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## Dear Coaches,

### Quote of the week:

**"Leadership is practiced not so much in words as in attitude and in actions."**  
~Harold S. Geneen (1910-1997) President of ITT

## It's Never Too Late To Improve Your Start

By Russell Mark, USA Swimming National Team High Performance Consultant

It's never not too late to improve your start. Here are a few easy things to keep in mind.

On the block, your "take-your-mark" position primes you for action. Four things to be mindful of:

1. High Hips
2. Eyes Looking Down
3. Arms Loaded
4. Rear Foot Behind Your Hips

The hips are the central point of your weight, and gravity will help you create the most speed upon entry if you have them as high as comfortably possible while standing on the block.

Many swimmers will tuck their head and look behind them, but this leads to a tendency of throwing the head upward too much, and can lift the body upward too much too.

The arms should be ready to pull. The elbows should be pointed back, not to out to the side.

[Read more:](#)

## Top Reasons Swimmers Should Forego a Ketogenic Diet

By Chris Rosenbloom, PhD, RDN, CSSD

Early this month, Jill Castle wrote a thoughtful article on the ketogenic diet for swimmers. This high fat diet has been popularized by bloggers in the swim community and even in the New York Times. (See Jill's article at, High Fat/Ketogenic Diet: Love it or Lose It?)

Jill explained a ketogenic diet and the biology and chemistry of what happens when we cut out all carbohydrates and eat a very high fat diet (usually defined as greater than 80% fat with the remainder of calories from protein). I want to follow up and say why I think this is not a performance-enhancing diet for swimmers of any age.

[Read more:](#)



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## The Rewards of Volunteering

Here are some of the responses we received from swimming volunteers across the nation on what they thought was the most rewarding part of being a volunteer. Tell us on Facebook, Instagram and Twitter what you find most rewarding with the hashtag #1VolunTeam.

Throughout March, #1VolunTeam has shown you how awesome our hard-working volunteers are!

[See rewards here:](#)

## Developing Culture: Jon Gordon and Bob Burg By [EntreLeadership Team](#), March 23, 2015

This week, we're all about creating company culture, and we're talking with two leading experts on it for their top tips. Jon Gordon is author of *The Energy Bus: 10 Rules to Fuel Your Life, Work and Team with Positive Energy* and Bob Burg, author of *The Go-Giver*.

[See more at:](#)

## The Psychology of Pressure By [Michael Gervais, Seattle Seahawks, Insight](#), June 8, 2014

Michael is one of the world's top performance psychologists and worked with an array of top sports organizations and elite athletes across the NBA, NFL, NHL, MLB, UFC, and US Olympic Team. He's currently a consultant to the NFL's Seattle Seahawks high performance program where he has been integral in the development of the team and their 2014 Super Bowl victory. Michael was also the psychologist behind Red Bull's world famous 'Stratos Project' that launched Felix Baumgartner to the edge of space for a freefall back to earth.

[Watch here:](#)

## Aquatic Competition Dates for 2016 Rio Olympics

The organizers of the 2016 Olympics posted the competition dates for each discipline at the Games, as well as the schedule for the test-events prior to the Olympics.

Aquatics competition days for the Games are:

- Swimming - August 6-13;
- Open Water - August 15+16;
- Diving - August 7-10 and 12-20;
- Water Polo - August 6, 8-20;
- Synchro - August 14-16 and 18+19.

An announcement of the competition dates can be found [online here:](#)

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## Five Steps to Selecting the Right Small Business Accountant

By Alyssa Gregory, Small Business Information Expert, About.com, April 1, 2015

Tax season can be a stressful time for small business owners. It's even more stressful if you are managing the entire process on your own. Hopefully, you have been working with a bookkeeper all year long so your books are in tip-top shape. If not, once you select an accountant, you may want to ask for bookkeeper referrals to streamline your tax filing process for next year.

As you search for an accountant, follow these five steps to select the best possible accountant for your small business.

[Read the 5 steps here:](#)

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## Ten Tips to Raising Resilient Kids (From a Former Navy Seal)

By Calvin Hennick, Yahoo Parenting, March 25, 2015

Resilience: Hard-Won Wisdom for Living a Better Life, the new book by Eric Greitens, Rhodes Scholar and former Navy SEAL, is hardly a parenting guide. But, Greitens tells Yahoo Parenting, "As I shared the book with parents, including my own, they said, 'This has a lot to do with how to raise a resilient child.'"

Resilience, Greitens says, is an essential quality for living a good life, and one that he hopes to instill in his son, now seven-months-old. Here's how he plans to do it — and how you can too.

[Read more:](#)

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## The Jungle Tiger

By Train Ugly

A bloggers website on training, mindset, specificity. Read about Sam and Nick the Tigers....

This wasn't about genes, natural abilities, or physical gifts. The ONLY difference between the two was the way that they were trained and developed. One approach was easy, safe, and repetitive and it led to death. The other was ugly, random, and hard but it led to survival.

Tip: This lesson applies to ALL of us! You see, sports and life in general = the wild. And in order to survive in the wild we have to train in the wild. It's really that simple. If you want to add some scientific terms to this what we're talking about is the motor learning principle of specificity.

It's so straightforward, yet as coaches and teachers we are terrible at applying it in our fields. We teach to the test. We use block practice. We label students and place them in developmental boxes. We can't stand when things get a little ugly, a little random, a little out of control. We steer towards the simple, the easy, the safe, and the pretty approach. This essentially turns us into zoo keepers that are hand feeding our players and students, and developing a bunch of zoo tigers. And then, of course, we get angry when we don't see results.

We do it to ourselves as well...[see more here:](#)

## You Are Almost Certainly Starting Salary Negotiations Wrong

By Max Nisen, Writer, Quartz.com, March 16, 2015

Asking for a raise is one of the most fraught parts of a working life, a process maniacally Googled and agonized over with friends. Advice is often conflicting. Don't give your number first, or always do. Start with a number you don't really expect to get, or ask for nothing at all.

A frequent piece of advice, enshrined in one of the standard business school texts (pdf) on negotiation, is to avoid giving a salary range, because an opponent or manager will seize on the low end.

Not only is that advice dead wrong, but done right a range actually leads to better results than going with one number, according to a new study from researchers at Columbia University, first covered at The Wall Street Journal (paywall).

It's not that people don't know to throw out a range. More than half of people reported using one at some point in their most recent negotiation, a separate study (pdf) recently found. But there's scant advice on how to figure out the correct range to use, or at what point in the negotiation to deploy it.

The Columbia researchers had a hunch, and their study bore it out, that a specific "bolstering range" can actually be very effective. It means setting a fairly ambitious number at the bottom range, equivalent to the one you would have used as a single point offer, and then a higher number as the top range.

[Read more:](#)