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## Dear Coaches,

### Quote of the week:

**“Enjoy the little things, for one day you may look back and realize they were the big things.”**

**~Robert Brault**

## Sanction Appeal Process Introduced

USA Swimming is pleased to announce the launch of the Zone Sanction Appeal Process, approved by the 2013 House of Delegates for implementation in January 2015.

For the first time, there is an appeal procedure for a meet host who believes it should be granted the right to host a USA Swimming-sanctioned event. The opportunity now exists to appeal an LSC-denied sanction decision to a Zone Sanction Appeal Panel (ZSAP). While all meet hosts have the right to submit an appeal, every effort should be made to resolve the conflict at the LSC level before the meet host initiates an appeal.

[The handbook](#) outlines how the process works, the authority of the LSC and the Zone Sanction Appeal Panel, and the procedure for initiating an appeal. The Appeal process goes into effect immediately and is available for all sanction denials since January 1, 2015.

As you formulate questions about this program, please hold them and participate in the special Sanction Appeal Process webinar that has been scheduled to help launch the program. Details are below.

### Sanction Appeal Process Webinar

Date: Tuesday, January 20

Time: 12:00 Noon Eastern / 11:00am Central / 10:00am Mountain / 9:00am Pacific

Brandon Drawz, the Chair of the Sanction Review task force, will host a free live webinar to review the program and appeal process. He will also answer questions. To register for this webinar, [click here](#).

If you are not able to view the live webinar, we encourage you to view the recording which will be available immediately following the conclusion of the live webinar. The recording will be available [at this link](#).

## USA Swimming Unveils New Logo Portfolio for Championships

With a sleek modern design that features a consistent look across its multiple levels of national events, USA Swimming has unveiled a series of new logos for its championship meets.

Conceptualized using actual underwater swimming photos that display the speed and power unique to the sport, the logos showcase the sport in a fresh, contemporary style. Moving away from the traditional profile freestyle logo design, the new portfolio features the various active motions athletes exhibit in the course of a championship meet.

In conjunction with the new marks, the Arena Grand Prix Series has been re-branded the



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Arena Pro Swim Series, Speedo Sectionals has replaced the name Speedo Champions Series and a new event, the Futures Championships, was created and required a logo.

[Read and see more:](#)

[FAQ: USA Swimming's Event Logo Redesign:](#)

## New Club Workers Compensation Program

Club Workers Compensation Coverage (WC) is now available through Payroll Office of America (POA), an Insurance Office of America (IOA) company, who understands the unique challenges USA Swimming Member Clubs face in running and growing their operation. Swim Club owners continue to look for ways to improve cash flow. That's why we're recommending Worker's Compensation insurance for the clubs through IOA and AmTrust North America which includes a PAYO (Pay-As-You-Owe) payment plan.

Effective 2/1/2015 this new optional program will be available to all USA Swimming Member Clubs in all 50 states! There is no commission to USA Swimming and a third party agent/service handles the program marketing and USA-S does not have access to club information. There will be information on the NEW [www.usasmarketplace.com](http://www.usasmarketplace.com) website under the club insurance and benefits section or you can contact JD Wallum

([jd.wallum@ioausa.com](mailto:jd.wallum@ioausa.com) [719-651-5582](tel:719-651-5582) [719-651-5582](tel:719-651-5582)), or Mike Betts ([michael.betts@poausa.com](mailto:michael.betts@poausa.com)) for details, etc. There are state requirements regarding maintaining Workers Compensation Insurance which IOA can review with you individually.

All clubs will be eligible for this coverage even if they have not maintained WC in the past or have had a lapse in coverage.

## 2015 Build A Pool Conferences

We hope 2015 will be a banner year for successful pools and programs. We will be hosting 7 Regional Build a Pool Conferences in 2015. The registration for the first 3 conferences is live on line at [www.usaswimming.org/facilities](http://www.usaswimming.org/facilities) The other conferences registrations will be live on line at least 120 days prior to the event. As always, any of our providers are invited to attend a conference. Register on line and [email Sue Nelson](mailto:Sue.Nelson) for your discount code.

San Diego, CA - February 14-15, 2015 in conjunction with the AOAP Conference  
[Hotel Information](#)  
[Information and Registration](#)

Colorado Springs, CO- April 16-17, 2015  
[Hotel Information](#)  
[Information and Registration Page](#)

Sarasota, FL - May 8-9 2015- Co-hosted by Myrtha Pools  
[Hotel Information](#)  
[Information & Registration Page](#)

## Make A Splash Grant Applications

The USA Swimming Foundation has announced its annual Make a Splash grant opportunity for Local Partners. These grants are designed to provide scholarships for

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children who, otherwise, would not have the opportunity to participate in swimming lessons. We invite all eligible and interested USA Swimming Foundation Make a Splash Local Partners to submit proposals that advance this purpose.

Eligible programs must be a Make a Splash Local Partner who has submitted their 2014 spring, summer, and fall enrollment reports and has a current insurance certificate on file. To learn more about the opportunity please [click here.](#)

Please contact [Harriett Gunderson](#), or call [719-866-3546](#) [719-866-3546](#), if you have questions about the opportunity or if you would like more information on the Make a Splash Local Partner program.

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## **Why the Oregon Ducks Don't Believe in Yelling**

**By Jonathan Clegg, Wall Street Journal, January 7, 2015**

Oregon football has become famous for doing things a certain way: fast, flashy and, above all else, loud. This is a team that plays before a deafening home crowd, dons ostentatious, ever-changing uniforms and blares music at such high volumes during practice that each drill is ended with a blast from a foghorn.

But as Oregon prepares to square off against Ohio State in Monday's national championship game, its coaches are starting to make some noise for their uncommon approach to dealing with players: They don't yell.

In a move that may send football traditionalists into a sideline meltdown, Oregon coach Mark Helfrich and his staff have ditched the age-old technique of screaming at players to motivate them. Instead, Oregon's coaches have implemented a softer, less confrontational and altogether cuddlier method of running their team.

"It's not about who can scream the loudest," said Helfrich, the Ducks' 41-year-old second-year coach. "We have excellent specialists in their field, great leaders of young men that need to teach guys what to do, to show them and tell them and find a way to bring that home. There's hopefully way more talking than yelling."

[Read more:](#)

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## **Help Your Child THRIVE, Not Just Survive**

**By David Benzel, Growing Champions for Life, January 22, 2015**

Up until 1997, 87% of all studies in the field of psychology were focused on how to relieve the suffering of those stricken with depression, anxiety, and other emotional disorders. Beginning in the late 90's researchers began studying the flip side of that condition - happiness! Why are some people happier than others? What creates a sense of well-being and happiness in people? Suddenly the question became, "what can people do to help themselves THRIVE, not just survive?"

This is an important topic for parents who want to teach their children how to choose happiness during their youth sport experience. Yes, happiness is a choice. The sad fact is that many athletes have the attitude that they will become happy after they reach success. Happiness is seen as a destination found on the other side of success. "Work hard so you can become happy." Of course it never works out that way because success is a moving target that keeps advancing ahead of us with each new goal we set.

The researchers in the field of positive psychology discovered something interesting: athletes who choose happiness perform better than those who labor and wait for it to arrive. In fact, according to author Shawn Achor, all of us are 31% more productive when we're happy.

So what are the steps to thriving and experiencing a sense of happiness or well-being? Martin Seligman lists many strategies in his book "Flourish". Here are four activities that

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will actually increase the serotonin levels in your child:

1. End each day by listing three good things that happened.
2. Keep a Thankfulness Journal and add three new things daily.
3. Maintain a 5:1 ratio of positive to negative talk.
4. Set aside a quiet time every day for prayer or quiet reflection.

Each of these activities has been proven to lead to higher levels of happiness and well-being because of the accumulative effect of focusing on the positive elements of life. Giving our attention to positive thoughts and language just works better in life than the alternative. Nothing good comes from negativity! Teach your children to make a happier choice and watch them thrive.

Parenting is, without a doubt, a sacrificial act of love and compassion; including the moments of stern, tough love when a child's behavior must be redirected and unpleasant consequences are dished out for the purpose of a life lesson. For us to succeed in our assignment - to serve our highest purpose - we must first find within ourselves the ability to respond empathically to our children's emotional needs with grace and support. Regardless of life's circumstances, our children gain the grit they need for life when they experience the security of a personal emotional bond with one or both parents. Let's be sure we've aimed our hearts at what makes the biggest difference in a child's life. Family matters!

FREE Webinar  
"From Chump to Champ in Four Steps"  
Date: Thursday January 22, 2015,  
Time: 9:00 PM Eastern Time,  
45-minute live webinar plus Q & A  
[Click Here to register.](#)

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## Five Early Predictors Of Leadership Skills

By Tim Elmore, *Growing Leaders*, January 2015

### Part 1

About this time of year, we hear predictions from everyone: gurus make their conjectures for the New Year; financial analysts forecast what the economy will do; and our friendly weathermen makes predictions about how harsh winter will be. These expectations are all based on studies of current realities that analysts believe will create trajectories. In other words, certain elements we see now become signals of what is to come. That's what I'd like to do today and tomorrow. As we look at early traits in students that send signals about who they are, I'll answer the question: Are there any current qualities or elements students possess that can predict future leadership?

[See more at:](#)

### Part 2

I believe authentic leaders possess a different kind of pride. It constitutes a set of qualities in young people that spell the word PRIDE. Check out this list below, and note any you see in the students around you. Possessing even one of them could be an indicator of future leadership you can foster. If a student has all five, you can bank on the fact they'll be leading something in their future.

[See more at:](#)

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## How The Worst Moments In Our Lives Make Us Who We Are

By Andrew Solomon, *TedTalks* March 2014

Writer Andrew Solomon has spent his career telling stories of the hardships of others.

Now he turns inward, bringing us into a childhood of adversity, while also spinning tales of the courageous people he's met in the years since. In a moving, heartfelt and at times downright funny talk, Solomon gives a powerful call to action to forge meaning from our biggest struggles.

[Watch here:](#)

## Complaints

By Unknown

An aging master grew tired of his apprentice's complaints. One morning, he sent him to get some salt. When the apprentice returned, the master told him to mix a handful of salt in a glass of water and then drink it.

"How does it taste?" the master asked.

"Bitter," said the apprentice.

The master chuckled and then asked the young man to take the same handful of salt and put it in the lake. The two walked in silence to the nearby lake and once the apprentice swirled his handful of salt in the water, the old man said, "Now drink from the lake."

As the water dripped down the young man's chin, the master asked, "How does it taste?"

"Fresh," remarked the apprentice.

"Do you taste the salt?" asked the master.

"No," said the young man. At this the master sat beside this serious young man, and explained softly,

"The pain of life is pure salt; no more, no less. The amount of pain in life remains exactly the same. However, the amount of bitterness we taste depends on the container we put the pain in. So when you are in pain, the only thing you can do is to enlarge your sense of things. Stop being a glass. Become a lake."