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Dear Coaches,

Quote of the week:

"Excitement and passion create the adventure, tenacity and perseverance keep it alive, and unglamorous everyday moments define it."

~Lindsey Warren

Nominations Are Now Open for the #SwimBiz Club Marketing Awards

#SwimBiz Club Marketing Awards Nominations are now open for the #SwimBiz Club Marketing Awards! We want to hear about the best and the brightest promotional efforts from the swimming community. Through a combination of online voting and a panel of industry professionals, USA Swimming member clubs will be recognized in six categories for marketing excellence.

- **Best Use of Social Media:** This award recognizes a club that has the best content or campaign on social media across any social network such as Twitter, Facebook, Instagram, Pinterest or Vine. Tell us about your growth, or how your club used social media in a creative way to support your club's business.
- **Best in Sponsorship:** This award acknowledges a club who has the most unique strategy to bring in sponsorships and financial support to the club. Tell us about how your creative approach to sponsorship helped land a new partner, improve the meet experience or just raised dollars for your club.
- **Best in Fundraising:** This award recognizes a club that created a unique fundraising program. Tell us about how your team rallied behind a cause, supported a local organization or just thought beyond the bake sale to raise funds for your own club.
- **Best in Multicultural Marketing:** This award recognizes a club that planned a successful marketing or outreach campaign specifically-targeted at a multicultural audience to invite them to the sport of swimming and your team.
- **The SwimToday Award:** This award recognizes a club that designed a marketing based program that grows the sport whether it is attracting new members or engaging existing swimmers with incentive programs that keep them engaged. Think "outside the pool" for this one!
- **Marketing Club of the Year:** This the signature award of the conference and the year to reward marketing excellence! This award is a combination of all the previous awards. Any submission above will be qualified for the Marketing Club of the Year. Tell us about how your club distinguished itself from the rest in terms of innovation and creativity to promote your club and the sport of swimming. Awards will be given based on the size of year-round membership in your club with three levels:
 - 1-150 Swimmers
 - 151-300 Swimmers
 - 301+

Nominations will be submitted through an email application to USA Swimming by 5 pm Mountain Standard Time on Friday, March 13, 2015. The award will be presented at the #SwimBiz Club Marketing Awards in Colorado Springs, CO on March 30, 2015. Acceptance speeches will be 140 characters or less and include the #SwimBiz hashtag. Recipients will read the acceptance "speech" at the awards dinner and USA Swimming will immediately post on social media with pictures of the winners!



Randy Julian

Sport Development
Consultant
Central Zone
USA Swimming

[719-866-3578](tel:719-866-3578) [719-866-3578](tel:719-866-3578) Direct

[719-440-2421](tel:719-440-2421) [719-440-2421](tel:719-440-2421) Cell
[719-866-4669](tel:719-866-4669) Fax

[719-866-4578](tel:719-866-4578) [719-866-4578](tel:719-866-4578) Office
1 Olympic Plaza
Colorado Spring, Colorado
80909
[email](#)

Sponsored by:

[Click here](#) for more details about the #SwimBiz Marketing Awards application.

2nd Coach Owner Seminar
By USA Swimming

The 2nd Coach Owner Seminar will be April 17- 19th, 2015
In Colorado Springs at the Olympic Training Center Campus

Want to know about the ins & outs of becoming a Coached Owned Club?
Register for the seminar and learn from the authorities how it is done.
Seating is limited, so register early! Don't miss out on this great opportunity.

Presenters are:

Tom Ugast with Nations Capital Swimming
Rick Klatt with Fresno Dolphins Swim Team
Lori Klatt with America's Kids Swim School
Dave Anderson and Matt Miller with Walter Schroeder Aquatic Center

[Click here to register or for more information](#)

ALERT: New World Anti-Doping Association Rule
Sent by Jim Sheehan, USA Swimming President

On behalf of USA Swimming, I want to make you aware of a new World Anti-Doping Agency (WADA) rule called Prohibited Association that went into effect on January 1, 2015. This rule prohibits athletes from associating with coaches, trainers, physicians or other Athlete Support Personnel who are currently sanctioned for and/or criminally convicted of doping. Examples outlined in the WADA Code of "association" include assisting athletes with training, nutrition or medical advice, and/or serving as an agent or representative of the athlete, regardless of whether the Athlete Support Person receives compensation for such services.

Importantly, in order for this provision to apply, it is necessary that the athlete has previously been advised in writing by the United States Anti-Doping Agency (USADA), an international federation (FINA), or WADA of the Athlete Support Personnel's disqualifying status and the potential consequence of the prohibited association. This written notification procedure is incorporated into the rule to ensure that an athlete can reasonably avoid this prohibited association. The purpose of this rule is to ensure that coaches and Athlete Support Personnel who have been found to have committed anti-doping rule violations do not attempt to engage with athletes while serving a suspension or ban.

This memorandum is intended to inform you of the new rule. USADA is responsible for enforcing the rule and will be in communication with you if it believes that you may be in violation of the rule. Violations of this Prohibited Association rule may result in a suspension of an athlete for up to two years, according to the new WADA Code.

If you have any questions about this component of the 2015 World Anti-Doping Code,

please contact USADA (Tel: [877-752-9253](tel:877-752-9253) [877-752-9253](tel:877-752-9253) FREE) or USA Swimming. You can find a link to the [new 2015 WADA Code here](#).

Finally, I'd like to remind all athlete-members of USA Swimming that they are subject to FINA's and USADA's doping control rules, and may be tested at any time, either in competition or out-of-competition.

Thank you for your attention to this matter.

2015 Zone Select Camp Assistant Coach/Manager

Applications Available

The 2015 Zone Select Camps will be held in May/June and the assistant coach and assistant manager positions are filled through an online application process. Applicants for these positions must complete the online application form by March 1, 2015. Applicants are to apply for the camp in their own Zone. If you are interested in one of these positions, please click on the correct link below and complete the form by 3/1/15. If

you have any questions, please contact Bill Krumm or call [719-866-3582](tel:719-866-3582) [719-866-3582](tel:719-866-3582).

We are still in need on female coaches and male and female manager position applications.

[Eastern Zone Select Camp Assistant Application Form](#)
[Central Zone Select Camp Assistant Application Form](#)
[Southern Zone Select Camp Assistant Application Form](#)
[Western Zone Select Camp Assistant Application Form](#)

For more information on the 2015 Zone Select Camps, [click here](#).

The Best Carbs to Include in the Training Diet

By Jill Castle//MS,RDN

Carbohydrate-based foods are a swimmer's best buddy when it comes to fueling for competition. Carbohydrate-containing foods can offer a quick burst of energy, or they can load up the muscle with a lasting source of fuel. A swimmer's training diet should contain two types of carbs: simple carbs to provide a fast source of carbohydrate (think sports drink or dried fruit) and complex carbohydrate foods to offer sustained fuel (pretzels, bread, potato).

Carb loading is the idea that eating a high carbohydrate diet prior to competition prepares the muscles with a ready source of glycogen (carbohydrate that is stored in the muscle) so the swimmer will avoid early muscle fatigue, low energy, and experience superb performance in the water. Although a popular concept, carbohydrate loading is not proven to be effective in young swimmers.

[Read more:](#)

Five Things You Should Already Do To Reach Your Potential This Season

By Alicia Kendig, Nutritionist, U.S. Olympic Committee

I often hear from athletes and parents wanting answers to their very pointed questions about, "what will make me stronger," "what will help me recover faster," and "what will keep me healthy." Oftentimes, they are fishing for the quick and easy solution. They want to hear the latest trend or fad diet that will hold the secret to success. Upon further assessment, I am astonished to learn how often these same people aren't doing the basic things that, in my opinion, are the foundation for success for an elite athlete.

1. Know your blood chemistry

Elite athletes ask a lot of their bodies, every day. Working hard and pushing through hard workouts means that your body has to be resilient and able to adapt to that stress. There are a few blood markers that are accurate indicators of low levels of nutrients in the body that affect performance. Low Iron stores (Serum Ferritin) and Vitamin D (25-hydroxyD3) results in a blood test can both cause fatigue and can inhibit recovery. A doctor or dietitian can use these results to make dietary modifications or recommendations to improve performance. Know your numbers!

[Read more:](#)

Game Changer

By Mike Antonucci and Kevin Cool. *Stanford Alumni Magazine*

Labor issues have increased calls for reform in college sports and created uncertainty about the future of Stanford's athletic program. Change is coming, but how far will the Cardinal play along?

A historian trying to identify when Stanford athletics became important wouldn't need to look long. It happened on March 10, 1892, six months after the university opened its doors. On a patchy field on Haight Street in San Francisco, a ragtag group of students from the Farm, many of whom had never played football, shocked an experienced but overconfident team from Cal, 14-10. It was the first meeting of what would later become Big Game.

From that moment until today, intercollegiate athletics has been an integral part of the student experience at Stanford. Roughly one of every eight undergraduates is a varsity athlete. And while participation has a value all its own, consistent success at the highest levels has strengthened the role athletics plays in lore and school spirit. Stanford has produced more than 150 All-Americans and scores of Olympians, earned 105 NCAA championships and won 20 consecutive Directors' Cups, awarded to the nation's leading sports program each year. Since at least the 1960s, excellence in Division I athletics combined with tier-one academics has been a distinguishing attribute of Stanford's identity.

And now the future of that identity is looking a bit precarious.

[Read more:](#)

Central States Swim Clinic

The early bird pricing for the upcoming for the Central States Swim Clinic ends on March 4th. The Central States Swim Clinic <http://swimclinic.com/central-states-swim-clinic/> is on May 16-17 at the Oak Brook Marriott in Oak Brook, IL.

All information about the clinic, including online registration, is available here: <http://swimclinic.com/central-states-swim-clinic/>

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 2015 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.

- Gregg Troy: Olympic Coach '12, '08 and '96, Head Coach Florida Men and Women
- 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

Come learn from some of our country's best coaches and athletes! We hope to see you there.

Please let me know if you have any questions.

All the best,

Jill Greenleaf
Assistant Director
Central States Swim Clinic
Head Swimming Coach
Skidmore College
815 North Broadway
Saratoga Springs, NY 12866

[\(518\) 580-5368](tel:(518)580-5368) [\(518\) 580-5368](tel:(518)580-5368) phone

What Youth Sports Can Learn From Video Games

By [Changingthegameproject](#)

On a recent sunny Saturday, I took my kids out to the local park to play soccer with some friends. They ran, they jumped, and they competed hard. They laughed, they schemed, and they made the rules. Everyone played, no one was excluded from the game, and all the kids tried and failed over and over again without anyone telling them what to do, and without anyone critiquing their mistakes.

They learned by doing, they played without fear, and they figured it out on their own terms, and at their own pace. They had fun!

Next door to the park was a soccer field, and my attention was drawn to the organized practice taking place with kids of a similar age. What a different scene it was. While a bunch of kids stood in line and waited their turn, a few kids played. Every time they made a mistake, the play was stopped and they were told what they did wrong. Every movement took place under the watchful eye of a coach and the parents, who sat nearby shouting out a few instructions of their own. A mistake cost you your place on the field, and laughter elicited a scolding from the coach to “focus and pay attention.”

On one field there were kids smiling, having fun while learning, and simply playing a sport. It was all about the kids.

On the other there were kids training, scowling, and working while trying to learn a sport. It was about the needs of the adults.

[Read more:](#)

11 Thoughts About Teamwork

By [Jon Gordon, Author, Speaker](#)

1. Teams rise and fall on culture, leadership, relationships, attitude and effort. Great teams have a great culture driven by great leadership. Relationships are meaningful and teammates are connected. The collective attitude is very positive and everyone on the team works hard to accomplish their mission.
2. It's all about teamwork. Sometimes you are the star and sometimes you help the star.
3. If want to be truly great you have to work as hard to be a great teammate as you do to be a great player.
I tell this to athletes all the time but the same is true for any profession. When we work hard to be a great team member we make everyone around us better.
4. Your team doesn't care if you are a superstar. They care if you are a super team member.
5. Three things you control every day are your attitude, your effort and your actions to be a great teammate.
It doesn't matter what is happening around you and who you think is being unfair. Every day you can focus on being positive, working hard and making others around you better. If you do that great things will happen.

6. One person can't make a team but one person can break a team. Stay positive! Make sure you don't let energy vampires sabotage your team. Post a sign that says "No Energy Vampires" allowed and keep them off the bus. Most importantly, decide to stay positive.

7. Great team members hold each other accountable to the high standards and excellence their culture expects and demands.

8. Team beats talent when talent isn't a team.

9. Great teams care more. They care more about their effort, their work and their team members.

10. We > me

Unity is the difference between a great team and an average team. United teams are connected and committed to each other. They are selfless instead of selfish. They put the team first and know together we accomplish more.

11. You and your team face a fork in the road each day. You can settle for average and choose the path of mediocrity or you can take the road less traveled and chase greatness.

It's a choice you make each day. Which path will your team take?

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