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## Dear Coaches,

### Quote of the week:

**"If your dreams don't scare you they're not big enough."**

~Unknown

## USA Swimming Marketing Conference

USA Swimming is excited to announce the first annual marketing conference #SwimBiz: Social Media, Sponsorship & Swimming! Promoting Your Club Locally in the Multi-Screen World

#SwimBiz will focus on growing participation, increasing revenue and improving events. Specifically, we will emphasize social media, advertising, branding, communications, sponsorship and local promotion for clubs. Additionally, the conference will be captured in a digital "toolkit" with presentations, video, etc., and will be available to our membership after the event. Attendees will be clubs, LSCs or learn to swim leaders.

### Topics

- o Mom Drives the Bus – Literally & Figuratively: 10 Insights into How Families Make Sport Decisions
- o How Word of Mouth Marketing Gets New Kids to Your Pool
- o Two Free Programs at USA Swimming To Promote Your Club That You Didn't Know About
- o What's a New Swimmer Worth (And Why Spending Some Marketing Dollars is Worth It)?
- o Attract and we need a sponsor: How to Raise Money for Your Club Without a Bake sale
- o Tiny Budgets, Big Results: A Guide to Facebook Advertising
- o Social Media Pitfalls Panel: Are SafeSport & Social Media at Odds?
- o Facebook Best Practices for Clubs
- o It's more than playing around on Facebook: How to Create Engaging Content for Your Social Media Fans
- o Your Assistant Coach is Smarter Than You: 10 Ways the Millennials Are Leading Social Media & Change

The conference will be held in Colorado Springs on Sunday, March 29th – Tuesday, March 31st. The registration fee is \$100 for attendees but will include the conference, socials, meals and airport pickups. Details for the event will be [posted here](#).

## 2015 Women's Leadership Summit

Registration starts January 20th

The Women's Leadership Summit will be held April 10-12, 2015 at La Foret Conference & Retreat Center in Colorado Springs, CO. This Summit is designed for women coaches looking for an opportunity to grow both personally and professionally. The Summit will be a weekend retreat for thirty amazing women to convene, connect, brainstorm with others and grow their network.

This Summit will recharge your life and career with focus on your development both on and off the deck.

The retreat engages participants in:

- Professional development workshops that build communication skills
- Determining best "coaching" styles



### Randy Julian

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Sponsored by:

- Honing goal setting and visioning skills
- Creating a personal and professional development plan

The clinic will be facilitated by Rose Snyder. For more information about Rose and the event [click here](#).

Registration costs \$150 and includes the conference, lodging and meals (Dinner-Friday; Breakfast, Lunch & Dinner- Saturday; Breakfast- Sunday). For registration [click here](#).

## The Impact of Over-Rotation on Freestyle and Backstroke

By Katie Arnold, USA Swimming High Performance Consultant

In earlier articles our staff has talked about the need for long axis rotation to be short and quick. This snappiness comes from shallower rotation (usually around 30 degrees), rather than the traditional “side-to-side.” When I talk to swimmers about this idea, I refer to this shallow rotation as “rail-to-rail,” with your rails being imaginary lines drawn from the front or back of your shoulders to the front or back of your hips.

Click the link below to look at the most common negative results of over-rotating in freestyle and backstroke. Each series of three photos is a progression through a single arm stroke for an athlete who over-rotates.

[See more:](#)

## Swim-A-Thon a Money Maker for You!

Why do clubs host USA Swimming Foundation Swim-a-Thon™ fundraisers year after of year? Because it's a fundraising platform that works! In fact, over \$38 MILLION dollars have been raised by over a thousand different clubs across the country in the last ten years. There are so many benefits provided when you host a USA Swimming Foundation Swim-a-Thon, like incentive awards and participation prizes, Deck Pass patches, and entry into our annual, national Swim-a-Thon contest. Follow the tips and tools provided in our Little Book of Swim-a-Thon Success and your club can be on its way to hosting a fun and financially successful fundraiser! When you host a USA Swimming Foundation Swim-a-Thon, you are not only raising critical funds for your club, athletes and coaches, but 5% of the gross proceeds from your fundraiser goes back to support the sport of swimming through the USA Swimming Foundation's programs and initiatives. Learn more about this terrific program and register for your 2015 Swim-a-Thon fundraiser today by visiting our website at [www.usaswimmingfoundation.org/SAT](http://www.usaswimmingfoundation.org/SAT)

## Swimming “Hacks”

Do you know what a “hack” is? I didn't.

[Here is what a Hack is:](#)

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## ASCA Stroke Schools

ASCA has two Advanced Stroke School clinics coming up, Feb 14-15.

Tupelo, MS  
[Advanced Backstroke](#) / ASCA Level 2 Stroke School  
Jason Turcotte / Guy Edson

Reston, VA  
[Advanced Freestyle](#) / ASCA Level 3 Physiology of Training School  
Mike Bottom / John Leonard

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## Board-Staff Relationships: For-Profits Take Cue From Nonprofit Model

By Eugene Fram, Professor Emeritus, Saunders College of Business, Rochester Institute of Technology, January 12, 2015

The hierarchy-organized business is declining in importance. Senior business CEOs, as board members and senior managers, are now blogging or tweeting messages directly to staff. The two founders of Google have frequent company-wide forums that personally or electronically allow every employee to address direct questions to the founders.

While these changes are new in business environments, informal and formal relationships between nonprofit boards and staffs have been in place for decades. It's an important factor in the success of a nonprofit because the staff must understand the board's depth of commitment to the nonprofit's mission, vision and values. Also the staff may only be one or two organizational levels away from the board.

[Read more:](#)

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## The 20 Most-Watched TEDTalks

A list of the 20 most-watched talks on all the platforms.

[Select and watch here:](#)

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## The Race to Nowhere In Youth Sports

By John O'Sullivan ,Posted October 20, 2014 in Coaching, Parenting

"My 4th grader tried to play basketball and soccer last year," a mom recently told me as we sat around the dinner table after one of my speaking engagements. "It was a nightmare. My son kept getting yelled at by both coaches as we left one game early to race to a game in the other sport. He hated it."

"I know," said another. "My 10 year old daughter's soccer coach told her she had to pick one sport, and start doing additional private training on the side, or he would give away her spot on the team."

[Read more:](#)

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## **Fueled by Water**

**By Speedo USA**

[A series of 17 very cool videos:](#)

[Elite Swimmers](#)

[Deep Enders](#)

[Swim Lessons](#)

[Rose Bowl Aquatics](#)

[Jurgen Schmidt video](#)

[C J Kanuha video](#)

[Mark Cunningham](#)

[Tara Tira video](#)

[Mariel Calloway](#)

[USA Syncro](#)

[Deep Water Class](#)

[Mike Vaughan](#)

[Ocean Ramsey](#)

[Mike Inscore](#)

[Bruin Swim Club](#)

[Santa Margarita High School](#)