

## Paige Buehler – Northwest Zone Candidate for At-Large Director



The Election Committee has deemed that Paige Buehler is a member in good standing of U.S. Masters Swimming. The candidate has indicated she is planning to attend the HOD Meeting for this election year and, if elected, is planning to attend all HOD Meetings during her 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:***

All meetings of the HOD from 2007 through 2018.

2019 – St. Louis, MO - HOD meetings #1, #2, #3

All meetings of the HOD in 2020 & 2021 via Zoom

### Section Three: Questions

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

I'm running for another term on the Board because I'd like to continue the work we have started in modernizing our governance structure, our membership benefits and the ways we reach current and potential members. Having served on LMSC Development and Governance Committees I'm well versed in the options and conversations around making progress at both the local and national level on those issues.

***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?***

I think that our continuing need to evolve and adapt our organization and its "products" to meet the needs of younger (under 45) swimmers creates the opportunity to grow out of the pandemic membership dip. Our continued reliance on the competition model coupled with waning enthusiasm of volunteers to host local swim meets makes it hard to create a sustained group of members. There is a reason why "meets" are called "meets;" it is an event designed to bring people together to see each other, share an experience and

make a connection. For USMS's first 50 years, competition has been the driving force behind the need for our membership to "meet" and make those interpersonal connections. In our next 50 years we need to create a new "meet" to grow alongside our local and national championship competitions, one that brings our membership together in a cooperative, rather than competitive event. The ways in which I would help the organization along that path as a member of your board of directors include supporting a skilled and empowered national office willing to take risks to try new ideas, providing direction to staff and local leadership, and ensuring a feedback mechanism focused on customer/member experience and value. I'm really glad that the plans for Relay 2023 are to focus on events and hope to help with those efforts.

***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:***

LMSC Development, member 2009-2011; Doug Adamavich, chair

LMSC Development, chair 2011-2015

LMSC Development, vice chair 2015-2016; Michael Moore, chair

Governance, member 2016-present; Dr. Jim Miller, chair; Jeff Strahota, chair

Board of Directors, 2020-current

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

I have served on the board of directors for other non-profit organizations including:

Palouse-Clearwater Environmental Institute (Treasurer, December 2007-December 2009) overseeing a \$3.1M annual budget,

New Mexico State Soccer Association (President, 1999-2000) and serving as a delegate from U.S. Amateur (now Adult) Soccer Association at the U.S. Soccer annual general meeting in 2000,

And local school-related booster organizations in leadership roles (2006-2020), which, though small, provided endless opportunities for learning and practicing good governance skills.

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

I served as registrar, secretary and chair of the Inland Northwest LMSC and continue to participate on its Board of Managers. I understand the challenges of clubs and LMSCs operating in sparsely populated and geographically spread-out areas and I try to bring that perspective to the board.

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

My wish is to continue the work I've been involved in with helping USMS build on the opportunities that the pandemic has provided us to recover stronger and more flexible in reaching potential members. I'm glad that our emphasis is on growing the local base with quality programming and on the ability to engage volunteers.