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Dear Coaches,

Quote of the week:

“When I am frustrated in getting meaningful work done, I go back and look at a stonecutter hammering away at his rock, perhaps a hundred times without as much as a tiny crack showing in it. Yet after several thousand blows, the rock will split in two perfectly. It is then that I realize that it was not the final blow that produced the perfect split . . . but all the many blows that came before it.”

~Jacob Riis, 19th Century Danish Immigrant, Social Reformer

USA Swimming Insurance Marketplace Solutions

Does your club need insurance help? [Here is a source](#) that you may want to check out for your team's needs:

- Health Insurance
- Worker's Compensation Insurance
- Directors & Officer, Crime and Equipment Coverages
- Life Insurance
- Supplemental Insurance (Income Protection, Critical Illness, Accident)
- Dental & Vision
- Personal Home and Auto Insurance
- Commercial Insurance
- Event Insurance
- Club Promotional Items
- Club Payroll Services
- Rental Cars
- And much more...

If you have questions about USA Swimming's Insurance Marketplace, please contact USA Swimming's Director of Risk Management, [George Ward](#) or call [719-866-3464](#)



Swim-a-Thon™ Tips, Tricks and Trades!

Need help with your Swim-A-Thon? Or want to know the benefits of hosting one? Here are some Swim-A-Thon tips, tricks and trades from Swim-A-Thon Gold Medal Contest Winner, Charles River Aquatics Dragons from Boston, Massachusetts who raised \$44,876.48 for their club in 2014!

How will you be using the money you earned from Swim-A-Thon to benefit your club?

- The money we raised from the Swim-A-Thon helps to fulfill our Booster Club mission of allowing every swimmer opportunities they would not otherwise have had. Most importantly, the money allows us to subsidize our qualifying swimmers to travel to highly competitive meets. These travel meets would otherwise be financially difficult to attend. Performing well at these high level meets elevates our entire team and motivates swimmers at all levels to keep working hard to pursue their dreams.

Why did you choose to host a Swim-A-Thon?

- The Swim-A-Thon is a natural fundraiser for any swim club. It is not only a great way to raise money, but also a unique opportunity to bring your entire swim community together in a fun and a collaborative way. Everyone can participate regardless of age and skill level.



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What tips do you have for other clubs hoping to host their own successful Swim-A-Thon?

- Our experience has been that in order to be successful, you must encourage 100% participation rather than the dollar amount raised by each athlete. Weather an individual athlete raises \$5 or \$2000, it is a team effort, where each athlete contributes vitally to reach the end goal.

What was the best part about your Swim-A-Thon?

- The Swim-A-Thon is a memorable team building experience. Our older, more experienced, swimmers relish the leadership and mentoring opportunity to work with and encourage younger swimmers. Younger swimmers bask in the attention and give it their all. The Swim-A-Thon brought our entire team closer.

The Conversation All Parents of Young Athletes Need to Have

By Ruthie Fierberg, Parents Magazine, April 3, 2015

For those of you who don't know, April is Sexual Assault Awareness Month. For those of you who want to stop reading now—it is a tough subject—I remind you that it's because of this sensitivity that we need to talk about it. According to the CDC, one in four girls and one in six boys will have experienced some form of sexual abuse by age 18. We can all agree that even one person is too many.

Participation in sports can be an invaluable experience for kids. Not only does it keep them active and physically fit, youth sports is where many learn teamwork, sportsmanship, determination, and perseverance. As a kid playing basketball and tennis, I learned how to work with my peers towards a common goal—and have fun while doing it. Yet, sports can also be a high-risk environment for physical and sexual abuse. We've seen this in national news stories like the Sayreville High School Football team, but, unfortunately, this is a risk for kids of all ages. Thankfully, there are ways to prevent these harmful situations so that children reap only the benefits of organized sports.

USA Swimming is one organization that has been working to actively increase awareness to reduce the risk of abuse in the sport through the Safe Sport Program. By following a five-point program, USA Swimming aims to create a safe and healthy environment for kids.

[Read more:](#) (You will have to scroll down to see the article)

The Best Advice I Ever Received

By Ed Hecht, VP/Publisher TWICE Magazine at NewBay Media, February 28, 2015

The best advice I ever received came from my Dad during Junior year of college. I was struggling mightily that year and there was a chance I would not see graduation.

As I explained the situation to my Dad, he said, "you have two choices; get your act together, commit to your studies and graduate college or come home now and you'll see, Buddy Boy, what life is like with no college education."

Admittedly, not the most eloquent way to state my options, but I got his point. I changed my major to something aligned with my interests and innate abilities and not only graduated on-time, but made the Dean's List along the way (the "good" list this time). Looking back on the experience of this challenge, the changes I made and ultimately succeeding taught me a few things:

[Read more:](#)

How Much Should You Pay Yourself?

By Kristen Lund, NFIB, March 26, 2015

[Here's how](#) three small business owners determine their salaries.

Why Leaders Learn to Eat the Fish and Spit Out the Bones

By Tim Elmore, Growing Leaders, April 7, 2015

Part of becoming educated is to learn from people, books, podcasts and other sources you don't completely agree with—while being able to “eat the fish and spit out the bones.” You know what I mean, don't you?

For me, it means reading after authors who have expertise and perspective on issues that lie far outside my strengths or opinions. It means I may glean from an agnostic even though I am a person of faith. It often means I learn from people of different backgrounds, ethnicities, lifestyles and ages. And I always try to assume they offer me something I can learn.

Far too many people I meet have a “me against you” mentality and just cannot listen to anyone if they sense that even one portion of their message doesn't align (If we don't totally agree, you can't help me at all). This is sad because it limits what a person can learn, it narrows their horizons, it diminishes their ability to grow, and it eventually separates them from people who could really help them.

Criticism without Critical Thinking

[Read more:](#)

U.S. Olympic Committee 'Candidly Concerned' Non-revenue College Sports Will Be Cut

By Pat Forde, Yahoo Sports, April 1, 2015

The great competitive and commercial climax of the college sports season occurs this week in Indianapolis with the Final Four. Millions of dollars will be spent watching millionaire coaches and (a few) future millionaire players battle for the national basketball championship in a football stadium.

Final Fours, like the college football postseason, have done nothing but expand in scope and profitability in recent years. The amount to be spent on (and made off) those events seems to be limitless. Especially on the gridiron, where the College Football Playoff has broken the bank.

But more and more, the revenue geyser is meant to sustain only the two glamour athletic programs – football and men's basketball. The more money those sports make, the more gets plowed back into them in the way of opulent facilities and lavish coaching salaries.

[Read more:](#)

The Four Biggest Problems in Youth Sports Today

By Changing The Game Project, April, 3 2015

When you run an organization such as the Changing the Game Project, you hear many youth sports stories from parents, coaches, and players. Some stories are absolutely heartbreaking, others inspiring.

Recently I encountered the absurd.

Many of us have seen the news about a volleyball player from Washington DC who was

taking her playing time issues off the court, and into the courts. The article, which originally appeared in the Washington Post and can be read here, detailed the story of Audrey Dimitrew, a 16 year-old from Virginia whose family sued the Chesapeake Region Volleyball Association (CHRVA) to force them to let her move to another team in the league. It seems she was not getting the “promised” playing time at her club and she wanted a change, but the league would not allow it.

The article has elicited all kinds of opinions on parenting, spoiled children, bad coaching, and ridiculous rules and regulations in youth sports leagues. It brought up talk of the Philadelphia dad who was suing for \$40 million because his son got cut from the track team, and the Dallas father who brought a racketeering suit against a lacrosse camp. They are a reflection of so much of what is wrong in youth sports today.

But can all these wrongs finally make it right, and encourage the sensible people stand up and be heard?

[Read more:](#)

The Sheer Terror Zone

By Scot Hunsaker, Ardent Group, April 2015

We talk a lot of about how important it is to be able to get out of our comfort zones. Getting out of the comfort zone is how we grow, it's how we learn, it's how we discover new things, both personally and professionally. If we're only ever willing to do what's comfortable, we can coast along, just paying attention to the daily minutia of our businesses, and then wake up five years later to discover we're no longer relevant in our industry.

But what's outside of the comfort zone? If you go too far outside of the comfort zone you get into what my friend Vince Langley calls the sheer terror zone.

[Read more:](#)

Ten Ways To Inspire Creativity In Your Staff

By Vivian Wagner, American Express Open Forum, Owner, V Creative Enterprises, LLC September 2014

Fostering creative business practices isn't as hard as it seems and can lead to smart solutions. [Use these ten techniques](#) to help inspire and encourage creativity in your staff. Read the article and learn 10 ways to get the creative juices flowing.

