters' programs in Indiana, and also to helping lay the groundwork and providing encouragement to a long list of coaches and facilities growing their own masters' programs. In this restrictive time of COVID, many teams have been inactive and will need help moving forward; Mel has the ideal skills to assist the coaches and facilities with the restarting of their programs. He has already committed to attend board meetings for each LMSC within the Great Lakes Zone to be of help in this way.

In fact, Mel Goldstein's skill set concerning club development and coaching certification is so valued that he was hired and worked for the past 11 years as a contracted employee by USMS in regard to club development and coaches' education. A key fact to note is that after every coaches' education class he teaches, Mel follows up with the coaches from the class to offer help and answer questions, and even makes the effort to drop in on nearby USMS programs and spend time on deck with the coaches whenever he visits different locales. Mel feels strongly about the importance of *connectivity* within the USMS community, and the strong bond that subsequently exists between him and so many others in the world of USMS is evidence of that. I can also tell you from personal experience, that Mel's efforts were what propelled me to get involved in volunteering with USMS. Mel has been incredibly influential to me in my coaching career by keeping in touch with me and frequently offering sage advice regarding my masters' programs. Mel even encouraged me at one point to make an uncomfortable move to create a new USMS team when he recognized the move would benefit me (and USMS) greatly. I am extremely grateful for Mel's insight and his willingness to go above and beyond for me and other masters' coaches and their teams.

I have known Mel for almost 10 years, have worked with him in a number of different capacities, and can unequivocally state that he has been the most influential person to me in my USMS journey; he is a true asset to USMS. How many active USMS members can say that they have attended every single HOD meeting at the USMS Convention since 1981? I am guessing that the answer is "not many." If anyone has an understanding of the inner workings of USMS and how to best make it successful, it is Mel. There is no doubt that Mel will continue making impactful contributions to USMS serving as Delegate at Large for the Great Lakes Region.

Sincerely,
Chris McPherson

Head Coach, Ensworth Aquatics Masters
Asst. Coach, Ensworth HS Swimming
USMS Level 4 Certified Coach
Vice Chair, USMS Coaches' Committee
Chair, Coaches' Mentoring Program, USMS Coaches' Committee
Certified Instructor, Adult Learn to Swim



**U.S. MASTERS
SWIMMING**

Letter of Recommendation

From: Douglas Sayles

To: USMS Elections Committee

Date: August 27, 2020

Subject: Recommendation for Mel Goldstein for USMS At-Large Director Candidate, Great Lakes Zone

I am honored to recommend Mel Goldstein as a candidate for the position of USMS At-Large Director for the Great Lakes Zone.

A past USMS president and Ransom Arthur Award recipient, Mel has spent four decades growing and supporting Masters Swimming in various governance and administrative positions at every level – local, regional, national, international. Very few current USMS members possess such diverse experience, institutional memory, personal connections, and unwavering dedication. Simply put, he is an icon in the Masters Swimming community.

Mel's energy level belies his age, just as his presence belies his physical stature. A salesman by demeanor and profession, his personality is a force of nature -- magnetic, caring, sometimes mischievous, sometimes stern, but always unquestionably committed to the best interests of USMS and its members. I believe that each day he asks himself what he can do to make USMS a better organization, and then he goes out and does the work. Whether it be as a coach, club administrator, meet director, instructor, aquatic consultant, or in a governance role, he is constantly communicating and forging interpersonal and institutional relationships on behalf of USMS.

I met Mel at the 2012 USMS convention, where he was teaching the very first Level 3 Coach Certification course, which was a wonderful experience. As USMS's educational programs evolved over the next several years, in my capacity as an LMSC officer I made a point of promoting and facilitating these offerings whenever Mel and Bill Brenner (another invaluable USMS ambassador) came to New England. These classes were always informative, entertaining and well-received, and in my opinion provided member value that bolstered USMS's image at the grassroots level.

These visits enabled Mel and I to get acquainted -- I was intrigued to learn that he was coached and mentored by Doc Councilman! -- and to discuss and debate Masters Swimming issues and initiatives. Over the past eight years I have come to know him as someone who embodies USMS's mission, who wears his emotions on his sleeve because he cares so deeply about our community, who has an unparalleled wealth of Masters Swimming experiences that inform his perspective and opinions, and who is always willing to help. But what has surprised me the most about Mel is that, despite his longevity, he is not tied to the past, but rather a proponent of strategic, data-driven, humanistic change.

Mel's background and accomplishments speak for themselves and, in my view, equip him with the knowledge and perspective to ask tough questions that should be asked and answered as the board maps out the future of USMS. In this respect, a voting board seat would give him that much more of a voice. With that in mind, and given the challenges we currently face, I encourage every delegate to closely consider Mel's nomination packet and unique qualifications.

Sincerely,

Douglas Sayles

SwimRI (NEM-SWMMR) Coach
New England LMSC Membership Coordinator & Past Board Chair
Colonies Zone Vice Chair
USMS Legislation & Membership Committees