



## In this Newsletter

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## Dear Coaches,

### Quote of the week:

**“Commitment is what transforms a promise into reality.”**

~Abraham Lincoln

## 2015 Speedo Winter Junior Championships Headed to Atlanta and Austin

Events will run concurrently from Dec. 9-12

Contested as two different events for the first time, USA Swimming’s Speedo Winter Junior Championships are set for Dec. 9-12 in Atlanta and Austin, Texas.

The Speedo Winter Junior Championships – East will be held at the Georgia Tech Aquatic Center, while the Speedo Winter Junior Championships – West will be contested at the University of Texas’ Lee and Joe Jamail Texas Swimming Center.

Full meet information will be available at [usaswimming.org](http://usaswimming.org) in the near future.

The split of Speedo Winter Juniors allows USA Swimming to accommodate a greater number of athletes at the junior level. In recent years, the Speedo Winter Junior National Championships reached maximum capacity, and the qualifying standards were approaching those of the senior-level AT&T Winter National Championships.

## Nominations Are Now Open for the #SwimBiz Club Marketing Awards

#SwimBiz Club Marketing Awards Nominations are now open for the #SwimBiz Club Marketing Awards! We want to hear about the best and the brightest promotional efforts from the swimming community. Through a combination of online voting and a panel of industry professionals, USA Swimming member clubs will be recognized in six categories for marketing excellence.

- Best Use of Social Media: This award recognizes a club that has the best content or campaign on social media across any social network such as Twitter, Facebook, Instagram, Pinterest or Vine. Tell us about your growth, or how your club used social media in a creative way to support your club’s business.

- Best in Sponsorship: This award acknowledges a club who has the most unique strategy to bring in sponsorships and financial support to the club. Tell us about how your creative approach to sponsorship helped land a new partner, improve the meet experience or just raised dollars for your club.

- Best in Fundraising: This award recognizes a club that created a unique fundraising program. Tell us about how your team rallied behind a cause, supported a local organization or just thought beyond the bake sale to raise funds for your own club.

- Best in Multicultural Marketing: This award recognizes a club that planned a successful marketing or outreach campaign specifically-targeted at a multicultural audience.

- The SwimToday Award: This award recognizes a club that designed a marketing based program that grows the sport whether it is attracting new members or engaging existing swimmers with incentive programs that keep them engaged. Think “outside the pool” for





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this one!

• Marketing Club of the Year: This the signature award of the conference and the year to reward marketing excellence! This award is a combination of all the previous awards. Any submission above will be qualified for the Marketing Club of the Year. Tell us about how your club distinguished itself from the rest in terms of innovation and creativity to promote your club and the sport of swimming. Awards will be given based on the size of year-round membership in your club with three levels:

- 1-150 Swimmers
- 151-300 Swimmers
- 301+

Nominations will be submitted through an email application to [USA Swimming](#) by 5 pm Mountain Standard Time on Friday, March 13, 2015. **TODAY!** The award will be presented at the #SwimBiz Club Marketing Awards in Colorado Springs, CO on March 30, 2015. Acceptance speeches will be 140 characters or less and include the #SwimBiz hashtag. Recipients will read the acceptance “speech” at the awards dinner and USA Swimming will immediately post on social media with pictures of the winners!

[Click here](#) for more details about the #SwimBiz Marketing Awards application.

## The House is On Fire

By John Leonard, ASCA

One of the key roles that the American Swimming Coaches Association has played in American Swimming since 1958 is to warn of threats to our sport. Today, I am going to tell you about the biggest threat to American Swimming in the history of our sport. NCAA Scholarship Swimming is under assault. And very likely to become extinct SOON if we don't act to save it. This is critical to all of us for two reasons:

First, for all of us, the USA is the only country in the world where a young man or young lady taking his or her first swimming lesson today, has no limits on their future! They can choose to swim a little, swim a lot, excel (or not), go through high school swimming, move on to the world's most competitive program in NCAA swimming (which attracts athletes from all over the globe, seeking what they don't have at home), and go on to be an Olympian.

Or they can chose to do summer league swimming, swim in high school, move on to an academic life, and never swim again. The point is, they have the choice.

[Read more:](#)

## Coach-Owner Seminar

March 20 Registration Deadline

In the past decade the concept of the “Coach-Owned” Swim Club has increased in popularity. USA Swimming has gone from ~2% of our clubs being coached owned in the early 2000's to more than 15% in 2015. While this can be a positive thing for the coach, swimmers, and parents, the Coach must be professionally prepared to handle the business of Aquatics. USA Swimming's Club Development Division will host the second Coach-Owner Club Seminar at the Olympic Training Center in Colorado Springs April 17-19, 2015. **This seminar is for the prospective coach-owner and the current coach-owner.**

The featured speakers are Tom Ugast from Nation's Capital Swim Club, Dave Anderson and Matt Miller from the Walter Schroeder Aquatic Center, and Rick and Lori Klatt from Fresno CA. USA Swimming has always believed in education and sharing methods of success so you will hear the stories and methods used by 3 very successful and very different coach-owned programs. Registration is open through March 20th .

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[Link Information & Registration Page](#)

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## Swimming Health Care Exchange Enrollment Period Extended

“ USA Swimming is committed to enhancing Club, LSC, & member benefits. [Visit here](#) for various benefits & services. As to individual healthcare coverage for coaches, officials, & members, etc..., this tax season is the first time Americans must account for their health insurance status when they file tax returns, and the first time anyone will have to pay a penalty for not being covered. Taxpayers facing fines for not having health insurance in 2014 will get another chance to sign up for benefits by calling and speaking to a licensed insurance expert at 884-204-5123 or [visiting here](#). Individual situations may vary. The extension opens the federal marketplace on March 15, 2015 through April 30, 2015 only to those who can attest to a specific set of circumstances. Speak with a licensed agent to learn more. Call 884-204-5123. “

The government has extended the enrollment deadline to avoid a 2015 health insurance tax penalty and reopened enrollment during the March 15 to April 30, 2015 timeframe.

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## High Fat/Ketogenic Diet: Love it or Lose it?

By Jill Castle, MS, RDN

While the world of sports has seen its fair share of magical potions and powders (many of which are based in lore rather than science), dietary strategies such as the high-fat/low-carbohydrate/ketogenic diet, are (literally) making their way into the mouths of babes.

The lure of a promising diet can sway a young athlete and even his parents, especially when strategies for improved performance are promised. As one of the latest diet trends in sports, the high-fat/ketogenic diet (high-fat, low-carb, moderate protein) does just that—promising improved performance and greater endurance.

The high-fat/ketogenic diet has been studied in endurance sports such as cycling and running as a way to utilize a more concentrated fuel source (fat) to slow down the rate of carbohydrate use during exercise, essentially preserving glycogen (stored muscle energy in the form of carbohydrate) for a later energy source in the workout or race.

[Read more:](#)

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## African-American Swimmers: Why the Disparity?

By Dr. Phillip Whitten, Guest Blogger

It was the stuff of nightmares, a parent's worst fears unfolding right before her disbelieving eyes, her refusing-to-believe eyes. But it was no dream. It was reality – stark, heart-rending reality.

August 3, 2010 was a typical summer day in Shreveport, La.: sweltering. So Maude Warner packed her three teenagers and a nephew in the family car and drove to a popular recreation area along the Red River to cool off, feast on some barbecued ribs and catch up on the latest gossip. The teens, too, were looking forward to horsing around in the river shallows, especially with their good friends, the three Stewart kids.

For Maude, it was a lovely, enjoyable summer's afternoon in the Deep South. It was a time to reconnect with old friends and reinforce neglected friendships, some of which dated all the way back to grade school. So engrossed was she in sharing the latest scuttlebutt, that she failed to hear the first scream. But she heard the second one an instant later, and it sent a cold shiver up her

spine.

“Help me. I can’t swim!”

[Read more:](#)

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## Upcoming ASCA Clinics Spring 2015

Clinic: Legends of Texas Clinic 2015

Dates: April 10-12

Location: San Antonio, TX

[More information:](#)

Clinic: Regional Coaches Clinic – Atlanta

Dates: April 10-12

Location: Atlanta, GA

[More information:](#)

[Register for the Level 2 course on 4/10:](#)

Clinic: Regional Coaches Clinic – Seattle

Dates: April 10-12

Location: Seattle, WA

[More information:](#)

[Register for the Level 3 course on 4/10:](#)

Clinic: Indiana Swimming Coaches Clinic 2015

Dates: April 18+19

Location: Fishers, IN

[More information:](#)

Clinic: Regional Coaches Clinic – Billerica

Dates: April 24-26

Location: Billerica, MA

[More information:](#)

[Register for the Level 3 course on 4/24:](#)

Clinic: Regional Coaches Clinic – Elkhart

Dates: April 24-26

Location: Elkhart, IN

[More information:](#)

[Register for the Level 2 course on 4/24:](#)

Clinic: Advanced Breaststroke Clinic 2015

Dates: May 9+10

Location: Phoenix, AZ

[More information:](#)

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## Accountability: 9 Questions to Help Me Change Me

By John G. Miller, Author, Speaker, March 11, 2015

How do some people manage to change while others never do?

Good question! But here’s a better one: How can I change me?

Every human wrestles with change, so to help us find victory in this arena, we’ll share some key questions that can create change in one’s life. But first, a cautionary note.

We’re not going to beat ourselves up. There won’t be any shaming going on here. Change never begins with negative thoughts like, Why don’t I ever change? and What a lousy person I am!

Rather, change happens when I do a “calm, cool, and collected” self-evaluation, so I can decide what to do today to change. Let’s get to it!

[Read more:](#)

## **What Makes The Great Ones Great**

**By Don Yeager, Author Disciple of John Wooden, Excerpt from his new Book**

16 Characteristics of a champion

1. Hating to lose more than loving to win: They develop this mind-set by making no excuses when things don’t go their way.
2. Appreciating the value of association: They understand the importance of their inner circle.
3. Placing faith in a higher power: They have the perspective on life. Which is driven by an understanding of something bigger than themselves.
4. Having contagious enthusiasm: Their attitudes are infectious. And they want theirs to be caught by others.
5. Preparing for all possibilities: They are ready before the game begins.
6. Having no off-season: They understand they are always working toward the next game. And there is always a game ahead.
7. Visualizing victory: They can see what success looks like before the opening whistle.
8. Using Adversity as fuel: The tough moments of their lives become an inner fire.
9. Being a responsible risk-taker: The great ones understand that most great things occur outside of your comfort zone.
10. Knowing how and when to make adjustments: What got you there won’t keep you there.
11. Becoming the ultimate teammate: They understand that even if they are the best on their team. They may have to take a different role for the team to be successful.
12. Being motivated by more than money: They know that if your driver is cash, you won’t drive long.
13. Doing right by others: The great ones know that character is defined by how they treat others, without expecting anything in return.
14. Living with integrity: When no one is watching, they live their lives with integrity.
15. Being a role model: When everyone is watching, they set the standard for those who look up to them.
16. Creating a well-rounded legacy: They understand they are not defined by their statistics or accomplishments.

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