

Matt Miller - Northwest Zone Candidate for the At-Large Director



The Election Committee has deemed that Matt Miller is a member in good standing of USMS. 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 *Sarah Welch* and received letters of recommendation from *Ali Hall and Tim Waud* in accordance with our 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:

September 12-17, 2017 in Dallas, Texas.

Section Three: Questions

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

Since I started swimming and joined USMS in 2011, USMS has become an integral and inextricable part of my life. The USMS mission and values resonate strongly with me and, in the years since I started swimming, I have done my very best in my roles as a USMS member, coach, team founder and president, race director, LMSC volunteer, and Long Distance Committee volunteer to do my part to promote the USMS mission, donating thousands of hours in the process.

In my professional life, I have been a self-employed successful business owner for the last 14 years. My formal education is in mathematics (BS) and applied mathematics (MS). With that knowledge, I branched out to learn web programming which led to the founding and acquisition of several online businesses. I founded our primary business, FlytrapStore.com, in the fall of 2009 and have grown it to the most visited carnivorous plant website online. The skill sets, organizational skills, resource and finance management, and work ethic required to be self-employed, along with the flexible schedule, provide an excellent foundation for capacities, and thoroughly enjoy the time I spend doing so.

I believe that my enthusiasm, professional knowledge, inquisitive nature, useful skill sets, and true love of swimming and USMS will enable me to be an especially constructive and helpful member of the Board of Directors

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 issue that is likely forefront in most everyone's minds is the recent two-year decline in membership for the first time since USMS was founded. USMS would be well-served to take further action to not only secure new members but also retain current members.

The decision that USMS made to partner with College Club Swimming was an ingenious step toward increasing awareness about USMS with younger swimmers, who are currently a relatively small portion of the USMS membership. This partnership should help USMS membership growth by providing familiarity with USMS and its post-college swimming opportunities. I believe further exploring the possibilities of this relationship and continuing to put more energy and resources into the USMS/College Club Swimming partnership would be a wise investment in the future of USMS.

Better search engine presence could also provide a new flow of members. Given that nearly 80% of all Americans go online daily and more than half of those say they go online several times a day, improved search engine presence could be an excellent way to reach potential new members. A prospective plan for membership growth through increased website traffic could include an online ad campaign at various search engines and websites, and better search engine optimization (SEO) of usms.org to reach targeted groups.

Member retention is another key factor in growing USMS membership. I have learned firsthand the amount of energy and work it takes to not only recruit new members but to keep current members active and engaged, having established a new workout group in sparsely populated southern Oregon, and grown it to over 40 members. Naturally, there is no one-size-fits-all solution to member retention, as what keeps an individual motivated to swim with a Masters group can vary from person to person. However, an active, enthusiastic, caring, and knowledgeable leader and/or coach who can provide individual attention seems to be universally beneficial to keep people engaged and coming back. The many courses USMS offers for coaches are great for preparing coaches and leaders. I would suggest also offering additional USMS courses (or an expansion of the current coaching courses) geared specifically toward training individuals to engage people in order to encourage USMS membership and keep them coming back day after day, year after year.

An additional issue that I believe would be useful to address is the perceived differences between the national office and volunteers. Some of the changes in the national office in the last few years seem to have resulted in a lack of unity within the organization between national office employees and volunteers. Change and transition are challenging, and I believe that if USMS is going to best serve its membership and continue to grow, this strained relationship should be worked through. We all have the common mission of promoting health, wellness, fitness, and competition for adults through swimming. USMS is brimming with extremely intelligent and capable individuals, both in the national office and within the large body of volunteers. With this common ground and clear and open communication, I believe progress can be made in building bridges between all involved so that we may move forward together in a positive direction for our wonderful 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:

Long Distance Committee, 2017-present, under chair Ali Hall.

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

- Elected official for the city of Ashland, Oregon - Ashland Parks & Recreation Commissioner 2014- present
- Founder and President of Southern Oregon Masters Aquatics (SOMA), a workout group in the Oregon LMSC, which has doubled the number of Masters teams and registered USMS members in Southern Oregon and introduced dozens of people to USMS for the first time
- Oregon Webmaster from February 2014 to present
- Oregon Coaches Co-Chair from October 2016 to present
- Oregon National Team Coach at 2015 USMS Spring Nationals in San Antonio, TX; 2016 USMS Summer Nationals in Gresham, OR; 2017 USMS Summer Nationals in Minneapolis, MN; 2018 USMS Spring Nationals in Indianapolis, IN
- Designer and assembler for a RFID chip timing system for Oregon Masters Swimming open water series
- Race Director for the 2014 USMS 5K/10K ePostal National Championships
- Race Director for the 2017 Applegate Lake Swim and 2018 USMS Marathon Distance Open Water National Championship at Applegate Lake
- Race Director for 2018 Southern Oregon Coast Swims at Eel Lake
- Race Director for 2018 Southern Oregon Mountain Swims at Lake of the Woods
- Long Distance Committee working groups I have served on include: Documents (lead), 2018 Rules & Legislation, 2020 National Championship Bid Recruitment & Selection, Communications, National Championship oversight, and Long Distance Committee Goals
- High school swim coach from 2012 to present; Currently head swim coach of St. Mary's school in Medford, Oregon

Please list any other information you would like included.

Over the last four years, I have taken a leadership role in my local community through my service as an elected Parks Commissioner for the city of Ashland, Oregon. I chose to run for election to the five-person Ashland Parks & Recreation Commission in 2014 to provide a strong voice for aquatics in a community within a region that is dramatically underserved in terms of aquatic opportunity. During my term as a commissioner, we have made good progress toward planning a rebuild of the aging seasonal, city-owned pool (open to the public only May through August) into a year-round aquatic facility to provide far more aquatic opportunity for members of our community. My 4-year term is ending in December 2018 and I have decided that rather than running for re-election I would like to spend even more time volunteering within USMS in various roles, one of those hopefully being the Board of Director member from the Northwest Zone. I sincerely hope that I am able to serve USMS in this capacity.

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

I am a firm believer in the USMS mission and have spent thousands of hours volunteering within USMS, both locally and nationally, to help our organization grow and serve its members as best as possible. Swimming and USMS are integral to my life, and I am very grateful for the kind, welcoming, accepting, and supportive USMS members and swimmers who I continue to build relationships with and meet. I look forward to the opportunity to serve USMS and its members even further, encouraging and embodying the values of fitness, fun, learning, excellence, and respect. I am very excited by the opportunity to serve USMS and its members as the Northwest Zone At-Large Director.



**U.S. MASTERS
SWIMMING**

To: USMS Elections Committee

From: Sarah Welch

Date: August 26, 2018

Subject: Nomination-Matt Miller for At Large Director-Pacific Northwest

It is my honor and privilege to nominate Matt Miller for the At-Large member of the USMS Board of Directors from the Northwest Zone.

Sincerely,

Sarah Welch

At Large Director from the Pacific Northwest (2014-2018)

PNA-LMSC Board Member

From: Ali Hall, Chair, USMS Long Distance Committee

Date: September 5, 2018

Subject Line: Letter of Recommendation for Matt Miller, NW Zone at Large Director

To: The Elections Committee

I am writing this letter of recommendation to support Matt Miller for the position of NW Zone at Large Director for U.S. Masters Swimming (USMS). I have known Matt since he joined the Long Distance Committee (LDC) for the 2017-2018 season. Matt was immediately eager to step forward and take responsibility for significant leadership roles on the LDC, work collaboratively with other volunteers, learn everything he could about what the LDC does, and tirelessly follow through with LDC work to serve USMS membership well.

Matt has led our LDC Documents workgroup since he joined us, and provided effective collaboration with the National Office and the Long Distance National Championship event liaisons. Matt co-led our successful 2020 Long Distance National Championship Bid Recruitment and Selection workgroup and created responses to FAQs for our potential bidders. Matt created all of our bid letters and response spreadsheets.

Matt cheerfully takes on whatever is asked of him and mentors other members effectively on the LDC. He always responds quickly and positively, he always follows through skillfully with his responsibilities. This past year, he also fully supported all three Open Water National Championship events in Oregon (our 2018 OWNC Oregon "Swimcation"), by serving as race director for one, and providing timing and IT support for the other two.

Matt is an outstanding leader in many capacities. He clearly has the knowledge and the ambition to be a successful candidate for the NW Zone at Large Director. His passion for Masters swimming is evident. It is a delight to serve USMS alongside him. He has been willing and fully capable to volunteer his time and resources to benefit USMS. This energy is clearly a strength for serving our membership and (I hope) his future colleagues at key leadership levels.

Please do consider Matt Miller when you want a go-to person who is always available, eager to help, and utterly dependable with cheerful and capable follow-through. He's a real asset for USMS.

I would be happy to provide any additional information for your consideration.

Very truly yours,



Ali Hall

Chair, Long Distance Committee

From: Tim Waud, Chair/President Oregon Masters Swimming LMSC

Date: August 27, 2018

Subject Line: Letter of Recommendation for Matt Miller, NW Zone at Large Director

To: The Elections Committee

I am writing this letter of recommendation to support Matt Miller for the position of NW Zone at Large Director for U.S. Masters Swimming. I have known Matt since we first met at the 2012 U.S. Masters Swimming Summer National Championship in Omaha, Nebraska. My first impression of Matt was that of pure passion for the sport of Masters swimming. Matt was very friendly, easy to talk to, and we quickly developed a friendship that has lasted over six years.

On the local level, Matt has worked tirelessly as a swim coach in many capacities. Not only has he worked hard developing his workout group the Southern Oregon Masters Aquatics, Matt has experience coaching at the high school level. This is an asset to Matt as USMS is looking to reach this demographic and increase our younger generation membership. Matt has also served his community serving on the City of Ashland's park and recreation board of directors.

Matt has an outstanding record of leadership at the LMSC level. He has served as Oregon Masters Swimming (OMS) Webmaster since 2014 and as Coaches Co-chair since 2015. Matt has served as the Oregon Club head coach for several USMS National Championships, working tirelessly to coach, video tape, and provide critical race feedback to all swimmers. Matt was also very instrumental in the planning of the 2016 Summer National Championship held in Gresham, Oregon. He has served as a race director for several Open Water events in the past few years. This past year, OMS held three Open Water National Championship events where Matt served as a race director and assisted the other race directors on race day.

On the USMS national level, Matt will be attending his second USAS convention and is currently serving on the Long-Distance National Committee where he is a member of the Rules and Legislation Subcommittee, and the 2020 National Championship Recruitment and Selection Subcommittee.

Matt is an outstanding leader in many capacities. He has the knowledge and the ambition to be a successful candidate for the NW Zone at Large Director. His passion for Masters swimming is infectious, and I always enjoy working with Matt as an OMS Board member and an Open Water race director. He is always willing and able to volunteer his time and resources to help better the Oregon LMSC. This in turn, is an asset to our membership, a representative who is always there to listen and voice the concerns of those he represents. Please consider Matt Miller when you want a representative who is always available, eager to help, and punctual when it comes to getting things done.

Sincerely yours,



Tim Waud
Chair/President Oregon Masters Swimming LMSC