

C.J. Rushman – Great Lakes Zone Candidate for At-Large Director



The Election Committee has deemed that C.J. Rushman 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 and recommended by *Lisa Brown* and received a letter of recommendation from *Skip Thompson* 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:

- 1998 – Cincinnati, Ohio
- 2001 – Louisville, Kentucky
- 2002 – Dallas, Texas
- 2004 – Orlando, Florida
- 2005 – Greensboro, North Carolina
- 2006 – Dearborn, Michigan
- 2007 – Anaheim, California
- 2009 – Chicago, Illinois
- 2010 – Dallas, Texas
- 2011 – Jacksonville, Florida
- 2012 – Greensboro, North Carolina
- 2013 - Anaheim, California
- 2014 – Jacksonville, Florida
- 2015 – Kansas City, Missouri
- 2016 – Atlanta, Georgia
- 2017 – Dallas, Texas
- 2018 – Jacksonville, Florida
- 2019 – St. Louis, Missouri

Section Three: Questions

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

I believe that the leadership experiences I have gained in the corporate world combined with the experience of serving USMS at both the local and national level will make a good combination for providing leadership to the organization. My background in compliance and project management within managing organizations, both large and small, through periods of change will be of great value in the role of at-large director for the Great Lakes Zone. If elected, I would like to focus on communication as a means to improve USMS and promote intelligent growth—increasing our membership. We need to focus the organization on truly marketing our brand and getting the message out that USMS has something to offer everyone.

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?

Probably the most crucial issue is that our membership has not increased in some time and even day-to-day operations have become a challenge. To do more than simply maintain the status quo, we must change the way we operate, and grow our brand and business. At the same time, we must not alienate our core membership—growth for growth's sake will wind up disappointing both current and future members. Increasing our membership must be an outgrowth of us getting the message out that USMS has something to offer. In other words, true marketing communication is absolutely fundamental. And communication means being willing to listen too. We need to tell the world about ourselves, not the people already involved in our organization. We also need to listen to what the active adult population is asking for, and if necessary and feasible, be willing to adapt to meet those needs. And we need to continue to provide services to our noncompetitive members while maintaining our commitment to those who do compete, which was the foundation this organization was built on.

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:

- Volunteer Task Force: 2018–2019. Chaired by Laura Winslow.
- USMS LMSC Leadership Summit Task Force: 2018–2019. Co-led with Lisa Brown.
- USMS LMSC Development Committee: 2016–2019. Chaired by Michael Moore.
- USMS Great Lakes Zone Chair from 2015–2019.
- USMS At-Large Director (filled vacancy): 2013–2014.
- USMS Secretary: 2009–2013. Served under Presidents Jeff Moxie and Nadine Day.
- Information Technology (IT) Liaison to the Board of Directors: with Chris McGiffin and Jim Matysek. Oversaw the production of the development of the in-house registration system for USMS.
- Ex-Officio to Coaches Committee: 2012–2015. Chaired by Scott Bay.
- Championship Committee: 2002–2009. Chaired by Mark Moore. Served as co-meet liaison with Carolyn Boak to USMS Short Course Nationals at University of Texas, Austin, Texas, 2008.
- Publications Committee (descendent of the Rule Book Committee): 2002–2009. Chaired by Meg Smath and Susan Ehringer

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

- Swim Kentucky Masters club president: 2009–present
- Kentucky LMSC Chair: 2017–present
- Kentucky LMSC Secretary: 2011–2017

- Ohio LMSC Chair: 2001–2007
- Ohio LMSC Secretary: 1999–2007
- Ohio LMSC Vice Chair: 2009–2011
- Ohio LMSC Fitness and Safety Officer: 2007–2009
- Founder and president of Anderson Barracuda Masters (Cincinnati, Ohio): 1996–present
- Meet director for both the winter AB St. Patrick's Day and summer Splash and Dash meets.
- USA/YMCA certified swimming official, serving as referee and stroke and turn judge. Also worked numerous Masters and high school meets in Cincinnati.
- Officiated the 2019 College Club Championship meet at Ohio State University.
- American Swimming Coaches Association life member.
- U.S. Masters Swimming Certified Coach Level 3 (achieved Oct. 2013)
- Adult-Learn-to-Swim certified instructor (achieved Feb. 16, 2020)
- USA Triathlon Certified Level 1 Coach (achieved Oct. 2016)

Please list any other information you would like included.

- 2019 Ted Haartz U.S. Masters Swimming Staff Appreciation Award recipient
- 2018 Kerry O'Brien Coaches Award recipient
- 2014 Dorothy Donnelly Service Award recipient
- 2013 Presidential Citation recipient from President Nadine Day for outstanding and dedicated service as the USMS secretary from 2009–2013
- Swam collegiately at the University of Cincinnati (1989–1994) under Head Coach Monty Hopkins.
- Developed and editor of AB Masters Facebook page and team newsletter, as well OHIO LMSC newsletter, *The Starting Block*.
- YMCA age-group coach, Anderson Barracudas/ M.E. Lyons YMCA, Cincinnati, Ohio.
- U.S. military veteran, eight years of active duty and reserve duty combined.
- Hamilton County Special Olympics meet announcer for 15 years, Cincinnati, Ohio.

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

Swimming has been a major part of my life for over 35 years. I have continually served my team, LMSCs (Kentucky and Ohio), and USMS consecutively for 24 years.

Zionsville Community Schools

ZIONSVILLE AQUATIC MASTERS

Lisa L. Brown

Aquatics & Communications Director
ZAM Head Coach and Founder



To The Elections Committee,

There are times when writing recommendations becomes pure pleasure and this is one of those moments. It is with greatest pleasure that I nominate and recommend C.J. Rushman, who is truly a gifted, seriously committed and talented coach, for the At – Large Director position for the Great Lakes Zone for 2020.

I have had the pleasure of working with Mr. Rushman these past few years as a part of the LMSC Development Committee while I was Vice Chair. He has been very professional, welcoming and has had the swimmers always in the forefront of any decision. C.J. is a highly motivated, intelligent, engaging coach who strives for success, which is obvious by the level of success he has made with his team and as Zone Chair of the Great Lakes Zone.

C.J.'s abilities truly serve as a model for his fellow leaders, and his peers often seek him out for his ideas and views. He possesses a charisma and leadership quality that swimmers, coaches and instructors administrators alike are drawn to: Mr. Rushman is a quality person. C.J. is an outstanding person in character, ability and attitude.

Therefore, I can recommend C.J. Rushman without any reservations for the At – Large Director position for the Great Lakes Zone for 2020. I can think of no more deserving person. I am pleased to endorse his candidacy give my permission for this letter to be published to our USMS delegates in the Convention packet. If there are any further questions please feel free to contact me at the phone number below.

Thank you,

Lisa L. Brown

Aquatics Director
Zionsville Community Schools

Letter of Reference: For CJ Rushman to the position of At Large Board of Director Great Lakes Zone for USMS

To: USMS Elections Committee

Date: 4/25/20

It is my honor and privilege to recommend CJ Rushman for the position of At Large Board of Director Great Lakes Zone. He joined USMS in 1996 and founded and coached the Anderson YMCA Barracuda Masters Club and swam in his first USMS National Championship at the University of Michigan in Ann Arbor. I met CJ in 1998 at the convention in Cincinnati and noticed that he was volunteering and helping the Ohio LMSC with the many operational tasks that a host LMSC has to complete to have a successful convention.

After the convention he started to get involved in the Ohio LMSC, first as Secretary in 1999, then as Chairman from 2001 to 2009. In 2002, he was appointed to the Championship Committee and served on that committee until 2009. His experience as a Meet Director for two local meets that is Club hosts each year gives him experience. In 2009, he was elected USMS Secretary and became a member of the BOD and Executive Committee. Besides his duties as Secretary, he was appointed as one of liaisons that oversaw the production of the development of the In-house registration system for USMS. He was an Ex-Officio member of the Coaches Committee from 2013 to 2014 and became an Associate member of that committee in 2015.

When his term ended in 2013, he was elected by the BOD to finish out a one year term that was vacated during the 2013 election. Also that year he joined the Kentucky LMSC and became Chair and was also elected as President of Swim Kentucky Masters (SKY) Regional Club. In 2015, he was elected as Great Lakes Zone Chair and just recently completed his second two year term. As Zone Chair, he became a member of the LMSC Development Committee and he volunteered to be a member of the Volunteer Task Force (VTF). The VTF was recently awarded the Staff Appreciation National Award for their work from 2017 to 2019. Other awards he has received during his 20 year involvement are the Dorothy Donnelly Service Award in 2014 and the Kerry O'Brien Coaching Award in 2018.

With all these responsibilities, he still found time to get certified as a USMS Level 3 coach, USA Level 1 Triathlon Coach, and a USMS Adult Learn to Swim Instructor. His experience in the last 20 years is extensive at the Club, LMSC, and National levels of USMS and this experience will help him meet the challenges USMS faces in the future. He works well with others and listens to all points of view before making a decision.

With his love of Masters, his proven track record, and his great attitude, there is no doubt CJ will make a top-rate Board of Director member for US Masters Swimming and I cannot recommend him strongly enough.

I am pleased to endorse his candidacy give my permission for this letter to be published to our USMS delegates in the Convention packet.

Sincerely,

Skip Thompson