

Britta O'Leary – Dixie Zone Candidate for At-Large Director



The Election Committee has deemed that Britta O'Leary is a member in good standing of U.S. Masters Swimming. The candidate has indicated she is planning to attend the HOD Meeting for this election year and, if elected, is planning to attend all HOD Meetings during her tenure in office.

The candidate was nominated by *Ed Saltzman* and received letters of recommendation from *Nadine Day* and *Rob Copeland* 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:

2019 St Louis, MO September 11 (welcoming reception)-14, 2019

Section Three: Questions

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

I have always been interested in sports governance. It is why I pursued multiple Sports Administration degrees and why I have spent my professional life working in sports. But my inspiration for pursuing this USMS position is because of my dad's lifelong involvement in a similar organization, the German Basketball Federation. Through him, I experienced how important governance work is and how impactful it can be. Watching my dad change the sport of basketball, create new opportunities for athletes, change rules and legislation in order to create more equality and opportunities, has opened up my eyes throughout the years to the incredible importance of this work.

Pursuing my own professional career in athletics after college, I started working for an international sports consultancy, advising cities and countries through the bidding process for Olympic Games, Universiade, World Expo and FIFA World Championships. While this work was amazing, I found my passion in advising International Sports Federations and Organizations as an independent consultant. This work opened up my eyes how important the bigger picture is and the importance for change and adaptability.

In 2018, when the current Georgia LMSC chair was moved out of state by his company, and I was approached to take over as interim chair, I jumped at the opportunity to finally start my own journey in sports governance. Being chair for the Georgia LMSC has given me the opportunity to implement and test many things that I learned from my professional experience. My first task was to write a 5-year strategic plan for the Georgia LMSC.

It is my professional experience, especially as an independent consultant to International Sports Governing Bodies, combined with my passion for swimming and especially masters swimming, why I believe I am a good candidate for this position. While my internal USMS experience is short, I have excelled in my regional leadership role, bringing new perspective and energy to the table. I would like to continue that journey on the national level.

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?

Relevance of Offerings/Services: While USMS has adjusted its offerings, especially in the fitness area, I believe it is incredibly important to stay relevant and timely with our offerings. We need to make sure that especially fitness swimmers are more encouraged to become USMS members. I keep hearing from many swimmers that the only reason to join USMS are swim meets. We need to take a thorough look into the offerings and make sure that we give all our stakeholders reasons to stay actively involved in this growing organization.

Brand Awareness and Understanding: it is part of the USMS strategic plan and things are getting implemented, but I see the need to have this implemented both from top down and from the bottom up. To facilitate this bottoms-up approach, LMSC boards need to have resources to make sure their membership is educated and being communicated to about the USMS brand, offerings, and services.

During my work as chair for the Georgia LMSC, it has been one of my main goals to create more transparency with what the LMSC does and how it all starts at the top with USMS. As a member of the board, I would make it a priority to ensure that governance is broken down on a level that is easy to understand for all stakeholders. Only through education, transparent communication and involvement can we make sure that the value conception of USMS is protected and being grown within our stakeholders.

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:

N/A

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

Professional Sports Experience:

IMG Tennis: planned and implemented sponsor and spectator experiences at the Sony Ericsson Open

Learfield Sports: Experiential Event Planning and Implementation on the collegiate level

Helios Sports: Independent Consultant to International Sports Governing Bodies and Bid Cities for Olympic Games and World Expo

Marcus Jewish Community Center of Atlanta: Marketing for new member acquisitions, sports and preschool registrations

Scholarbook GmbH: recruiter for international student-athletes, working with colleges and high- schools in the US, especially for aquatic sports

Volunteer Sports Experience:

Georgia LMSC Chair: 5-year strategic plan establishment and implementation

Please list any other information you would like included.

In addition to my professional experience where I have to jump between the big picture perspective and small details in a short timeframe, growing up in Germany and experiencing swimming in a different country, provides me with a very unique perspective.

I have a lifetime of competitive swimming experience, internationally, at the Division 1 collegiate level and the USMS level. I trained and lived at the German Olympic Training Center for 5 years and competed for Germany in 3 FINA World Cup finals. For college, I competed for the University of Miami (FL), where I was a 2-time MVP and 3x Academic All-ACC selection. I was also the recipient of the Weaver-James-Corrigan Postgraduate Scholarship Award. Since competing in USMS, I have set 2 National Records and won 21 National Titles, along with 3 World Championship medals.

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

Since I was young, sports governance and federation work was something I have been passionate about. My passion for the sport of swimming, combined with the opportunities that USMS provides make me excited to become a part of and contribute to this ever-changing organization. Masters Swimming is so much more than swimming. It is the friendships you make, travelling across the Globe, connecting with old and new people, and sharing a common passion.



**U.S. MASTERS
SWIMMING**

From: Edward Saltzman
Date: April 19, 2020
Subject Line: Nomination

To: The Elections Committee

I am writing to nominate Britta O'Leary for the position of USMS At-Large Director from the Dixie Zone.
The USMS Election Committee has my permission to reproduce and distribute this letter.

Sincerely,
Edward Saltzman
Dixie Zone Chair





Letter of Recommendation

From: Rob Copeland

Date: April 17, 2020

To: USMS Election Committee

It is my pleasure to recommend Britta O'Leary as a candidate for the office of at-large director from the Dixie Zone.

I've had the opportunity to observe and work with Britta for the past few years as a member of our Georgia LMSC board and as our LMSC chair since 2018. Britta has extensive aquatics experience, including coaching, competing, management, and governance. She brings this experience and her energy to improving the programs and services our LMSC provides to our members and I look forward to Britta bringing this energy to our USMS Board of Directors.

In the LMSC, Britta has developed and is implementing a strategic plan to provide the solutions to enhance the member experience, as well as engaging members as volunteers through a number of new volunteer initiatives. Britta is always willing to listen to the concerns, observations and recommendations of our members and volunteers and to act on these for the betterment of our LMSC members.

I believe Britta will be an exceptional member of our USMS Board of Directors and has the potential for even greater contributions in the future.

Sincerely,
Robert Copeland

Rob Copeland
USMS Member from the Georgia LMSC



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SWIMMING**

Letter of Recommendation:

From: Nadine Day, USMS Psst President

Date: 4/26/2020

Subject Line: Letter of Recommendation for Britta O'Leary for Candidate of Dixie Zone At Larger BOD

To: The Elections Committee

I am writing this letter of recommend for Britta O'Leary for the Dixie Zone At Large Board of Director. Britta has be involved in swimming since an age grouper in Germany. She came to the US for collegiate swimming and stayed. After college, Britta coached swimming at the collegiate and Masters level.

In 2018, Georgia LMSC was looking for leadership and Britta was willing to step up as Chair. Britta and the Georgia LMSC had developed and implemented their first ever Strategic Plan. Her leadership has moved a LMSC to the 21st century and integrating new ideas and direction.

Britta will bring to the board a new perspective. Her value to add to the board would be from a person, who will bring outside ideas to revitalize our organization's growth. Britta's viewpoint will serve not only the current membership but potential new members. She is willing to take risk that will challenge our organization to become successful. Britta is also not afraid to speak up to the leadership and to ensure all perspectives are being heard.

Britta's experience with understanding partnership and facilitations with various groups of people will help with the partnership with the national office and the LMSCs. Britta's work with sports marketing will help USMS Board with promoting more value to our members and help regrow our membership.

I strongly support Britta as a candidate for the Dixie Zone At Large Zone position. I believe that she will be a great asset to the board and the direction that we need.

Respectfully,

Nadine Day

USMS Past President, current non voting USMS BOD

USMS Member