



In this Newsletter **Dear Coaches,**
Volume 16 - 04/17/2015

Quote of the week:

"I am a success today because I had a friend who believed in me and I didn't have the heart to let him down..."
Abraham Lincoln

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Change to Swimwear Advertising Rule – 102.8.3 A (1)
Effective April 13, 2015

The Rules and Regulations Committee, acting pursuant to the provisions of Rule 511.1.1, has amended the Swimwear Advertising Rule 102.8.3 A (1) to bring the current USA Swimming Rule into conformance with FINA By-law 7.1.1 Swimsuits - adopted by the FINA Bureau. The amended rule 102.8.3 A (1) is set forth below in its entirety. The underlined portion of the rule highlights the amendment.

102.8.3 A (1) Swimsuits – A total of two separate advertising logos of a maximum size of 30 square centimeters (4.65 square inches) each, as measured as applied, shall be permitted."

This rule, as amended, is effective immediately.

Jay Thomas, Chair
USA Swimming – Rules and Regulations Committee
1 Olympic Plaza, Colorado Springs, CO 80909-5770
[954.873.3370](tel:954.873.3370) (phone) – [888.782.4091](tel:888.782.4091) (fax)



From Lindsay Mintenko On National Team Athlete Training At The OTC

Expect all your attention to be on the upcoming summer long course season. Earlier, we have been asked by the USOC to provide any expected 2016 first and quarter Olympic Training Center usage to them by May 1, 2015.

Please note that the USOC has raised the OTC rates to \$90 per day for US Athletes and Coaches.

Please send to [Jennifer Thomas](mailto:jennifer.thomas@usaswimming.org) by April 29, 2015 if you would like to submit a usage request for January - June 2016.

Please include the dates and number of participants in your request.



DEAF are still looking for swimmers!

16 countries are committed to participate in the World Deaf Swimming Championships that will be held from August 17th-22nd in San Antonio, Texas, and U.S. Swimming has put out a call to identify potential talent to represent the stars and in front of a home crowd.

im has already earned commitments from the United States' two deaf stars: Deaf Record holders Marcus Titus and Matthew Klotz have already committed to the for the 4th edition of this meet.

Deaf Swimming officials, however, suspect that there are other hard of hearing swimmers who have not been identified yet by the organization. Deaf Swimming would love to hear from both deaf and hard of hearing swimmers. contact [Doug Matchett](#)

out more about U.S. Deaf Swimming, visit www.deafswim.org. The official website [2015 World Deaf Swimming Championships](#).

What the New Change to Google Search Means for Your Profit Website

Find Out if You're Mobile Ready or Not
a Campbell, J Campbell Social Marketing, About.com, April 6, 2015

Randy Julian
Sport Development
Consultant
Central Zone
USA Swimming
[719-866-3578](tel:719-866-3578) Direct
[719-440-2421](tel:719-440-2421) Cell
[719-866-4669](tel:719-866-4669) Fax
[719-866-4578](tel:719-866-4578) Office
1 Olympic Plaza
Colorado Spring, Colorado
80909
[email](#)

Is your nonprofit website mobile-friendly?

If you don't know, or don't think so, you had better find out by April 21st!

Google, the #1 search engine in the world, is rolling out a new algorithm – a new way they will scan the web and display search results to its users, based on how the site can be navigated on a mobile device. This is in response to their own research that has found over 50% of all Google searches occur on smartphones, tablets or other mobile devices.

[Read more:](#)

Top 15 Characteristics of a Successful Mentor

By Susan M. Heathfield, Human Resources Expert, About Money.com, April 7, 2015

Sponsored by:

Gone are the days when assigning an informal buddy to mentor a new employee meant going out to lunch. These buddies generally had no mentor training and they were clueless about their responsibilities.

When making every employee successful as soon as possible became the new norm, formal organization needs from a mentor grew. A formal mentor relationship can jump start the learning curve and help a new employee succeed.

[Read more:](#)

Seven Essential Tips for an Effective Fundraising Strategy

By Peter Gasca, Contributor, Entrepreneur and Small Business Strategist, Entrepreneur.com, April 13, 2105

As someone who volunteers and sits on a number of boards for nonprofits, it is my goal to add value and make an impact by curating thoughtful discourse, making connections or volunteering for events. Inevitably, however, I am asked to do the one thing I dislike most.

Fundraise.

My angst for fundraising probably derives from my early and impressionable days as a

sales associate, when the idea of "asking for the sale" was beaten into my professional character by people who could best be described as snake oil salesmen.

[Read more:](#)

Three Interview Questions You Must Answer Every Day

By Nick Woog, author of Gitomer Certified Advisor

The interview process is exhausting and that type of intensity is hard to maintain over an extended period of time. But what if every day we could take three questions that should be answered in every interview (whether asked or not) and answer them by our thoughts, words and actions? What three questions should we ask ourselves every day? I asked around and these three were always at the top.

[Read the rest of Nick's article:](#)

Do You Feel Lonely as a Leader?

By Chris Hogan, EntreLeadership.com, April 14, 2015

[Here is a quick video to give you some help:](#)

The Bill Murray Technique: How To Improvise Through Anything

By Tyler Tervooren, Founder of Riskology LLC, Feb 2, 2015

There was no script. There was no prompting. No cue cards, no visual reminders, no lines at all. The only direction? "Pretend like you're a child, living out your biggest sports fantasy[1]."

That's everything Bill Murray had to go on when he created this scene, which has become one of the most famous improvised movie scenes in history:

[Click here to see the scene and read the rest of the article:](#)

"I AM & I AM NOT"

Our abilities to learn, grow & achieve success are insanely self-fulfilling
By Train Ugly

This simple cycle plays a major role in our ability to achieve success (I kinda want to call it "the key to success" but that's wayyyy too cliché. Check it out...

Belief feeds into action, action to results, and results back into belief. Pretty straight forward, huh?

This cycle can either make or break our ability to learn, grow, and achieve our goals. Let's talk about drawing for a second. First – let's see what happens when a young student believes that she can learn to draw...

[Read more:](#)

