

## Jeff Strahota – Colonies Zone Candidate for At-Large Director



The Election Committee has deemed that Jeff Strahota 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 is running for reelection and is not required to provide a letter of nomination or letters of recommendation 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:***

I have attended all HOD meetings since 2008. This year will be my 13th Annual Meeting:

2008 (Atlanta), 2009 (Chicago), 2010 (Dallas), 2011 (Jacksonville), 2012 (Greensboro), 2013 (Anaheim), 2014 (Jacksonville), 2015 (Kansas City), 2016 (Atlanta), 2017 (Dallas), 2018 (Jacksonville), 2019 (St. Louis).

### Section Three: Questions

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

Much of what we do (during normal times) at the board level doesn't necessarily impact our day-to-day, but looks towards the future. Being on the board don't require an ability to see into the future (thankfully; I sure don't have this capability), but it is important to have an imaginative mind to think "what if?", or "if we started today with nothing, what does this look like?"

The discussions we have require good listening skills to hear many sides, proper experience to understand potential impacts along the way, critical thinking, and a willingness to ask questions to understand as possible before committing to an action.

***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 number one issue I see is that our membership is getting older and we do not have a large volume of replacement members behind them. I think the College Club Swimming initiative is on track to help build that **partnership** and **brand awareness** we are looking for in our strategic plan – I'd want to continue to guide and develop this so that we have a continued pipeline to future members – but I see this as part of the long game.

Secondly, to address the previous paragraph, we need to bring more bang for our buck for membership value. In some ways, this speaks to our need for **innovations**. Like the strategy pillar with the same name, this begins with innovation of our event offerings, as I would look to find more ways to bring more swimmers to participate in more events. This also is about ensuring the way we do business, both internally and externally, is continually evolving to meet all the needs of our wide demographic. I'd like to see our organization move with more speed, operate more simply and with more transparency. This will benefit all of our membership – making things easy for everyone will continue to draw in members and volunteers whilst keep existing members happy.

I think we've implemented several things to move in the right direction the last two years. There is still work to be done, and though there are a lot of unknowns as of this packet submission, I look forward to continue to support the organization as we get to where we want to go.

***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:***

Marketing (2009, Chair Chris McGiffin)

LMSC Development (2010-2015, Chairs Doug Adamavich and Paige Buehler)

Colonies Zone Chair (2011-2015)

Championship (2010-present, Chair Jim Clemmons)

Volunteers Task Force (2018-2020, Chair Laura Winslow)

Governance (Vice Chair) (2018-present, Chair Dr. Jim Miller)

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

Have been active with the Potomac Valley LMSC for much of the last decade+, including two stints as Chair, and am presently the secretary.

Professionally, I work as a Product Manager for a marketing company, where I provide client support for my products, conduct product updates annually, and develop short/long term product pricing and strategy for these products.

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

N/A

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

I've been swimming with Terrapin Masters since I started college in 1998, and a USMS member since 1999. After finishing school, I began donating my time back to my team, then our LMSC, and since the 2008 convention, to our national organization. I look forward to continuing to serve this organization I love, and I look forward to the opportunity to represent you and bring USMS forward.