

Ed Coates - Candidate for President



The Election Committee has deemed that Ed Coates is a member in good standing of USMS. The candidate has indicated he is planning to attend the USMS National 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 and recommended by *Peter Guadagni* and received a letter of recommendation from *Whitney Hedgepeth* 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 Meetings in the past five years?* X Yes _____ No

Please list the USMS National HOD Meetings you have attended, including the dates of attendance:

I have attended the annual USAS convention and USMS Annual Meeting in 2005, 2007, 2008, 2010, 2012, 2013, 2014, 2015, 2016, 2017, 2018, and 2019. I attended the USMS Annual Meetings in 2020, 2021 and 2022

Section Three: Questions

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

USMS membership has had a significant impact on my life because of the great friendships I have developed within my swimming community and the health benefits related to swimming. I have benefited from the mission of USMS and my interest in this position is to help USMS

continue accomplishing its mission to promote health, wellness, fitness and competition through swimming. My services as a volunteer at both the local and national level, in combination with my professional leadership experience, has given me a solid background to lead USMS into the future. My volunteer roles with USMS have given me a good understanding of the governance and operational structure of USMS. I also have experience as a volunteer and board member for other organizations that will assist me in the leading the Board for Directors in the role as President.

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?

USMS faced unexpected issues and challenges related to the pandemic, but with the steady leadership of staff and the Board during the pandemic helped lessen the potential harm to the organization. We have emerged from these challenging times on a good financial footing with many opportunities to grow in the future. USMS is now in a position to focus on our future. We have several opportunities to strengthen USMS going forward by maintaining our focus on our mission and pursuing key strategic opportunities, including:

Club Development – Clubs and coaches are the lifeline to our members. Having been a member of Longhorn Aquatics for nearly 30 years, I have seen how a strong club structure can attract and retain members over the long haul. As President, I would encourage the Board to continue to focus on this strategic pillar and provide resources to support club development and growth. This will lead to a positive overall membership experience.

Event Development – While not all of our members are competitive swimmers, local events are important to attract and retain members. Members who compete are more likely to remain members for the long haul. Just like with club development, we need to continue to support and promote event development into the future. We also need to be creative in offering new and unique event opportunities to attract a diverse array of swimmers and engage with a wider variety of potential participants.

Sustainable Governance – USMS has encountered a lot of change during our 50 plus years of existence. We need to continue to adapt our governance and oversight structure to allow us to grow and to compete in a dynamic business environment. We sometimes forget USMS is also a business, serving nearly 60,000 members with a multi-million dollar budget, a support staff of approximately 15 employees and several hundred volunteers. The organization must be agile enough to take advantage of emerging opportunities, while also having proper oversight in place to protect our brand and assets. We need to have a governance structure that is aligned with best practices so we can more effectively utilize volunteer time and focus on accomplishing our mission.

Effective utilization of volunteer resources – Over the years, we have evaluated how we have utilized and deployed volunteer resources. Volunteer contributions are valuable to our organization and have helped it become the strong organization it is today. But we can't rest on these laurels, we must continue to evolve into the future. We have made many changes in the past to place responsibilities for tasks and activities in the proper place, like the budget modernization process. Going forward we need to continue to reimagine how we do our business and provide volunteers opportunities to use their talents to do meaningful work that contributes to accomplishing our mission. Much of this volunteer focus probably should be at the local level, where we engage more directly with our membership. Providing meaningful volunteer work will ensure we are providing a positive experience for our volunteers.

Like the emergence of a global pandemic over three years ago, we have no insight to the undiscovered challenges and potential opportunities that may emerge in the future that impact USMS, but I will do my best to lead the organization and to accomplish its mission and strategic priorities. I think my past volunteer experience at both the local and national level has given me a strong foundation to lead the Board of Directors in the future.

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:

I have served on the Compensation and Benefits Committee from 2011 to 2021. Sarah Welch was the committee chair when I joined the Committee. I have served as the Compensation and Benefits Committee Chair from 2013 -2019. After election to the VPLO role in 2019, I stepped down as chair of Compensation and Benefits Committee but I remained on the committee as a regular member, with Erica Braun taking over as chair. I left the committee after my second term was completed in accordance with the committee charter.

I am a current member of the Governance Committee, first appointed in 2018, and have served on the Education Sub-committee for several years. I have served on the convention task force in 2018 and served on a Grievance Review task force in late 2022 and early 2023.

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

I have served on the South Texas LMSC Board and as LMSC chair for many years, providing me valuable experience in understanding the needs of local operations. I also have served as chair of other local non-profit Boards and understand the relationship between the local and national governance structures. I served as chair of the Central Texas Compensation and Benefits Association Board, a local affiliate to WorldatWork and chair of the Wisconsin Alumni Association of Austin, an affiliate organization of the Wisconsin Alumni Association. Additionally, I have been an active volunteer in Scouts BSA for over 15 years as an adult leader

Please list any other information you would like included.

No response.

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

I personally have experienced the many benefits of USMS membership, that go beyond attending competition and being a member of a club. I have developed lifelong friends, found my first job when I moved to a new city, and reaped the health benefits of swimming as part of my living with coronary artery disease. I volunteered as a local and national leader to help promote these benefits and the organization's mission.

I believe that my time as a national and local volunteer, as well as my professional experience as a Human Resources executive has equipped me with the skills and competencies to lead USMS in the role of President. I look forward to working with the Board, volunteers, and staff to promote the USMS mission and vision. USMS is a unique organization, that offers invaluable benefits to its members and communities, and I look forward to helping it achieve success in the future.



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Nomination and Reference Letter

Peter Guadagni
Walnut Creek, CA 94596

It is an honor and pleasure to nominate and recommend Ed Coates to be the next president of U.S. Masters Swimming.

Ed is a longtime member with a passion for our organization and a record of service to it that is matched by few. He began his USMS volunteer journey 30 years ago first by attending South Texas LMSC meetings and then participating in the effort to rewrite their bylaws. Eventually he would become the LMSC's chair, a position he would hold for more than a decade. As chair he helped plan national and zone championships that were conducted in the area and introduced policies and programs to help support local clubs and events.

As a national level volunteer, he has been a delegate to the annual meeting, member and chair of the Compensation and Benefits Committee, at large director on the Board, member of the Convention Task Force, member of the Governance Committee, and Vice President of Local Operations. In all these roles, he has been a vocal advocate for our members and volunteers; pushing his various committees and the Board to adopt best practices to improve the experience of both of these important groups. Although much of Ed's time in recent years has been devoted to national service, he knows the heart of the USMS experience is found on the local pool deck, having been a member of Longhorn Aquatics for 30 years. He used his national platform to push for the local focus of our new strategic initiatives.

In the six years I have worked with Ed on the Board I have seen him earn the respect of his peers and demonstrate the organizational skills necessary to be president. He is always prepared, he listens, and the initiatives and recommendations he brings to the Board, committees, and task forces on which he has served are thought out and well planned.

Ed has the knowledge, skills, and passion to lead USMS into the future. I encourage you to join me in supporting his candidacy for president.

Sincerely,

Peter Guadagni
Walnut Creek Masters
Pacific LMSC



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Reference Letter

From: Whitney Hedgepeth
Longhorn Aquatics(TXLA)
Head Masters Swim Coach

April 1 ,2023

Subject: Recommendation for Ed Coates

To: The Election Committee

I would like to recommend Ed Coates for position of President on the USMS Board of Directors. Ed has always been a huge asset to the Longhorn Aquatics team, for which he has been a continuous member since 1993. He is our team leader and the person that keeps things running smoothly within our program. He is always the first to welcome new members when they show up at practice, he is the loudest cheerleader on deck when his teammates are in the water. He also works hard at events to ensure all attendees are included by organizing relays for the entire time and planning team outings. He worked tirelessly to make sure the 2008 spring Masters Nationals and most recently the 2018 Spring Zone Meet held at the University of Texas were run well and people enjoyed it. He was the most instrumental individual in the overall success of these meets. Ed's past leadership of the South Texas LMSC is outstanding, as he is continuously kept members informed of local meets, membership renewals and any masters upcoming events. Ed swims 4-5 days per week with the Longhorn Masters group and regularly attends Masters Nationals where he promotes the sport that he loves to others.

Sincerely,

Whitney Hedgepeth