



In this Newsletter

Volume 19 - 05/08/2015

1. Swimbiz#incaseyoumissedit
2. Freestyle: Late Breath vs. Slow Breath
3. What Athletes Look for in a Coach
4. Ten Things We Learned From #CoachesAre Month
5. Solve the Mystery of Your Child's Motivation and Distraction Issues
6. What's My Child Doing Wrong?
7. Important Information From USADA
8. The Power of Believing That You Can Improve
9. "Why don't THEY communicate better?" is Just More Blame
10. The Power of Play



Dear Coaches,

Quote of the week:

"Few will have the greatness to bend history itself, but each one of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation."

~Robert F. Kennedy (1925-1968) American Attorney General, Senator

Swimbiz#incaseyoumissedit

By USA Swimming Business Development Division

USA Swimming was excited and pleased with the first annual marketing conference #SwimBiz: Social Media, Sponsorship & Swimming! Promoting Your Club Locally in the Multi-Screen World

#SwimBiz focused on growing participation, increasing revenue and improving events. Specifically, emphasized was social media, advertising, branding, communications, sponsorship and local promotion for clubs. The presentations and videos from the conference have now been posted!

[The slides can be found here:](#)

Presentation videos can be found at youtube.com/usaswimmingorg

Freestyle: Late Breath vs. Slow Breath

By Matt Barbini, USA Swimming National Team High Performance Consultant

It's been mentioned in this space before but it bears repeating: correctly diagnosing stroke issues is the first and most critical step to fixing them. In freestyle, this is evidenced in many ways but no more clearly than the distinction (or sometimes lack thereof) between a late breath and a slow breath.

In my opinion, a late breath often occurs because the swimmer uses their rotation to drive their breath as their non-breathing side arm extends, rather than turning their head independently of the body.

[Read more and watch video:](#)

What Athletes Look for in a Coach

By Lindsay Mintenko, USA Swimming National Team Managing Director

With the National Team Coaches' Conference happening this past week, I thought I would write about some personal experiences and what, as an athlete, I looked for in a coach. I think there are five main things that are important for both coaches and athletes to know about their relationships.

[Read more:](#)



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Ten Things We Learned From #CoachesAre Month

As the month of April came to a close, so too did #CoachesAre. USA Swimming has been proud to highlight and support our more than 18,000 coaches who work tirelessly to make the sport of swimming a success for all of those who participate and are involved.

[See the top ten here:](#)

Solve the Mystery of Your Child's Motivation and Distraction Issues

By David Benzel, Author, Speaker, Growing Champions for Life, May 2015

FREE Webinar

Date: Thursday May 14, 2015,
Time: 9:00 PM Eastern Time,
45-minute live webinar plus Q & A

[Click Here to register](#)

What's My Child Doing Wrong?

By David Benzel, Author, Speaker, Growing Champions for Life, May 2015

It must be in our parental DNA. I'm referring to our inherent sense of responsibility for everything our children do. I'm not just talking about their behavior in the grocery store, classroom, and playground. We also seem to feel responsible for the quality of their backhand, dismount, flip turn, double Lutz, and corner kick. For what other reason do we frequently feel an obligation to know the answer to this question: "What's my child doing wrong?" This is usually asked of a coach, official, or even another parent. With the best of intentions we ask:

- Why did the judge deduct points?
- Why didn't he get credit for that?
- Why is she falling on that?
- Why isn't he hitting the ball farther?
- Why isn't she getting more playing time?
- Why is he not winning more?

Our intentions are honorable. We wish to be knowledgeable, and if our curiosity stopped there it wouldn't be so bad. But the truth is that we actually want to know so we can fix it. We want to ride in on our white horse and save our kids from another less-than-perfect performance. Our assumption is that if we know the answer to the question we'll be able to tell our children what to do so they can be successful. This is where our basic assumption - and our motive - is ironically flawed in several ways.

Brutal Truth #1 - Your child is doing nothing wrong! She's struggling; she's learning; she's struggling some more. This is exactly what she's supposed to be doing. It's the journey of every athlete. Reassure her that she can and will make progress through perseverance.

Brutal Truth #2 -Figuring it out is necessary for your child. Telling isn't teaching. Part of being an athlete is figuring out what works and what doesn't work. It's all about discovering the strategies that improve performance. The discovery process is actually postponed or inhibited when parents try to short-circuit that process by "telling" or giving the answer. Encourage your child to be a problem solver.

Brutal Truth #3 - It does not belong to you because sport is a gift you give to a child. It's a child's responsibility to ask the question "How can I do this better?" - And to find the answer. If there's any "telling" to be done it's the coach's responsibility to do the telling, and to deliver the message at the most opportune times for maximum impact. Suggest to your child that the coach is a resource to be tapped with good questions. An older athlete that your child admires can also give encouraging advice.

When our children ask us "What am I doing wrong?" our response would be more helpful in the long-run if we said: "What a great question! What do you think the answer is? If you don't know, where do you suppose you could go to find the answer? Please let me know

what you find out because I'm really interested." While this may sound evasive or less than helpful, consider this question: "What kind of problem solving athletes (and adults) will our children become if we don't allow them to find good resources and figure out the tough questions about their own performances?" Most of us are not experts in our child's sport. And even if you are, giving the answer does not teach your child the art of problem solving. It just increases their dependence.

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Important Information From USADA tweeted recently USADA@usantidoping

Athletes beware: 14 #supplement companies warned by @US_FDA due to products containing #prohibited substance DMBA. <http://www.fda.gov/Food/DietarySupplements>

DMBA in Dietary Supplements

DMBA is labeled as a dietary ingredient in some products marketed as dietary supplements. However, the FDA is not aware of any information demonstrating that DMBA was lawfully marketed as a dietary ingredient in the United States before October 15, 1994. As a result, for dietary supplements that contain DMBA to be lawfully marketed, one of the following must apply:

- (1) the product containing the dietary ingredient must contain only dietary ingredients that have been present in the food supply as an article used in food in a form in which the food has not been chemically altered, or
- (2) there must be a history of use or other evidence of safety establishing that the dietary ingredient, when used under the conditions recommended in the product labeling, will reasonably be expected to be safe; and prior to bringing the products to market, the manufacturer or distributor must notify FDA of the basis on which the manufacturer or distributor has concluded that a dietary supplement containing such dietary ingredient will reasonably be expected to be safe.

Because neither of these conditions has been met by those marketing products that contain or are labeled as containing DMBA as a dietary ingredient, the FDA considers these dietary supplements to be adulterated.

DMBA is also known as:

- 1,3-Dimethylbutylamine
- 2-Amino-4-Methylpentane Citrate
- 4-Amino-2-Methylpentane Citrate
- 4-Amino Methylpentane Citrate
- Amperall
- AMP
- AMP Citrate
- 4-AMP Citrate
- 4-Methyl-2-Pentanamine

Recent FDA Action on Dietary Supplements Labeled as Containing DMBA

April 2015

On April 28, 2015, the FDA issued warning letters to 14 companies regarding a total of 17 products for which the product labeling identifies DMBA as a dietary ingredient. The FDA considers these products to be adulterated because they are labeled as containing a new dietary ingredient, DMBA, and because they have not satisfied the conditions described above to include DMBA as a dietary ingredient.

Under existing law, including the Dietary Supplement Health and Education Act passed by Congress in 1994, the FDA can take action to remove products from the market, but the agency must first establish that such products are adulterated or misbranded.

The companies have 15 business days from the date of receipt of the letter to communicate to the agency the specific steps they will take to bring their products into compliance with the law. The warning letters also caution the companies that the FDA may take further enforcement action without warning if they do not immediately cease distribution of the products.

The agency will continue to update this page in the event additional actions are taken related to DMBA.

Warning Letters:

- Vital Pharmaceuticals, Inc. d/b/a VPX Sports (Products: VPX Redline White Heat (strawberry, fruit punch, and watermelon) and MD2 Meltdown)
- Powder City LLC (Product: AMP Citrate)
- Prime Nutrition (Product: PWO/STIM)
- Beta Labs (Product: Oxyphen XR Amp'd)
- Genomyx LLC (Product: EVOL)
- Lecheek Nutrition (Products: Ampilean and Ampitropin)
- Iron Forged Nutrition d/b/a TGB Supplements (Product: Contraband)
- Nutrex Research, Inc. (Product: Adipodex)
- Blackstone Labs LLC (Product: Angel Dust)
- 1ViZN LLC (Product: Velocity)
- Core Nutritionals LLC (Product: AMP Citrate)
- RPM Nutrition, LLC (Product: Red Rum SS)
- Brand New Energy LLC (Product: Yellow Bullet AMP)
- DSEO LLC (Products: HybriLean and PREAMP)

The Power of Believing That You Can Improve

By Carol Dweck, TedTalk 2014

Carol Dweck researches “growth mindset” — the idea that we can grow our brain's capacity to learn and to solve problems. In this talk, she describes two ways to think about a problem that's slightly too hard for you to solve. Are you not smart enough to solve it ... or have you just not solved it yet? A great introduction to this influential field.

[Watch it here:](#)

“Why don't THEY communicate better?” is Just More Blame

Posted by John G. Miller, Author QBQ, May 2015

I bet the maker of this Rice Lake, Minnesota sign was not really saying, “Enjoy your visit to our Port-a-John in the woods!”

But that's what the sign said to me when I read it.

That doesn't make me dumb. Nor does it make the sign's author stupid.

We simply were not communicating.

Communication—it's a problem ... everywhere.

This scene has played out many times in my 29 years of training:

When I ask, “What's the biggest problem facing your organization today?” the answer usually is ... communication! Yet the problem is often framed as an Incorrect Question (IQ/QBQ! tutorial) such as, “Why don't they communicate better?”

[Read more:](#)

The Power of Play

By Bob Latham, SportsTravelmagazine.com, April 7, 2015

On March 7, Brian Sutton-Smith died at age 90. While his name may not be familiar to many, his field of expertise is known to almost all. Sutton-Smith was the world's foremost scholar of "play." The professor emeritus at the University of Pennsylvania devoted his life to the study of play—its history, cultural relevance and value in human interaction.

To read the rest of this article in the digital edition of SportsTravel, [please click here.](#)

