



## In this Newsletter

Volume 22 - 05/29/2015

1. Swim Today Launches 2015 Ad Campaign!
2. Swimming Needs More Cowbell
3. 10 Quick Stats, Lessons from SwimToday & 2015 Game Plan
4. Scholastic All-American
5. Regional Build a Pool Conference
6. USADA Update
7. Top Tips for Including Quality Protein
8. Swimming Wizard
9. Sugar: Hiding in Plain Sight
10. How Does Sugar Affect the Brain



## Dear Coaches,

### Quote of the week:

**“Always concentrate on how far your come rather than how far you have to go.”**  
~Robin F. Sharma

## SwimToday Launches 2015 Ad Campaign!

SwimToday is an industry-wide campaign to show non-swimmers and their parents why swimming is the “funnest sport” there is and make finding a team easy and accessible to all.

### How Can You Get Involved?

1. Update your provider information.

Update your information and show prospective families why they should join YOUR team! To gain access to your SwimToday club account, visit [swimtoday.org](http://swimtoday.org) and click the manage your club link on the top of the page. Once you click the tab hit the “sign up to maintain a club”, scroll down and enter your club’s primary email address to gain access. Once you’re able to login, update, update, update! Make your club stand out from all the others!

2. Utilize your team’s social media

We’ve created a “#SwimToday Social Media Script” for swim clubs, coaches and swimmers to use via their social media networks this summer. You can cut and paste directly from this calendar, sharing all the fun things you love about swimming with your friends and followers. We know your schedule is busy so here are a few ideas to get involved in the campaign –[Social Media Guide!](#)

Don’t forget to join us for the SwimToday Social Media Takeover! It’s easy, just rename your Twitter & Instagram accounts to #FunnestSport the week of the SwimToday launch.

3. Customize the SwimToday materials with your local info.

First, it’s not really a “store.” Second, it’s mostly free. Third, it’s fun. Customize, download or get more of everything you need by creating localized marketing materials.

Have questions? Email us at [swimtoday@usaswimming.org](mailto:swimtoday@usaswimming.org)

## Swimming Needs More Cowbell

By Chuck Wielgus, Blog, May 2015

Watching Mississippi State play football last fall inspired an idea. There is a parallel with Mississippi State football and the SwimToday campaign’s goal of getting families involved in swimming.

Here’s why ... the cowbell.

The famous Saturday Night Live “More Cowbell” skit with Will Ferrell, Jimmy Fallon, Christopher Walken and others playing Blue Oyster Cult may come to mind, but this is a bit different.

At Mississippi State the cowbell is a key part of the culture. Yes, other schools have similar iconic traditions, but here’s what makes it different in my mind: the Mississippi State cowbell is given as a gift.



You don't buy your own cowbell. Sometimes they are handed down from generation-to-generation. Sometimes it is hand-painted. It is a personal invitation, not just to a game but to a community.

Imagine if someone invited you to a game and spent time creating a cowbell just for you. It would have a lasting impact and might make you consider rooting for them down the road.

An invitation is more powerful than someone trying to persuade you, tell you, or even ask you to join. An invitation is a personal gesture and carries greater care and responsibility.

As it relates to swimming, [here are some factors for consideration:](#)

**Dave Thomas**

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## 10 Quick Stats, Lessons from SwimToday & 2015 Game Plan

By Matt Farrell, USA Swimming Chief Marketing Officer

In 2014, we launched the SwimToday campaign with 11 total swimming industry partners and featured the #FunnestSport campaign theme. You can find more on the initial announcement, the reasoning behind using the non-word "funnest," this year's announcement, the addition of two new partners to make it 13 partners and check out the new, creative elements.

Anytime you launch a marketing campaign for the first time, you learn lessons. Some things work, some things don't.

Lessons Learned

[Here are 10 quick stats](#) and lessons learned from year one of the SwimToday campaign:

## Scholastic All-American

Applications Start Monday June 1, 2015 and continue through August 15, 2015

The 2014-15 Applications will be found on the [USA Swimming website here](#)

The only method for application will be the online application on the USA Swimming website.

- Applicants will be required to have a USA Swimming account.
- Qualifying pool times for the applicant will be validated through the Times on the USA Swimming website (time MUST be in the SWIMS times database).
- Applicant will be required to have a TRANSCRIPT for the COMPLETE academic year available for uploading to the application.
- Applicant must have been a member at the time of the swim and a current member when applying for the 2014-15 SAA team.
- Applicant must have all application documents completed by August 15, 2015. Late applications will NOT be accepted or considered.

### Requirements:

- Grade completion requirement – applicant must have completed 10th 11th or 12th grade
- GPA Requirement – minimum 3.5 GPA for the current academic year
- A=4, B=3, C=2, D=1. If numerical grades are used, the following scale will be used unless the school's letter grade conversion is given on the transcript: A=90-100; B=80-89; C=70-79; D=60-69.
- Honors, Advanced Placement, and International Baccalaureate courses will earn one extra Grade Point. Grades for academic subjects only are calculated – history/social studies, English, mathematics, sciences, foreign languages, arts (visual and performing), computer sciences. Grades for non-academic courses will NOT be calculated - band, choir, health, driver education, physical education, and any other class marked non-academic on a transcript.

Sponsored by:

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### **Pool Requirements**

◦Applicants must have swum a pool time equal to a Junior National 2011 bonus time in any event during the SAA qualifying period (August 16, 2014 – August 15, 2015) with qualifying times in SWIMS – list of times are posted on the USA Swimming website. A qualifying time will be available for selection from the SWIMS database during the application process. Only ONE time is necessary and only ONE application is necessary.

- Disability or Open Water Requirements (for athletes without pool requirements)
- Applicants must have swum at one of the named Disability meets or the National Open Water Championships.

\*2014 Winter Can Am Meet – December 5-7, Edmonton, AB

\*2015 Can Am Championships, March 20-22, Toronto, ON

\*2015 Open Water National Championships, April 24-26, Miramar Lake, FL

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## **Regional Build a Pool Conference**

**November 7th – 9th, 2015 in Atlanta, Georgia**

A unique “Day 3” – if you have been considering “covering an existing pool” you will want to check this out.

You have many options at this conference.

- 1) Attend the Build a Pool Conference only
- 2) Attend the Build a Pool Conference and the SERG Workshop
- 3) If you have already attended the Build a Pool Conference you can attend the SERG Workshop only

[To learn more:](#)

Atlanta, GA- November 7-9, 2015- Co-hosted by SERG Seasonal Buildings

[Hotel Information](#)

[Information & Registration Page](#)

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## **USADA Update**

12 products added to High Risk List because they contain at least 1 ingredient on WADA [Prohibitive List](#).

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## **Top Tips for Including Quality Protein**

**By Chris Rosenbloom, PhD, RDN, CSSD**

“Little Miss Swimmer sat at the poolside, eating her casein and whey.  
Along came a rival who sat down beside her and Miss Swimmer blew her competition away.”

(With apologies to fans of nursery rhymes).

Swimmers of all ages are asking about the proteins whey and casein. Are they the super stars of proteins? Should swimmers use whey and casein supplements for training and recovery? My answer is yes and no to these questions. No, supplements are not needed, and we all know that supplements can be unsafe and expensive. The “yes” part of the answer is that dairy foods are great sources of these proteins, so it is easy, less expensive and decidedly tastier to get these proteins from foods.

[Read more:](#)

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## Swimming Wizard

By Ryan Woodruff, Swimming Wizard Editor and Head Coach, former Intern at USA Swimming

The purpose of this blog is to be a vehicle for the sharing of ideas among swimming coaches so that we can all get better at doing the job we love. E-mail us your workouts, sets, and training ideas at [swimmingwizard@gmail.com](mailto:swimmingwizard@gmail.com)

[Visit the wizard site:](#)

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## Sugar: Hiding in Plain Sight

By Robert Lustig, TED-Ed

While sugar is easy to spot in candy, soft drinks and ice cream, it also hides out in foods you might not expect -- including peanut butter, pasta sauce and even bologna! Robert Lustig decodes confusing labels and sugar's many aliases to help determine just how much of that sweet carbohydrate makes its way into our diets.

[Watch here:](#)

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## How Does Sugar Affect the Brain

By Nicole Avena, TED-Ed

When you eat something loaded with sugar, your taste buds, your gut and your brain all take notice. This activation of your reward system is not unlike how bodies process addictive substances such as alcohol or nicotine -- an overload of sugar spikes dopamine levels and leaves you craving more. Nicole Avena explains why sweets and treats should be enjoyed in moderation.

[Watch Here:](#)

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