

Chris Campbell - Candidate for Vice President of Community Services



The Election Committee has deemed that Chris Campbell 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 *John King* and received letters of recommendation from *Scott Bay* and *Chris Colburn* 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 1 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:

2008 Atlanta, 2009 Chicago, 2010 Dallas, 2011 Jacksonville, 2012 Greensboro, 2013 Anaheim, 2014 Jacksonville, 2015 Kansas City, 2016 Atlanta, 2017 Dallas, 2018 Jacksonville

Section Three: Questions

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

Currently, I serve on the USMS Board of Directors as the At-Large Director for the Oceana Zone. I also serve on the USMS Coaches Committee, where I have been a seated member since 2009. I have served as the Coaches Liaison to the Recognition and Awards Committee from 2015 through 2018. I believe that my Board position, long-standing membership on the Coaches Committee, and my expertise as a USMS Level 4 Coach and Certified USMS Official provide me great insight into the needs and desires of the USMS membership at the local, LMSC and National levels. The position of VP-Community Services would better and more

impactfully allow me to bring my strengths to bear in the service of USMS and its membership.

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?

1. In a word, Growth. While expanding our membership is a noble goal, uncontrolled expansion, expansion without purpose does not serve our interests as a National organization- it would dilute the services we offer to our membership. To me, it's not just about growing our membership, it's about growing our volunteer base as well. How do we get our membership, both new and old, to engage with our community? As a start, it is worthwhile to note that the first contact than any member has with USMS is the coach on deck. This organization cannot have an effective and sustainable growth strategy without far more extensive engagement and buy in from the member coaches. My experience, contacts and relationships in the USMS community will help to make that happen.

2. I firmly believe that the power and authority to determine and direct USMS policies and governance rests with the membership and is manifested through the LMSCs and the Board of Directors. While Staff may perform trade studies and analyses, making recommendations based upon the findings, Staff does not set policy. Rather, Staff implements policy at the direction of the Board of Directors and the Executive Committee, both of which answer to the membership. I will actively seek to maintain that balance and that accountability to the membership through transparency of processes and decisions, as well as enhanced two-way communication and accessibility. So long as our members are stakeholders and feel empowered in the governing *and* decision-making processes, the growth and evolutionary potential of USMS is unlimited.

3. Another issue of concern is the overly-rapid implementation of new technologies and methodologies for conducting USMS business. While the march of technology is inexorable, USMS, despite having a professional staff, is still a volunteer-driven organization at its very core. The expertise and commitment of our membership is a force to be reckoned with. The volunteer spirit of our membership should be encouraged and nourished at all levels. It is by leveraging the existing expertise of our membership, along with the knowledge _and vision of our National Office staff, determining "best practices" from our LMSCs and membership prior to implementing new procedures, that we can grow effectively and efficiently as an organization. While there are many areas of work that can be handled more efficiently by paid staff, it is not in the best interests of USMS to ignore existing expertise, much of which is very high level and available to USMS free of cost.

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:

Coaches 2009-present. Chairs: Chris Colburn 2009, Craig Keller 2010-2011, Scott Bay 2012-2016, Bob Jennings 2017-present

Recognition and Awards 2017-2018 Chair: Ray Novitske

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

I have been a Masters Coach with Mountain View Masters since 1998, attaining USMS Level 4 Coaching Certification in 2015. I have served as MVM Head Coach from 2006-2009, as Co-Head Coach in 2012, and as Interim Head Coach in 2016. I was Pacific Masters Swimming Coaches Chair from 2006 through 2009. A USMS Member since 1988, I was the Pacific Masters Coach of the Year in 2010, recipient of a Kerry O'Brien Coaching Award in 2011,

recipient of a Dorothy Donnelly Service Award in 2012, and recipient of a Pacific Masters Appreciation Award in 2017. In 2017, I became certified as a USMS Stroke and Turn Judge and Starter. In 2018, I was elected to serve as the USMS At-Large Director for the Oceana Zone. In 2019, I became certified as a USMS Referee. I have participated in 31 USMS Nationals, FINA World Championships, and National Senior Games as a swimmer, coach and official as of 2018.

Please list any other information you would like included.

I have been employed as a Satellite Systems Engineer since 1985. I was one of the original 4 members of the Morrison Swim Club in 1973, and I was the first male from this Team to compete collegiately (Northwestern University Varsity Men's Swimming 1979-1981).

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

A long-time member of USMS as swimmer, coach and official, I believe in the passion, creativity and expertise of our USMS membership. I firmly believe that the power and authority to administer and govern USMS derives from its volunteer base, flowing up through the LMSCs and Committees to the USMS Board of Directors. Clear, open and respectful communication between all levels is crucial to the growth and evolution of USMS.



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To: Elections@usmastersswimming.org

From: John King, Pacific Masters Swimming Chairman

Date: April 24, 2019

Subject: Nomination of Christopher Campbell for Vice President of Community Services

It is with great pleasure that I nominate Christopher Campbell for the position of Vice President of Community Services.

A handwritten signature in black ink, appearing to read "John King", is written over the printed name.

John King

Chairman, Pacific Masters



**U.S. MASTERS
SWIMMING**

From:

Scott Bay

Date:

3.31.19

Subject Line: Recommendation of Christopher Campbell as VP Community Services

To: The Elections Committee

Members of the Committee,

This letter serves as a letter of recommendation for Christopher Campbell of Pacific LMSC to serve as VP of Community Services. As a member in good standing and as a colleague who has worked with him in many volunteer service roles across more than a decade, I would like to draw attention to his qualifications for the position.

Coach Campbell has distinguished himself as a servant to the masters swimming community on many levels including that of Club Coach, LMSC officer, USMS Committee Member and most recently as a member of our Board of Directors. His technical knowledge and understanding of the operations of USMS are only surpassed by his ability to understand complex situations and build consensus among divergent opinions.

He has honed these skills throughout a decades long career in Masters Swimming as both an athlete and leader that included work on the USMS Masters Coach Certification Curriculum, hosting clinics and events and serving on numerous committees and task forces at the local, regional and national level.

It is my distinct honor to recommend Coach Campbell for the position of VP of Community Services.

Kindest Regards,

Scott Bay
ASCA Level 5 Certified Coach
USMS Coaches Committee Member
Florida LMSC Coaches Chair
2016 USMS Coach of the Year
Past USMS Coaches Chair
Past Florida LMSC Chair
Managing Partner RSJ Event Specialists
Co Meet Director Rowdy Gaines Masters Classic

Date: April 5, 2019

Subject: Recommendation for Christopher Campbell for Vice President of Community Services

To: The Elections Committee

I am writing today to recommend Chris Campbell for the office of Vice President of Community Services. I have known Chris for almost 20 years as a coaching colleague, national volunteer, and fellow member of the USMS Board of Directors. Chris' skills and experience in each of these roles has prepared him to make significant contributions as a member of the Executive Committee.

Chris' strengths as a coach and official are well-documented. As a USMS Level IV Coach, he has provided reasoned leadership and important expertise to his time on the Coaches Committee and as both a Head and Assistant Coach at Mountain View Masters. Always a visible and encouraging presence on deck, Chris' wisdom about the sport, its history, and its workings have provided a shining example of how our coaches are key to the success of both our clubs and the long-term strength of our membership.

Chris' work with the Coaches and Recognition and Awards Committees has furthered the coaching profession and the recognition of his colleagues for their important work. He has worked with the certification subcommittee for many years, and has been instrumental both in creating and strengthening the Coach Certification program we have today. His work as Coaches' liaison to Recognition and Awards has shown how he helps various interests in the organization to work together as a cohesive team.

What has impressed me most about Chris is how he has stepped up in his first year of work as the Board's At-Large Director from the Oceania Zone. He strives to make informed decisions, and is quick to ask a question if it will help him to further his and others' understanding of an issue. Chris always works with both the best intentions and the greater good of USMS in mind. It is that wisdom and ability to analyze and solve complex issues which makes Chris a superior candidate for an officer role.

In conclusion, Chris Campbell has demonstrated through his talents and insights that he will make an effective leader for the Community Services division of USMS. To that end, I look forward to the opportunity to endorse Chris Campbell as the next Vice President of Community Services.

Sincerely,

Chris Colburn, Vice President of Local Operations