



In this Newsletter

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Dear Coaches,

Quote of the week:

"Most people never run far enough on their first wind to find out they've got a second. Give your dreams all you've got and you'll be amazed at the energy that comes out of you." ~William James

SwimToday and CPO Certification: How to stand out when families are searching

What is SwimToday?

SwimToday is an industry-wide campaign to grow swim team participation. Twelve industry partners including the National Swimming Pool Foundation® (NSPF®) and USA Swimming have joined forces with this common goal. Watch this video to learn more about the campaign and help us show the world that swimming is the "funnest sport there is". The campaign will drive searches to teams and facilities on swimtoday.org. Adding your Certified Pool/Spa Operator® certification (CPO® certification) will help you stand out. It's easy to do. Follow the steps below.

Why show your CPO Certification on SwimToday.org?

The CPO® certification course is designed to provide individuals with the most recent knowledge, techniques, and skills of pool and spa operations, which helps keep pools safer and operational. There is a filter on SwimToday.org that potential swim families can use when making their decision to join a team. If your club/facility has four individuals who earned the CPO certification, SwimToday.org will showcase your pool as a certified facility. Click on the link to find a local CPO certification course.

How do I show my CPO Certification on SwimToday.org?

Please fill out the tables below and email your information to SwimTodayCPO@usaswimming.org. Once received, the National Swimming Pool Foundation will verify the certifications and then the SwimToday staff will update the information listed on SwimToday.org.

Facility Information:

Facility Name:

Address:

City, State, Zip:

CPO Certification Information: (4 individuals with CPO certification credentials are required to certify a facility)

CPO® Certification Holder Name Employed by Facility	CPO Certification I
1.	
2.	
3.	
4.	

Does your organization run multiple facilities? Please copy and paste the table for each pool at a different address and the employees who hold CPO® certification at that facility.





### Randy Julian

Sport Development  
Consultant  
Central Zone  
USA Swimming  
[719-866-3578](tel:719-866-3578) Direct  
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## How to Improve Water Drinking for Swimmers at School

By Jill Castle, MS, RDN

I am a coach for the developmental groups on our team. My swimmers are 6-11 years old. We talk constantly about not only bringing a water bottle to practice, but drinking it as well. My athletes understand the importance of staying hydrated. My problem is the schools. The school does not allow liquids of any type in class because of the new carpet. My swimmers tell me either water isn't allowed in the classroom, or they have to keep it in their backpack. One swimmer told me that she is allowed to bring a water bottle, even encouraged by the school to bring one daily. It goes on a special table in the classroom, but the teacher won't let them get out of their seats to take a drink. If it is really important to be drinking continually, how do you go about educating a school district about this?

[Read more:](#)

## Top Snack Replacements

By Chris Rosenbloom, PhD, RDN, CSSD

How many times have you reached for a bag of chips while studying, or guzzled a 20-ounce soft drink because you were thirsty? Swimmers burn a lot of calories and snacking is a good way to replace calories lost in exercise and replenish nutrients for the next practice or meet. However, mindless snacking when you are bored or stressed out often leads to poor choices. So next time you want a snack, ask two questions. "Am I really hungry?" and "What can I eat that will support my training?" Here are some ideas that are nourishing, satisfying, and tasty:

[Read more:](#)

## So You Want to Take a Break...

By Dan McCarthy, USA Swimming High Performance Consultant

*This article is written with senior swimmers and coaches in mind. The authors goal was to try to provide some facts for physically mature (and very serious) athletes weighing how long of a break to take.*

Taking a break between the end of the short course season and the beginning of the long course season is not unusual in the United States. Some breaks are absolutely necessary, and some are the product of a short bit of time off turning into a period of detraining. Is there an ideal amount of time off? How long is too long? What happens during detraining?

The safest break for endurance-trained athletes is about a week. This is a time period with no swimming whatsoever. Some detraining will take place after 7-10 days, but will quickly be reversed once serious training begins again. However, if there is no training for a period longer than three to four weeks, then the athlete will likely need to repeat their last serious endurance training cycle to regain their previous ability.

What happens during a period of training cessation that causes detraining?

[A few things...](#)

## USA Swimming Regional Build & Program A Pool Conference joining Myrtha Pools in Bradenton, Florida

FRIDAY MAY 8 & 9TH, 2015 still has seats open for this conference. [Click here](#) for more information and to register now for the Build A Pool (BAP) then make your [hotel registration](#).

REGISTRATION CLOSES WHEN ALL SEATS HAVE BEEN FILLED. THIS COULD BE 1 OR 2

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WEEKS FROM THE DATE OF THE ACTUAL CONFERENCE. ALL CONFERENCES WILL CLOSE ON THE FRIDAY BEFORE THE ACTUAL CONFERENCE TO BE ABLE TO FINALIZE ALL THE LOGISTICS

The BAP Conference will end on Saturday May 9th, at 12:30pm. Myrtha Pools workshop will begin with a tour of the Sarasota YMCA where you will have lunch. During registration you will be asked to click on the box if you want to participate in the Myrtha Pool workshop. (no extra charge)

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## Central States Swim Clinic and CLBMS

We are getting closer to the Central States Swim Clinic 2015. We are hoping many of you plan to be in Oak Brook, IL with us on May 16-17, 2015.

All information about the clinic, including online registration, is [available here](#):

Take advantage of the pre-registration price and register before May 4!

USA Swimming will be teaching a Club Leadership Business Management School (CLBMS) The 201 CLBMS will May 14-15, 2015 Tom Avischious and Randy Julian will be the instructors the class time is 6:00pm -9:00pm

The clinic proudly offers the following prestigious [line-up of speakers](#) and the special opportunity to meet and work with Olympic swimmers Josh Davis and Andrew Gemmell.

- Dave Salo: Olympic Coach '12, '04 and '00, Head Coach USC Men and Women, Author
- Bruce Gemmell: Head Coach Nations Capital, Coach of Katie Ledecky
- Carol Capitani: Head Coach Univ of Texas Women, Big 12 Coach of the Year
- Josh Davis: Olympian '96 and '00, 3 Gold, 2 Silver Medals, American and World Record Holder
- Jackie Berning Ph.d: Nutrition Consultant, Author & Educator
- Andrew Gemmell: '12 Olympian, Open Water World Gold 5K

Additionally, if you reserving your room at the [Oak Brook Marriott](#), you can now do so [online here](#). You can also still call [866-596-7892](tel:866-596-7892) number and mention the Central States Swim Clinic to get our clinic rate. Please let us know if you have any trouble securing a room.

Please let me know if you have any questions. [Jill Greenleaf](#) (518) 580-5368 phone

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## Your Body in the World: Adapting to Your Next Big Adventure By Stanford University

### About The Class

Welcome to the class! We are excited that you want to explore your body's place in the world. Your body is an amazing machine that is equipped with the capacity to deal with the world's great stressors.

This course may be different from other courses you may have taken online. Our intention is to create more than just a class conveying information; we want to create an educational experience. You will be engaged in stories about physiology from across the country, develop relationships with the instructors as they sacrifice their bodies for the good of science and be awed by the complexity and adaptability of the human body. You will also have the opportunity to hear from top scientists and adventurers in the field. The class will illustrate and explain how your body responds to cold, heat, stress, age, altitude, g-forces, diving and zero gravity. Video travel locations include Stanford, Harvard, MIT, US Army Research Institute of Environmental Medicine, Pikes Peak, Las Vegas, and Livermore California.

Check out the [promo video](#) to get a flavor of the adventure.

Buckle up! We hope you enjoy the ride.

Please note that the class will remain open through the end of 2015. So, even if you are joining us late, you will have plenty of time to complete the material.

## The Story

Corey stumbled into Dr. Friedlander's Exercise Physiology class early in his college career. Eventually becoming her teaching assistant, the two joined forces to discover new and exciting ways to teach physiology to Stanford students. Together they decided that the best way for Corey to really understand the material was to experience a series of diverse physiologic stressors first hand. What resulted was a series of wild and crazy adventures captured on video that provide a novel approach to teaching you the fundamentals of environmental physiology. Come join us and be a part of our story as we learn about the human body!

## Prerequisites

An excitement for storytelling and learning about the human body!

The course aims to be accessible to everyone. However, it is still challenging. A background in basic human physiology will prepare you to get the most out of this experience.

## Course Syllabus

### Cold

The storytelling adventure begins at Stanford University in a thermoregulation laboratory. Just thinking about it gives us goosebumps. Poor Corey! Look forward to learning about piloerection, hypothermia, after-drop, and some practical tips on dealing with the cold.

### Heat

The EnvPhyz team is back on Stanford campus exploring the effect of heat on the body. There's no air conditioning in this section. Look forward to learning about hyperthermia, cooling techniques, heat injuries and some practical tips on dealing with the heat.

### Aging

The EnvPhyz team gets old! Get ready for a trip to the Massachusetts Institute of Technology (MIT) to learn about the impacts of time (age) on our physiology. With age comes wisdom, so be prepared to glean a few gems from this section and learn some tips that could change the trajectory of your aging. Look forward to learning about the causes of age-associated changes; which ones are inevitable and which ones you can influence.

### Stress

The EnvPhyz team throws a big curveball as last minute changes make a big impact on the story. Anne and Corey give their bodies to science to explore stress and its affect on your body. This section is sure to elevate your heart rate, so get ready for a wild ride! Look forward to learning about the stress response, chronic stress, and some practical tips on how to manage stress in your daily life.

### Altitude

The team travels to the Army Research Station near Boston and to Pikes Peak, Colorado, to get you up close and personal with altitude research. Expect some adventures, good science, and rough transitions to altitude exposure. Look forward to learning about acute altitude exposure, chronic altitude exposure, serious altitude risks and some practical tips on preparing for that next trip up to the mountains.

### Variable Pressures

After being subjected to so many environmental conditions, Corey finally gets his opportunity to strike back. Expect some high flying adventures into the world of variable pressures. Look forward to learning about g-forces, zero gravity, and the high pressures of deep water diving.

[Engage in this great Free opportunity here:](#)

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## Teens Aren't Fleeing Facebook As Quickly As We Thought

By Hayley Tsukayama, The Washington Post, April 9, 2015

The technology world moves fast, especially where social media is concerned. Sometimes it can seem like there's a new "Facebook-killer" on tap every week -- especially if you have a tech reporter's inbox. And the rumors of that ten-year-old network's death seem to be even more frequent, with reports saying that teenagers are killing its growth prospects by turning to other options.

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But, with the Meerkats, Periscopes and Snapchats of the world now vying for attention, it's not always clear how teens are really using social media these days. To explore the question, The Pew Research Center asked over 1,000 respondents, between ages 13 and 17, for their thoughts, and included them in a report published Thursday.

[Here are few key takeaways:](#)

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## **Great Coaches Are More Than Results, They're Magic**

**Their genius is unquantifiable. That's a lesson Triathlon Australia learned the hard way.**

**By Ian McMahan, Outside.com, Apr 17, 2015**

Like most Taylor Swift songs, the Australian national anthem has gotten a lot of play. Between 1995 and 2005, a steady stream of Australian triathletes swam, biked, and ran their way to World Championship and Olympic Gold medals. And they didn't stop there. Australia's triathletes—particularly the women—frequently claimed all the podium spots and left athletes from other countries scrambling to finish in the top ten. It was a rare championship crowd that didn't hear Advance Australia Fair.

"We were able to work together," says Emma Snowsill, three-time world champion and Olympic gold medalist during that era. "When one of us had a off day, someone else would step up and put their best foot forward for Australia."

But after a more than a decade of dominance, Australia hasn't had a man or woman on an ITU World Championship podium since 2010. While the magnitude of the country's previous success would be arguably hard to sustain, there's one clear reason Australia has dropped off the radar: the country changed its approach to coaching.

In its heyday, Triathlon Australia understood that optimal athletic development requires "the right coach, at the right time, in the right place," says Jonathan Hall, performance director for USA Triathlon, and an Aussie. In other words, possessing important measurable physiological qualities—strength, endurance, speed—isn't a guarantee of success at the elite level. Without the right coaching and environment to flourish, endurance athletes may not realize their full potential.

[Read more:](#)

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## **Stop Stealing Dreams**

**By Seth Godin at TEDxYouth@BFS, October 2012**

On the future of education & what we can do about it.

Seth Godin is the author of 14 books that have been bestsellers around the world and have been translated into more than 35 languages. Permission Marketing was a New York Times bestseller, Unleashing the Ideavirus is the most popular ebook ever published, and Purple Cow is the bestselling marketing book of the decade. His free ebook on what education is for is called STOP STEALING DREAMS and it's been downloaded millions of times since it launched in January, 2012.

In addition to his writing and speaking, Seth is founder of [squidoo.com](http://squidoo.com), a fast growing, easy to use website. His blog (which you can find by typing "seth" into Google) is one of the most popular in the world.

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.\* (\*Subject to certain rules and regulations)

[See the video:](#)

