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## Dear Club President's and Board Members,

[An archive of previous editions can be found here:](#)

### Quote of the Month:

**“A leader is best when people barely know that he exists. ... When his work is done, his aims fulfilled, they will all say, 'We did this ourselves.'”**

**~Lao Tzu, philosopher**

### Club Recognition Program

#### Where is your program?

The Club Recognition Program offers our club members a working blueprint for developing strong, stable, financially sound and athletically productive organizations.

Designed by USA Swimming's Club Development Committee (comprised primarily of coaches), this voluntary program presents four levels of achievement across four component areas deemed critical to long-term club success. The program encourages clubs to establish organizational goals and to benchmark their progress toward those goals.

The ultimate objective of the program is to strengthen the club system in USA Swimming by guiding clubs through a development process that ultimately positions the program and its coaches to better serve athletes.

The Club Development Committee looked at many different factors that helped create "great" clubs. The committee grouped all of the factors into four major component areas:

1. Business & Organizational Success
2. Parent & Volunteer Development
3. Coach Development & Education
4. Athlete Development & Performance

For assistance contact your Sport Development Consultant.

### Update Your SwimToday Information



**Dave Thomas**  
Sport Development  
Consultant  
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USA Swimming  
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Please look at your listing in [SwimToday.org](http://SwimToday.org). We have noticed many teams do not have correct or current information on either SwimToday or USA Swimming. Please update that information with your LSC registration person.

You do not want to miss out on the possibilities of new children and families joining your team. You never know who might be the "NEXT" one!

## Upcoming Free Webinar By BoardSource, July 2016

As a part of USA Swimming's ongoing efforts to provide leadership and skill-building resources that support and strengthen swim clubs and each of you as leaders, we are pleased to offer you a complimentary annual membership with BoardSource. This yearly membership normally would cost you \$99/year per person. This membership is recommended for both the Head Coach and all Board of Director members.

If you're not already familiar with BoardSource, it is widely recognized as the leading organization promoting exceptional nonprofit governance and board service. BoardSource membership is a year-round educational resource that helps to connect, engage, inform, guide, counsel, and support a community of thousands of nonprofit leaders from across the country.

Your complimentary BoardSource membership includes access to over 170 downloadable governance documents, a monthly newsletter and access to their free monthly webinars on important issues facing board leaders.

It's very simple to activate your membership! [Just visit here and complete the membership registration form.](#)

### [Board Culture Matters](#)

Tuesday, June 28 | 2:00 – 3:00 pm ET

Peter Drucker said "Culture eats strategy for breakfast." Perhaps nowhere is this truer than in the nonprofit boardroom. In this webinar, we'll discuss why board culture matters, how to assess yours, and how you can positively impact your culture and, as a result, your organization's mission impact.

### [Finding Board Balance](#)

Thursday, June 30 | 2:00 – 3:00 pm ET

Making board decisions quickly can lead to fast and easy wins but it also can inadvertently undermine your organization's long-term success. Successful boards make a habit of confronting challenges, adjusting values, and changing perspectives, all of which can take time. Join us to explore the skills necessary for effective decision making and team leadership.

## 2016 Build A Pool Conferences

There is still time to attend a Regional Build A Pool Conference even though the year is half over. We have 3 left for 2016.... You do not have to attend the other conferences but if you do you can receive a discount to attend the BAP Conference.

### FAQs

Q: My main interest is aquatic programming will this topic be addressed at the BAP?

A: Yes "programming precedes design" so we will bring you up to date what is working

Q: What if I want to learn about renovating an existing pool?

A: Yes renovating a pool is covered too.

Q: I need to learn what it cost to operate pools/aquatic centers – will this be covered?

A: Absolutely you will learn about income and expenses for aquatic centers to be sustainable.

Q: What are the materials we get?

A: You will receive a flash drive with the presentation and much more plus our professional providers will have materials for you too.

You can click on the following links to learn more about the three remaining Build A Pool Conference

[FT. LAUDERDALE, FL- SEPTEMBER 10-11, 2016- IN CONJUNCTION WITH ASCA WORLD CLINIC](#)

[NASHVILLE, TN - OCTOBER 22-23, 2016 IN CONJUNCTION WITH WAHC \(WORLD AQUATIC HEALTH CONFERENCE\)](#)

[MORGANTOW, WV - NOVEMBER 12-13, 2016- IN CONJUNCTION WITH WEST VIRGINIA UNIVERSITY](#)

What is everyone saying about the Regional Build A Pool Conference

- Excellent gets better every time I attend – Jim McKillip Desert Aire, Professional Provider
- Very knowledgeable and fact based – Rick Schaffer USA Aquatics, Professional Provider
- So glad this was worthwhile – Scott Baker –Hood River Valley Parks & Recreation
- Course is underpriced ! – Dave Rubie – Olympic Aquatic Club
- Very comprehensive and important information. Very informative- Marcie Wily, Hood River Valley Parks & Recreation
- Speakers made the class a success (knowledge & expertise) – Brad Daly City of Walla Walla

See you at one of the BAP conferences

Mick and [Sue Nelson](#)

Development Director and Aquatic Program Specialist

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## **21 Core Beliefs That Will Take Your Leadership From Good to Great**

**If you live your beliefs you can turn the world around.**

**By Lolly Daskal, President and CEO, Lead From Within, June 16, 2016**

Great leaders come from all eras, all levels of society, and all cultures--but there are certain beliefs great leaders share. These core beliefs are the foundation of your leadership, the things that will help you become successful. See how many you share:

[Learn more here:](#)

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## **How to Write a Cover Letter for Your Grant Proposal**

**Make It Brief but Inviting**

**By Mim Carlson and Tori O'Neal-McElrath, authors of Winning Grants, May 27, 2016**

Although the guts of your grant proposal will take up most of your time and energy, don't short change your cover letter. Attention to the finer points of putting the proposal package together can make or break a funding request. Don't turn off your funder with a sloppy cover letter.

Mim Carlson and Tori O'Neal-McElrath, authors of Winning Grants, [Step by Step](#), point out that the cover letter should:

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## **How Your Nonprofit Can Get Started with Facebook Live Today**

**Easy, Fun, and Instant. What's Not to Like About FB's New Video Feature?**

**By Julia Campbell, J Campbell Social Marketing, June 07, 2016**

Facebook Live has taken the world by storm!

Ever since Candace "Chewbacca mom" Payne created the most viewed live video to date, many people—especially marketers—who had never heard of Facebook Live took note. If you haven't seen this video, do watch it and see if you can stop smiling with this happy mom.

[So, What Is Facebook Live?](#)

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## **The Top 10 Ways to Lose Customers**

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**By Susan Ward, Small Business Expert, July 2016**

Why Not Keep Customers Instead?

Ask anyone in business about their worst customer ever and they'll be hard-pressed to tell you about just one.

But ask them about their best customer ever and they'll probably have to take time to think about it.

It's the old 80-20 rule in action; for most people, it's the unpleasant, nasty or outrageous that sticks in the memory. The good bits blur.

Which explains why, as business people, we sometimes forget the basic truth that our customers are our biggest supporters.

[Learn more here:](#)

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## **Does Your Workplace Inspire Motivation?**

**By Susan M. Heathfield, Human Resources Expert, June 03, 2016**

Motivation Flourishes With Effective Management and a Positive Workplace Culture

Want to know more about motivation at work? Motivation is that wonderful energy, drive, and excitement that employees expend when they are inspired to contribute. Motivation is tapped with goals, clear expectations, recognition, feedback, and encouraging management. Motivation flourishes in a positive employee and customer focused work culture. Use these ideas to foster motivation in your workplace.

[Learn more here:](#)

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## **Five Attributes of Outstanding Colleagues**

**Posted by John G. Miller, QBQ!, June 2016**

The Outstanding! book explores what it means for an organization to be outstanding.

But what exactly makes a co-worker outstanding?

People described as "outstanding" by on-the-job colleagues have many attributes. After we provide 5 below, please add to our list!

1. HUMBLE: Self-deprecating humor, takes no credit for wins, downplays their strengths. Acknowledges it's a "team effort."

[Find the rest here:](#)

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