



In this Newsletter

Volume 26 - 06/26/2015

1. 2016 Club Excellence Program
2. 2016 Olympic Trials Tickets Go On Sale June 29
3. Fall Regional Coaches' Clinic Registration Open Now
4. How Can Your Club View Touch The Wall?
5. Updating your CPR/AED and/or Safety Training for Swim Coaches
6. Insurance Information
7. A Graduation With Over 90 Valedictorians
8. Why Second In Command Can Have More Influence Than The CEO
9. Swimming Science Newsletter
10. Ask an Expert

Dear Coaches,

Quote of the week:

“Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to become the best you are capable of becoming.”

~John Wooden

2016 Club Excellence Program

The program information and requirements for the 2016 Club Excellence program have been finalized and are now available on the website. The information reviews athlete eligibility, club scoring, pool time standards, Open Water eligibility and some minor changes for 2016.

[The full document is available here:](#)

2016 Olympic Trials Tickets Go On Sale June 29

2016 Olympic Trials tickets go on sale Monday, June 29th at 10 a.m. CST through Ticketmaster. Hotel reservations can also be made at that time and can be made through [VisitOmaha.com](#).

Olympic Trials will be held Sunday, June 26, through Sunday, July 3, 2016, in Omaha, Nebraska, at the CenturyLink Center Omaha. [Click here](#) for more information.

Fall Regional Coaches' Clinic Registration Open Now

The Regional Coaches' Clinic program brings affordable clinics directly to teams in their own LSCs. These clinics are designed for the entire coaching staff from the novice coach to the senior level coach.

Clinics are priced to encourage coaching staffs to attend the clinic together. \$75 per coach or \$200 for a coaching staff of 3 or more.

Norfolk, VA: August 14-16, 2015
Austin, TX: August 21-23, 2015
Tulsa, OK: September 18-20, 2015
Fairfield, CA: October 23-25, 2015

[Fall registration links are now open.](#)

How Can Your Club View Touch The Wall?

Great news, TOUCH THE WALL starting Olympians Missy Franklin and Kara Lynn Joyce is now available on DVD/Blu-Ray for Public Screenings!

[You can grab the Group License and screen for your club here.](#)





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:

Updating your CPR/AED and/or Safety Training for Swim Coaches

Updating your CPR/AED and/or Safety Training for Swim Coaches certifications?

Please forward those to your LSC Membership Chair, not to USA Swimming national headquarters.

For a list of LSC Membership Chairs, [go here](#). If you don't know your LSC, [go here](#), find your LSC, then scroll down below the map for a direct link to each LSC website.

You can find application forms and LSC contact information on those websites.

Insurance Information

As you know, whenever an accident happens at a USA Swimming sanctioned event (practice, meet, dryland training, etc.), personnel from the location where that accident happened are required to file a [Report of Occurrence](#) with USA Swimming. A coach, official or club personnel should submit the form. It SHOULD NOT be submitted by the parent of the injured party or by the injured party themselves. You may want to [bookmark](#) for easy reference.

We realize there are times you are at a pool and do not have internet access at the time. We suggest you print a few draft [copies of the form](#) from the website to keep on hand. When an accident occurs, note the details of the accident on the draft copy and then when you get access to a computer, you can enter the details from the hard copy in the [online form](#). Please do not submit hard copy forms to USA Swimming. It will delay claims processing.

Please contact [Risk Management](#) at USA Swimming if you have any questions.

A Graduation With Over 90 Valedictorians By Tim Elmore, Growing Leaders, June 18, 2015

We've all seen it: Little League baseball players show up for their final game, and everyone gets a trophy. Students compete in an art show, and everyone gets a ribbon. It's become commonplace. We are all winners. In fact, we're all awesome. The question on the minds of students is simple. In this kind of a world, what does an award even mean? I know a ten-year old baseball player who handed the trophy back to his dad, saying, "I don't want this. It doesn't mean anything." This year, three high schools in Dublin, Ohio, displayed their own version of this charade. But they claim to do it with good reason. Do you want to guess what they did?

[Read more:](#)

Why Second In Command Can Have More Influence Than The CEO

Being at the top doesn't necessarily mean being the one in charge.
By Richard Hytner, FastCompany.com, April 2015

What if second became the new first in leadership?

Society today is obsessed with the limelight and CEO superstars, including Mark Zuckerberg, IBM's Virginia Rometty and Starbucks' Howard Schultz. This focus on the top dogs devalues the crucial role of countless counselors, coaches, and deputies who lead throughout organizations. The implication is if you're not striving to be number one, then you must lack ambition or the guts to give it a go. "He's a good number two" is often a deliberate, damning assessment of someone's unsuitability for the hot seat.

[Read more:](#)

Swimming Science Newsletter

By Dr. John T. Mullen, DPT

"While the steps may be small, what we're reaching for is not. To commit your life to honoring and maintaining your physical health; to the passion, the risk, and the excellence of a demanding career; to the pursuit of a rewarding relationship with another human being; or the continual upward revision of your personal standards, is to strive for powerful goals, often elusive and at times frightening. But for now, all you need to do is take one small step."

- Robert Maurer

Packing a banana to eat before practice, choosing to sleep instead of scrolling through Twitter at bedtime, taking five minutes to foam roll after practice – the task at hand often seems so daunting – getting your Olympic Trials cut, completing 40x100's best average, becoming a state champion...when really you are only small steps away!

It's the small, daily tasks that create the massive long-term gains

It's called NIMPS

Nutrition - Protein, veggies, water...don't over think it!

Injury Prevention - SMR, foam roll, stretch...5 minutes a day keeps the doc away

Mental - Visualization, incantations

Practice Preparation - Goals...the process, improve your weak points and capitalize strengths

Sleep - 8+ hours/night (I know that sounds impossible!)

[Listen here for the full 30 minute lecture!](#)

So where do you begin? Picking ONE

Moving forward, every Monday Swimming Science will be equipping you with all you need to dive into the week with a lead. We will be sending out the latest research, providing you with free lectures and notes. But maybe all you need is some motivation, humor, or just an idea on where to get started – you'll be one step closer.

What small step is holding you back? We challenge you this week to do that one thing to be better.

What do you want to know? Questions you want answered? We want to hear it!

Ask an Expert

By Barry Posner, *The Leadership Challenge*, June 2015

Q: If experimenting is so essential to leadership, how can I create an atmosphere where experimenting and learning really flourishes?

A: Thomas Edison said, “I failed my way to success.” It took over five thousand experiments to develop the filament for the electric bulb. “Every one of these experiments taught me something,” explained Edison, and that’s precisely the mantra of leaders. Leaders don’t see failures and mistakes as the end of the world, but simply another opportunity to learn and know something that they didn’t know before, and, often, had no way of knowing in advance. The point is that so many of us have gotten the message that “failure is not an option” or we need to “get it right the first time”. But experience shows us that things actually don’t happen that way. It’s the leader’s job to counteract that negative, counterproductive message.

That said, the key to creating an environment where risk taking and experimenting can truly happen is somewhat paradoxical. We contend that risk taking is directly related to the extent to which people feel safe. If you want to help people extend themselves beyond their comfort zones and “the way we’ve always done it around here,” you’ve got to do things that make them feel safe, for example, reducing the cost of failure, expanding the benefits of trying, taking one step at a time, going first yourself (so that if anyone is to look foolish, it will be you), providing practice opportunities, establishing pilot and demonstration projects, and so on.

Barry Posner is the Accolti Endowed Professor of Leadership at the Leavey School of Business, Santa Clara University, where he served as Dean of the school for 12 years. Together with Jim Kouzes, he is author of *The Leadership Challenge*—now in its fifth edition—and over a thirty other books and workbooks on leadership and leadership development.

