

Britta O'Leary – Southeast Zone Candidate for At-Large Director



The Election Committee has deemed that Britta O'Leary 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:

2019 St Louis, MO, 2020 virtual HOD, 2021 virtual HOD

Section Three: Questions

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

Having been an at-large member of the Board of Directors the past 2 years opened my eyes even more about the importance of governance and the impact it has. Being part of the strategic planning group that was able to give input on the direction of USMS over the next few years was an incredible honor and interesting experience. I was happy to provide my insights having worked on strategic planning for other NGBs in the past and look forward to continuing using my past experiences and knowledge as an asset for USMS.

Being chair for the Georgia LMSC and being on the BoD at the same time has helped me tremendously having the incredibly important local perspective and how national level decision will impact those.

I would love to continue being a bridge between local LMSCs and the BoD and continue to make sure that national priorities are aligned with local priorities.

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?

Membership: USMS is a membership organization. Members are USMS's biggest asset. We need to find ways, through educating about relevance of offerings and services, as well as adjustment of the likes, to get the USMS messaging on a grassroots level. The path has been set for that already, with a focus on club development, followed by Event Development, and Community Development

Relevance of Offerings/Services: While USMS has adjusted its offerings, especially in the fitness area, I believe it is incredibly important to stay relevant and timely with our offerings. We need to make sure that especially fitness swimmers are more encouraged to become USMS members. I keep hearing from many swimmers that the only reason to join USMS are swim meets. We need to take a thorough look into the offerings and make sure that we give all our stakeholders reasons to stay actively involved in this growing organization.

Brand Awareness and Understanding: it was part of the USMS strategic plan and things are still getting implemented, but I see the need to have this implemented both from top down and from the bottom up. To facilitate this bottoms-up approach, LMSC boards need to have resources to make sure their membership is educated and being communicated to about the USMS brand, offerings and services. During my work as chair for the Georgia LMSC, it has been one of my main goals to create more transparency with what the LMSC does and how it all starts at the top with USMS. As a member of the board, I have been able to bring that knowledge on a more grassroots level and intend to keep doing so. Only through education, transparent communication and involvement can we make sure that the value conception of USMS is protected and being grown within our stakeholders.

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:

Ad hoc committee strategic planning (committee chair: Carrie Stolar) November 2021-March 2022

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

Professional Sports Experience:

- IMG Tennis: planned and implemented sponsor and spectator experiences at the Sony Ericsson Open
- Learfield Sports: Experiential Event Planning and Implementation on the collegiate level
- Helios Sports: Independent Consultant to International Sports Governing Bodies and Bid Cities for Olympic Games and World Expo
- Marcus Jewish Community Center of Atlanta: Marketing for new member acquisitions, sports and preschool registrations
- Scholarbook GmbH: recruiter for international student-athletes, working with colleges and high-schools in the US, especially for aquatic sports

Volunteer Sports Experience:

Georgia LSMC Chair: 5-year strategic plan establishment and implementation

Please list any other information you would like included.

Having grown up in Europe and having worked with international sports federations in the past keeps showing me that I can look at things differently and give unique perspectives.

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

Since I was young, sports governance and federation work was something I have been passionate about. My passion for the sport of swimming, combined with the opportunities that USMS provides make me excited to stay a part of and contribute to this ever-changing organization. Masters Swimming is so much more than swimming. It is the friendships you make, travelling across the Globe, connecting with old and new people, and sharing a common passion.