

## Ed Coates - Candidate for Vice President of Local Operations



The Election Committee has deemed that Ed Coates is a member in good standing of USMS. The candidate has indicated he is planning to attend the USMS National 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.

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 Meetings 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 Annual USAS convention and USMS HOD in 2005, 2007, 2008, 2010, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, and 2020

### Section Three: Questions

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

I am interested in this position because I think my work as a local and national USMS volunteer, and my professional experience will allow me to contribute to USMS accomplishing its strategic goals. I have been held positions at the local and national level that have given me exposure to volunteer and membership needs. I have served on LMSC board, Board Committees (Compensation and Benefits and Governance) and positions on the USMS Board

of Directors that have given me insight to challenges and needs of the organization. My professional work experience with Boards also give me a good framework for participating in Board and performing the duties of the VP of Local Operations.

***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?***

USMS, its members and clubs, were greatly impacted by the pandemic. The biggest challenge USMS faces over the next few years is to rebuild our membership. The key to rebuilding membership is to provide support and resources to our local clubs and coaches. To help clubs, USMS needs to understand club needs and provide resources to help them grow memberships. This includes resources to help promote USMS and to recruit members in their communities. USMS also needs to utilize its promotion tools to identify potential members and to steer them to the local clubs and coaches. As part of the Board of Directors over the last few years, I was part of a communication group that reached out the LMSCs to find out how we could help the LMSC, clubs and members recover from the effects of the pandemic. This included development of the COVID relief grant program and educational recourses to help clubs get restarted.

In addition to helping our clubs and rebuilding our membership, USMS also should work on enhancing volunteer resources and the volunteer experience. This includes providing education and training on best practices for local volunteers. We have made great strides in the last few years unify USMS with passage of the Unified Fee and also the budget modernization process. Over the next few years, we need to reimagine our annual meeting to provide volunteers a positive experience that will help them lead USMS into the future.

While USMS has many challenges, we have the structure and people that can help USMS succeed in the future.

***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:***

I have served on the Compensation and Benefits committee since 2011. Sarah Welch was the committee chair when I joined the Committee. I have served as the Compensation and Benefits Chair from 2013 -2019. After election to the VPLO role in 2019, I stepped down as chair of Compensation and Benefits committee after election to my current position of VP of Local Operations, but I remained on the committee as a regular member.

I am a current member of the Governance Committee, appointed in 2018, and serve on the Education Sub-committee. I have served on the convention task force in 2018.

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

I have served on our LMSC Board and as LMSC chair for many years, so I have the unique experience of understanding the needs of local operations like an LMSCs and Zones. I also have served as chair of other local non-profit Boards and how they interact with a national Board and staff. I served as chair of the Central Texas Compensation and Benefits Association, a local affiliate to WorldatWord and chair of the Wisconsin Alumni Association of Austin, an affiliate organization of the Wisconsin Alumni Association.

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

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

My goal as a Board member is to help USMS provide support its members and clubs as we recover from the pandemic effect on our organization. I think my time on the Board, combined with my experience as an LMSC chair gives me unique exposure to the needs of our members. I will work the Board members to help enhance delivery of services to our membership and clubs. With this focus, we should be able to rebuild our membership to pre-pandemic levels or better.