

Jeff Strahota - Colonies Zone Candidate for the At-Large Director



The Election Committee has deemed that Jeff Strahota 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 *Jeff Rodding* and received letters of recommendation from *Kirk Clear* and *Laurie Hug* 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: Yes No

I am planning to attend the HOD Meeting for this election year: Yes No

I am planning to attend all HOD Meetings during my tenure in office: Yes No

I have attended 2 or more HOD Meeting in the past five years? 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 11th Convention:

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

Section Three: Questions

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

Despite being a younger member of USMS, I have been involved in volunteering with the organization for over a decade and had a variety of relevant experiences. I've served on a

variety of committees (Marketing, LMSC Development, and Championship) and am presently a member of the Volunteers Task Force.

This fall, I'll be celebrating 20 years of USMS membership, but unlike most veterans with membership this lengthy, I'll be a member of the under-40 demographic. Not only is the experience of being a young USMS member still fresh in my mind, but swimming at a major university, I am continually a first-hand witness to the challenges facing my peers and our younger members.

As membership and volunteering in USMS has been a significant part of my life for the last 20 years, I would like to help guide the organization past its 50th anniversary and onward so that the next 20 years may be as fun and fulfilling for others as the last 20 have been for me.

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.

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 Jeff Roddin)

Potomac Valley LMSC Chairman, 2015-present, 2009-2013

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

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

Professionally, I work for Claritas, a marketing company specializing in consumer segmentation. We help our clients find the best customers most likely to purchase their product/service based on their behaviors. Instead of putting a flyer on every car in the parking lot, we tell you the only black and gold Volvos are most likely to buy your product, and help you find those targets.

My specific responsibility is as a Product Manager, and am responsible for turning our syndicated research survey data into our segmentation profiles. In addition to how the product is produced, team coordination and scheduling, and how the product is ultimately consumed by clients, I also work on data analysis and short/long term competitive 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 my masters group 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 look forward to the opportunity to represent our under-40 demographic on our organization's board.



**U.S. MASTERS
SWIMMING**

From: Jeff Roddin
Date: April 30, 2018
Subject Line: Nomination

To: The Elections Committee

I am writing to nominate Jeffrey Strahota for the Colonies Zone At-Large Board of Directors position.

Sincerely,
Jeff

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Jeff Roddin | Registrar | Potomac Valley LMSC | U.S. Masters Swimming



**U.S. MASTERS
SWIMMING**

From: Kirk W. Clear

Date: April 29, 2018

Subject Line: Letter of Recommendation for Jeff Strahota

To: The Elections Committee

It is my pleasure to recommend Jeff Strahota for the position USMS Director from the Colonies Zone.

Jeff has many years of experience at the local swimming levels as well as the USMS national level in many capacities that give him a great foundation to serve in this role. Jeff is the ultimate volunteer, always willing to step up and help out wherever needed. He has many great ideas to move Masters Swimming into the future and meet the needs of our current and future membership.

As Chairs of neighboring LMSCs, Jeff and I work together on a routine basis to ensure our organizations are providing the best and more thorough services to our members. Jeff helps promote Masters Swimming events, whether in his LMSC or not—he just wants to make sure USMS members, and potential members, take advantage of every opportunity available to them.

Thank you for your consideration of Jeff Strahota to this important position.

Kind Regards,

Kirk W. Clear
Chair, Virginia LMSC



**U.S. MASTERS
SWIMMING**

From: Laurie Hug

Date: 4/29/18

Subject Line: Recommendation of Jeff Strahota for the Colonies Zone At Large Director

To: The Elections Committee

I would like to recommend Jeff Strahota for the position of At Large Director for the Colonies Zone. I have known Jeff since his early days as a USMS member in the 18-24 age group. He still has the same enthusiasm for the sport now as he did then. Over the years he has been a volunteer at the LMSC, Zone and National levels, has been awarded with a USMS Dot Donnelly Service Award, has attended the USAS Convention every year for the past decade, and is a passionate advocate for masters swimming.

Jeff is a thoughtful, intelligent and dedicated volunteer who has eagerly taken on increasing levels of responsibility. During his term as the Colonies Zone Chairperson (2011-15), he ran efficient meetings and was a strong communicator. He would be a fine representative for the Colonies Zone At Large Director position.

Sincerely,

Laurie Hug

Delaware Valley LMSC Chairperson 2010-15