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## Dear Coaches,

### Quote of the week:

**“Tomorrow is always fresh, with no mistakes in it yet.”**

~L. M. Montgomery

## Being Frank – Being A Leader

By Frank Busch

Presented by Arena, the exclusive outfitter of the USA Swimming National Team, “Being Frank” is a web series featuring the insights of USA Swimming National Team Director Frank Busch.

As part of Arena's ongoing dedication to servicing coaches and teams, the series is geared toward helping coaches take their game to the next level – not by implementing the latest workout, but by taking a look at the business of coaching.

[Watch here:](#)

## 2015 Developmental Teams and Camps

USA Swimming offers a spectrum of teams and camps to serve elite developmental athletes. Many variables characterize the various constituent groups that comprise elite developmental athletes in our sport such as age, time, event, and experience. USA Swimming seeks to maximize the effectiveness of programming for these athlete groups while being inclusive to as many athletes meeting a standard of performance as possible. Specific services are constantly evolving to suit the needs of athletes and coaches, but the over-arching concept of these programs is to nurture and develop the USA Swimming National Team culture of sportsmanship and excellence.

Elite athletes develop and mature differently at varying stages of their careers. USA Swimming's elite athlete programming aims to serve swimmers who qualify for a team or camp for the first time while also providing a progression of services for athletes that qualify for one level after another. At USA Swimming, our strength is our diversity in coaching and training styles as well as our breadth of opportunities for competition and participation. Programming is designed to maximize the effectiveness of those strengths.

[For the full document click here:](#)

## The Sensational Six

You know you've arrived when you are one of the six fastest swimmers in the U.S. in an event. Those six athletes earn the honor of sporting the red, white, and blue as members of the National Team. New for 2015-16, you can qualify with times from any FINA/ USA Swimming sanctioned event, not just a designated competitions. Be sure to read the criteria! In addition there are Open Water National Team changes. To qualify for the Open Water National Team you must first be on the World Championship team in any distance, take a look at the full criteria on the link provided below.

Find out the benefits and responsibilities that come with being a National Teamer below.

[National Team Selection Criteria](#)



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[2015 - 2016 National Team Athlete Funding](#)  
[2015 - 2016 National Team Selection Summary](#)  
[Open Water Funding, Team Selection and Policies](#)

## Your Hall of Fame Brain

By Dan McCarthy, USA Swimming High Performance Consultant

Last week I was listening to Cris Carter (HOF Wide Receiver, Minnesota Vikings) talk about watching video of him making plays on the field. His opinion was that he only wanted to see video of him failing to make a play once, or at least no more times than necessary to determine what he did wrong. However, he always watched video of him doing things correctly (running routes, catching technique, etc.) many times so he could burn those images into his brain and make them routine. I happen to agree with Cris Carter and think there is pretty good science behind his opinion.

A big part of the science behind watching video of yourself, or someone else doing something as a way of learning, is a special kind of cell in the brain called a mirror neuron. Mirror neurons are triggered when you watch something and also when you do something. These special neurons may be the key to learning by imitation. Mirror neurons are what allow someone to mimic a professional baseball player's batting stance, the throwing motion of an NFL quarterback or the high elbow technique of an Olympic freestyler without having achieved those levels of excellence.

Of course mimicking and producing the same results are completely different. Technique, training, inherited traits and individual psychologies are just some of the factors that go into being an elite athlete. Nobody thinks you can just watch video of great swimming and compete at the Olympic level. But you can reinforce good technique with targeted video viewing and perhaps learn new tricks to work on at the pool.

[Read the research:](#)

[Read the Grantland article:](#)

## 2015 National Diversity Select Camp Application Now Available

The 2015 National Diversity Select Camp application for both athletes and staff opens this Friday, January 9, 2015. The application will be open for one month and will close on Monday, February 9, 2015. This year there will be 8 additional at large spots for Outreach athletes (4 female and 4 male). Applicants still need to qualify for the camp per the selection criteria. In addition, there are 2 more spots available for staff. Assistant coaches, head manager, and assistant manager will be selected from the application process. Head Coach of the 2015 National Diversity Select Camp is Brian Nabeta from Davis Arden Racing Team (DART).

[Click here to apply:](#)

## 2015 Zone Select Camp Dates and Site

Eastern Zone June 4-7, 2015 University of Maryland Baltimore County, Baltimore, MD  
Central Zone May 21-24, 2015 University of Cincinnati, Cincinnati, OH  
Southern Zone May 21-24, 2015 Florida Gulf Coast University, Fort Myers, FL  
Western Zone May 28-31, 2015 Arizona State University, Tempe, AZ

Our plan is to launch the online registration process for athletes the week of January 19th. The online application for assistant coaches will begin the same time.

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## The World Anti-Doping Agency (WADA) 2015 Prohibited List went into effect January 1, 2015

Coaches, please familiarize yourself with the WADA 2015 Prohibited List <http://www.usada.org/wp-content/uploads/wada-2015-prohibited-list-en.pdf>. Review the following resources to understand the changes to the list:

[USADA's summary of modifications to the 2015 list:](#)

[USADA's 2015 Pocket Guide:](#)

[USADA's 2015 Wallet Card:](#)

[Therapeutic Use Exemptions \(TUEs\):](#)

[WADA's 2015 Monitoring Program:](#)

Pseudoephedrine: USADA has indicated that all athletes should search the status of their Cough and Cold products by active ingredients. Don't rely on brand name as many things change.

All athletes should double check the status of all medications/product ingredients with

USADA at [www.globaldro.com](http://www.globaldro.com) or via phone at [719-785-2000](tel:719-785-2000) [719-785-2000](tel:719-785-2000). This should be done before they use them!

Coaches, please share with your athletes, their parents and any sports medicine professionals who work with them.

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## Pharmaceuticals, personal care products could taint swimming pools

By Purdue University News, January 5, 2015

WEST LAFAYETTE, Ind. - A new study suggests pharmaceuticals and chemicals from personal care products end up in swimming pools, possibly interacting with chlorine to produce disinfection byproducts with unknown properties and health effects.

Chlorination is used primarily to prevent pathogenic microorganisms from growing. Previous research has shown that many constituents of urine including urea, uric acid, and amino acids, interact with chlorine to produce potentially hazardous disinfection byproducts in swimming pools. However, chemicals from pharmaceuticals and personal care products, or PPCPs, also could be interacting with chlorine, producing potentially harmful byproducts.

"The whole motivation for examining pharmaceuticals and personal care products is that there is this unknown potential for them to bring about undesired or unexpected effects in an exposed population," said Ernest R. Blatchley III, a professor with a joint appointment in the Lyles School of Civil Engineering and the Division of Environmental and Ecological Engineering at Purdue University. "There are literally thousands of chemicals from pharmaceuticals and personal care products that could be getting into swimming pool water."

A research group led by Ching-Hua Huang, a professor in the School of Civil and Environmental Engineering at the Georgia Institute of Technology, has developed an analytical technique that identifies and quantifies 32 pharmaceuticals and personal care products in water.

[Read more:](#)

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## The One Thing I Do at the End of Each Year

By Tim Elmore, Growing Leaders December 31, January 1

For twenty-nine years now, I have performed a ritual at the end of December. It's the way I wrap up each year and gain some perspective on my life. I blogged about this last December and got such good response, I thought it may be helpful again.

[See more at:](#)

The One Thing I Do at the Beginning of Each Year

I blogged about a ritual I perform at the end of every year, for the last twenty-nine years. Today, I will share with you a second ritual I do, as a follow up. It enables me to enter a new year "on purpose." After I invest a morning reviewing the previous year, I spend the second half of the day previewing the new year. Once again, I think, I write and I pray as I open a new chapter of my life.

I don't simply create a list of goals, although some of the items I will list below feel a lot like a "goal." I like to view it as an "action" list and a "standard" list. What are the actions I plan to take, and what are the standards I plan to live by over the next year?

[See more at:](#)

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## Law of the Garbage Truck

By Unknown

One day I hopped in a taxi and we took off for the airport.

We were driving in the right lane when suddenly a black car jumped out of a parking space right in front of us.

My taxi driver slammed on his brakes, skidded, and missed the other car by just inches! The driver of the other car whipped his head around and started yelling at us.

My taxi driver just smiled and waved at the guy. And I mean, he was really friendly.

So I asked, 'Why did you just do that? This guy almost ruined your car and sent us to the hospital!'

This is when my taxi driver taught me what I now call, 'The Law of the Garbage Truck.'

He explained that many people are like garbage trucks. They run around full of garbage, full of frustration, full of anger, and full of disappointment.

As their garbage piles up, they need a place to dump it and sometimes they'll dump it on you. Don't take it personally.

Just smile, wave, wish them well, and move on. Don't take their garbage and spread it to other people at work, at home, or on the streets.

The bottom line is that successful people do not let garbage trucks take over their day.

Life's too short to wake up in the morning with regrets, so ... Love the people who treat you right.

Pray for the ones who don't.

Life is ten percent what you make it and ninety percent how you take it!  
Have a great day, and don't forget to dodge the garbage!

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