



In this Newsletter

Volume 6 - 02/06/2015

1. Open Enrollment Ends in 9 Days
2. Cycle Count by Event
3. Quick Heels in Breaststroke
4. National Open Water Select Camp Assistant Coach/Manager Application Now Open!
5. Nine Ways Coaches Can Prevent and Stop Bullying in Sport
6. Splash Digital features Top 10 List
7. The Perils of Single-Sport Participation
8. Teach Your Kid This Skill—It Could Save His Life
9. The Boiling Frog Syndrome
10. Training For Swim Race Is Much Harder Than Just Jumping Into The Pool



Dear Coaches,

Quote of the week:

“There is a sense of exhilaration that comes from facing head-on the hard truths and saying, "We will never give up. We will never capitulate. It might take a long time, but we will find a way to prevail."

~Jim Collins, from his book, Good to Great

Open Enrollment Ends in 9 Days

Exciting news on a healthcare opportunity for members of USA Swimming!

Due to numerous requests from our membership, a private healthcare exchange is now available to all members of the USA Swimming.

Qualifying members and their families, like with the state and federal exchanges, may be eligible for a federal subsidy based on income.

The USA Swimming private healthcare exchange offers all or more of the same major medical plans with the same costs as the state and federal exchanges with these awesome benefits:

1. Protection from the Affordable Care Act law that requires all Americans to obtain health insurance or pay a penalty. The penalty will more than triple in 2015.
2. Red carpet concierge service from Licensed Benefits Advisors (LBA) who will provide the following:
 - Utilization of a subsidy calculator to assess if you or your family qualify for a government subsidy that will help pay for your health insurance.
 - The LBA can hand walk each member through the confusing application process to explain and help them elect the best plan available for themselves and their families
3. The ability to enroll in additional benefits
4. Bilingual LBA's are available

The USA Swimming exchange site is: www.usasmarketplace.com

Below are important Key Dates to be aware of when visiting our exchange:

Feb. 11-15th – Heavy volume for 3/1 effective dates and end of Open Enrollment
Feb. 15th - Open Enrollment ends

*Heavy volume dates may have longer hold and answer times and outbound calls will be limited.

Here are some suggestions if you experience extended hold service times:

1. Go to the USA Swimming exchange site and enter in your personal contact information. Include the best phone # to be able to reach you. You will receive a call back from a Licensed Benefits Advisor within 24 hours with concierge service
2. Enter your phone # to save your spot and receive a call back
3. Leave a voice mail with your contact information to receive a call back

We are excited to offer to all of the members of the USA Swimming the opportunity to take full advantage of the federal programs & potential subsidies prior to the 2/15/15 end for open enrollment.



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Cycle Count by Event

By Russell Mark, USA Swimming National Team High Performance Consultant

Managing your cycle count means that you are swimming with efficiency. Too many cycles, and you're not holding enough water. Too few cycles, and your maximum speed might be limited. The average cycle count of the top 8 performers at 2012 US Olympic Trials can give you a guideline of what your cycles should look like throughout a race.

[Read more:](#)

Quick Heels in Breaststroke

By Matt Barbini, USA Swimming National Team High Performance Consultant

We often discuss proper breaststroke technique as 'pulling your legs' and 'kicking your streamline.' Put simply, that means that you try to minimize the amount of time in your stroke where multiple parts of your body are contributing to deceleration. While your arms are out of streamline and bending to establish and execute your pull, your legs are in streamline and vice-versa.

A specific element of this technique, which can be overlooked when thinking about the stroke as a whole, is the impact of quick heels when initiating the kick. It makes logical sense – the longer you can stay in this position...

[Read more:](#)

National Open Water Select Camp Assistant Coach/Manager Application Now Open

The 2015 National Open Water Select Camp is scheduled for June 2-6, 2015 at Florida Gulf Coast University in Fort Myers, FL. This camp seeks to identify the best distance swimmers, offering them a unique motivational and educational experience. The National Open Water Camp is viewed as an integral step for athletes to move from the pool to Open Water, then to the international scene.

This year, USA Swimming is accepting applications for the Assistant Coach and Manager positions. The deadline to apply will be March 2, 2015. Please [click here](#) for more information and to [here to apply](#).

Please contact [Morgan Weinberg](#) with any questions.

Nine Ways Coaches Can Prevent and Stop Bullying in Sport

By TrueSport

Bullying is not uncommon, unfortunately. Over 30% of youth report some kind of bullying. Bullying is defined as intentionally using verbal or physical means to intimidate or harm. Simply put, bullying is repeatedly hurting someone else's body or feelings on purpose. Recent events at schools in New Jersey, Oklahoma and Pennsylvania remind us that bullying and hazing remain serious concerns in the world of sport.

As a coach you are one of the single biggest influencers of your players. [Here are 9 ways](#) to both prevent and stop bullying on your team:

[January TrueSport Newsletter:](#)

Splash Digital features Top 10 List

Here's a look at some of the stories you'll find in this issue:

Featured Articles

[Lessons Learned](#)

We asked this year's Golden Goggle Award winners to share with our readers what they learned from winning their awards and what other swimmers can learn from their experience.

[Couldn't Imagine Quitting](#)

When it comes to fast swimming and bravery in uniform, Tedford Cann owns the franchise. Yet, swimming has had a few others, who, like Cann, matched swimming skills with military prowess. Learn more about them in part 2 of our two-part series on swimming in combat.

[December Meets Top Five](#)

Two big meets took place during the first week of December – the FINA Short Course World Championships in Doha, Qatar, and the AT&T Winter National Championships in Greensboro, N.C. Here's a look at the top five moments from those competitions.

[Timing is Everything](#)

The National Age Group Top 10 (formerly Top 16) lists have been a staple of the USA Swimming record and measurement for decades, but have you ever wondered how everything comes together?

Splash Online Extra: [The 2012-2013 Top 10 List](#)

The Perils of Single-Sport Participation

By Changing The Game Project, January 2015

For the last few days, my email and social media accounts have been lit up by a simple image first shared with me on Twitter by @ohiovarsity. It is amazing because the image portrays something that is widely known among experts, widely discussed in coaching circles, and has certainly been written about by me and others many times. Yet this excellent blog article on a high school sports site got over half a million shares in the first 3 days it was out because this image touched a nerve

Why? Well, [here is the image](#):

Teach Your Kid This Skill—It Could Save His Life

By Ruthie Fierberg, Parents Magazine, January 27, 2015

I had the pleasure of attending USA Swimming's Golden Goggles Gala. (Think the ESPY's but for swimming.) Now you might think the night was all hot athletes and trophies—and you wouldn't be totally wrong. But what might surprise you is that there was a great emphasis on swimming not just as sport, but as a life-saving skill.

[Read more:](#)

The Boiling Frog Syndrome

By Rasmus Ankersen, Author of The Gold Mine Effect, January 2015

If you place a frog in a pot of boiling water, it will immediately jump out to save its life. However, if placed in cold water that is slowly heated, it will not perceive the danger and will be cooked to death. This is known as the boiling frog syndrome.

The boiling frog is a great metaphor for why successful companies die. They don't die suddenly. They die gradually.

Gradual changes in our environment are often not perceived on a daily basis. Yet, their effect is continuous and cumulative to the extent that the overall impact of these changes are not recognized until it has reached a critical level.

Small opportunities are missed, customer complaints are being ignored and critical questions not being asked. We don't notice the slipping standards, because there is still a profit. Profit can mask a lot of problems.

But then one day once the culture is rotten and the customers are leaving rapidly, it all falls apart. At the time, it feels like a big shock, but actually it started a long time ago with slowly slipping standards. This is the principle of gradualism. Changes that are incremental over a sufficient period of time will go unnoticed.

The continued success of an organization depends more than anything on its willingness to address problems when they are visible, not waiting until they become obvious.

[Mail:](#)

[Web:](#)

Training For Swim Race Is Much Harder Than Just Jumping Into The Pool

By Suzanne Tobias, Wichita Eagle, January 21, 2015

The day after Christmas I got an e-mail from the local swim club where my son swims.

Parents of swimmers were invited to begin training for the Parent 500, a 500-yard freestyle race to be held in mid-May, a week before the Indianapolis 500. Practices would be held every Sunday afternoon.

"No minimum commitment! No experience needed!" the e-mail continued.

Between the enthusiastic lines, I read: "So get off the couch, you lazy sloth! Get in the water! Experience what your child does for hours every day! Challenge yourself! Can you do it?!"

[Read more here:](#)

