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Dear Club President,

An archive of previous editions can be found here:

Quote of the Month:
"There is happiness in duty, although it may not seem so."
~Jose Marti, writer and political theorist

#SwimBiz Conference is Back! Sponsorship, Social Media, Customer Service and More to Ride the Olympic Wave in 2016

How can your swim team ride the Olympic wave? Whether you want to grow membership, build sponsor revenue, improve customer service or grow your social media efforts, the #SwimBiz conference is the perfect way to prepare for the Olympic year and beyond.

The second-annual #SwimBiz: Social Media, Sponsorship and Swimming marketing conference will be held in Colorado Springs, Thursday, March 31 – Saturday, April 2.

#SwimBiz 2016 will feature a keynote workshop from the Ritz-Carlton Leadership Center, one of the world's most renowned brands for customer service. They will share their tested principles of customer service and apply actionable lessons for your swim team. Memorable service can generate word-of-mouth and help you stand out in a landscape that is more competitive than ever for youth sports participation.

"As a sport, we spend so much time focused on the pool and performance, but this conference is designed to turn our back to the pool and promote the team business," said Matt Farrell, USA Swimming Chief Marketing Officer. "If teams want to capitalize on Olympic excitement locally, this is a must-attend event."
Signature #SwimBiz Events
• The Ritz-Carlton Leadership Center – a keynote dedicated to creating memorable customer service experiences that ANY swim team can apply.
• The Last Gold – an exclusive sneak peek at the USA Swimming-produced documentary spotlighting the 1976 women's U.S. Olympic Team and the East German doping scandal. The film is set for release later in the summer of 2016.
• Olympic Experience – a first-hand experience trying an Olympic or Paralympic sport and looking at it through the eyes of a newbie parent. Then take your new perspective and apply it to how a new parent views joining your swim team.
• The Pitch – an all-star panel will hear live, direct pitches from attendees on-site and decide who has the best idea for a 2016 marketing idea to grow participation.
• #SwimBiz Team Marketing Awards – we will recognize the best local marketing and promotional efforts in the sport. Teams will nominate their best marketing campaigns and a panel of experts will decide winners for the Awards Dinner. Acceptance speeches are 140 characters or less! Seriously.
• Food Trucks – back by popular demand this fun event has great food and is a perfect social to meet fellow attendees!

#SwimBiz Session Topics
Below are some of the all-new, featured topics planned as part of the 2016 conference:
• Promoting your coaches in the community (without feeling like you're bragging)

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Sponsored by:

• Developing a social media calendar for your team
• Marketing in your community with small budgets
• Giving sponsors what they want
• Crafting your team's image
• Sponsorship ideas for your next event – big or small
• Generating news coverage
• Simple tools to update social media and create video content
• Implementing the SwimToday campaign
• Case studies from your swim team peers
• More than 15 sessions planned!

Schedule
Thursday, March 31
9 am – 12 pm Olympic Experience (Optional)
12:45 – 4 pm Presentations-Including our Keynote: The Ritz-Carlton Leadership Center, Memorable Customer Service
5 – 7:30 pm Food Truck Social
7:30 – 9 pm Viewing of the Last Gold

Friday, April 1
8:30 – 12 pm Presentations
12 – 1 pm Lunch
1 – 5 pm Presentations
6 - 8 pm #SwimBiz Team Marketing Awards at the Pinery at the Hill

Saturday, April 2
8:30 – 12:30 pm Presentations
11:30 am Lunch
12:30 End of Conference

Registration
For more details on #SwimBiz and to register now, please visit:
www.usaswimming.org/swimbiz

Share It
Register and then share it using the #SwimBiz hashtag. (If you don't know what that means, then we look forward to seeing you in the front row!)

Safe Sport Updates

Brand New! Just developed and now available to all is the Safe Sport Self-Assessment. This is a brand new and free resource available for any club. The goal of this assessment is for teams to gain a greater understanding of how the available Safe Sport resources can assist in creating a culture of Safe Sport for their team.

There are six sections of the self-assessment, consistent with the six program areas of Safe Sport. While there are not necessarily right or wrong answers to the assessment, the questions and the recommendations in the user guide are designed to provide a step by step map to create a Safe Sport culture on a team.

Users will take the self-assessment first. When finished, they will receive a copy of their responses. They can then use the guide to review their self-assessment with the other leaders of the swim club.

We encourage you all to share this new tool with teams in your LSCs. Individualized feedback on submitted self-assessments is also available. If this is something you are interested in please contact Maggie Vail.

You can find the Safe Sport Self-Assessment here:

Upcoming Free Webinar(s)
By BoardSource, January 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.

Nonprofit Board Roles & Responsibilities
January 26, 2016
2:00 - 3:00pm ET

The value of a well-informed board of directors cannot be taken for granted. Because board members are usually selected for multiple-year terms, clarifying the function of a board and the responsibilities of its individual members is essential. In fact, board members don't always realize the varied duties they may be expected to fulfill for the nonprofit and may find themselves doing things they've never done before, such as making policy, planning strategies, forming or leading committees, enforcing regulations, and mediating disputes. This is why you must take steps to ensure that your board is functioning the way it should and that your board members are meeting their legal responsibilities.

This session will articulate key roles of boards, duties of board members, and responsibilities for everyone engaged with the board. We'll touch on how the board and its members get involved in such activities as fundraising, programming, outreach, and management. Plus, we'll offer some relationship advice that can build trust and engagement to move your mission forward. It's an opportunity to hear best practices and think through how to adapt ideas to your reality.

BoardSource Recommended Governance Practices
By BoardSource

When selecting award-winning boards, BoardSource looks for exceptional governance practices. This resource reflects our decades of experience working with board leaders and conducting research on board practices. Do you have these standards in place?

Learn more here:

Safe Sport Education Assistance

Meets are a great opportunity to reach swimmers and their parents with the Safe Sport message. By incorporating Safe Sport meet announcements into your event and using posters and heat sheet ads, you are able to demonstrate your commitment to maintaining a safe and positive environment in a very simple way. Set up an informational table near the concessions to provide parents with some reading material and point of contact with Safe Sport for while they are in the stands.

Visit www.usaswimming.org/toolkit to find:
• Heat sheet ads
• Meet announcement script
• Informational table kit, including parent information cards
• Pre-meet risk assessment
• Posters to raise awareness

Questions or ideas on how to promote Safe Sport at meets? Contact Maggie Vail, Safe Sport Education Specialist

Raising the Bar in Youth Sports

By John O'Sullivan, Changing The Game Project, January 2016

"Have I ever told you about the defining moment of my coaching career?" long time University of Portland baseball coach Chris Sperry asked me the other day over lunch. "It is a speech that changed everything for me at the 1996 American Baseball Coaches Association convention."

"No, please tell," I said between bites, and so began an amazing tale about a legendary coach named John Scolinos, and a life changing moment for Chris, which he has written about here on his amazing blog Baseball/Life. He gave me permission to share it with you here today.

"In 1996, Coach John Scolinos was 78 years old and five years retired from a college coaching career that began in 1948. He shuffled to the stage to an impressive standing ovation, wearing dark polyester pants, a light blue shirt, and a string around his neck from which home plate hung — a full-sized, stark-white home plate.

Seriously, I wondered, who in the hell is this guy?

After speaking for twenty-five minutes, not once mentioning the prop hanging around his neck, Coach Scolinos appeared to notice the snickering among some of the coaches. Even those who knew Coach Scolinos had to wonder exactly where he was going with this, or if he had simply forgotten about home plate since he'd gotten on stage. Then, finally …

Learn more here:

Free Download: The Complete Donor Thank You Guide

By BoardSource

Create fridge-worthy donor thank you's with this fully-loaded guide from Network for Good. This must-have resource includes:
• How to write a thank you
• 9 creative ways to show appreciation
• A template to get you started and a checklist to keep you on track
• Examples of real donor thank you's from nonprofits

Get your copy now!

I Make A Difference, But I Can't Do It Alone

By Barry Posner at TEDxUnversityofNevada

Barry Posner is the Accolti Endowed Professor of Leadership at the Leavey School of Business, Santa Clara University. In this talk he discusses two truths from his book with co-author Jim Kouzes, "The Truth About Leadership;" you make a difference and you can't do it alone.

Watch the TedTalk here:

Community Resource Article Listing

Found on BoardSource

Assessing Board Performance An Analysis Of ASAE BoardSource Board Self-Assessment Results
Board Action Calendar
Board Culture and Meetings
Board Dynamics Processes-FAQ's
Board Leadership2
Board Meeting Minutes
Board Meeting Quorum
Board Meetings-FAQ's
Board Members Personal Contributions
Board Orientation
Board Responsibilities Structures-FAQ's
BoardSource Governance Index Data Report For 2012
Bylaws
Coming To Terms With Conflict Interest
Common Board Shortcomings
Creating Policies
Do I Really Want To Start A Nonprofit
Do We Need Committees
Fiduciary Responsibilities
Financial And Fundraising Issues-FAQ's
Fiscal Sponsorship
Forming The First Board
I Want To Become a Board Member
Incorporating the Organization
Legal And Compliance Issues-FAQ's
Membership Organizations
Mission Statement
Nonprofit Essentials-FAQ's
Nonprofit Governance and Sarbanes-Oxley Act
Private Benefit Private Inurement and Self-Dealings
Productive Meetings
Recruiting Board Members
Starting A Nonprofit-FAQ's
Tax Exemption
Term Limits
The Role Of The Board Chair
The Source-12 Principles of Governance
Vision Statement
What Organizations Need From Board Members
Why Do You Need a Board?
And many more….

Find them here:

Member Resource Article Listing

Found on BoardSource

Accepting Or Refusing Gifts
Accountable Board
Addressing Staff Complaints
Advisory Groups
Advocacy A Contact Sport
Advocacy Lobbying and Political Activity
Appropriate Delegation
Avoiding Dissolution-Leadership Lessons-Organizational Transformation
Avoiding Financial Risks
Avoiding Personal Liability
Beyond Cash How Nonprofit Boards Can Tap Pro Bono and In Kind Resources
Board and Organizational Transformation-Leadership Lessons
Board Chair CEO Partnership
Board Chair Performance Evaluation-Ask Our Consultants
Board Chair Transition The Hand-Off Huddle
Board Culture and Meetings
Board Dashboard
Board Development Plan
Board Fundraising-Leadership Lessons
Board Meeting Agenda
Board Meeting Preparation
Board Member Compensation
Board Member Exit Interview
Board Member Independence
Board Member Loans
Board Member Recruitment-Ask Our Consultants
Board Members Applying for Staff Positions
Board Orientation-Ask Our Consultants
Board Retreats An Innovative Approach
Board Size and Diversity-Leadership Lessons
Board Staff Relationship-Ask Our Consultants
Boards That Micromanage
Budget Development
Building Trust With the Board
Capital Campaigns
Case Statements
Celebrities On Board
CEO Compensation-Case Study
CEO Sabbaticals-Try This
CEO Transition-Research
Chapters of Federated Organizations
Charitable Contributions
Chief Executive as Fundraiser
Chief Executive Job Description
Chief Executive Performance Evaluation
Chief Executive Succession Planning
Choosing to Merge
Co-Chief Executives
Co-Directorships
Combating Stagnation
Committee Composition-Ask Our Consultants
Competency Based Governance-Feature
Confidentiality in the Board Room
Conflict of Interest-Ask Our Consultants
Conflicts of Interest at Foundations-Avoiding the Bad and Maintaining the Good
Consensus Decision Making-Island Caretakers
Consent Agenda-A Tool for Improving Governance
Consent Agendas
Corporate Secretary

Corporate Sponsorship
Creating a Corporate Sponsorship Relationship
Creating Subsidiaries
Customers and Clients on Board
Dashboard Reporting
Dealing With Resistance to Board Self-Assessment
Developing a Compensation Philosophy
Developing Diverse Income Streams
Discussing Overhead Expenses in the Boardroom
Disqualified Individuals
Dissolving a Nonprofit
Dividing Duties Between Board and Staff
Does Board Size Really Matter
Downsizing the Board
Electronic Devices In the Boardroom-Try This
Emerging Fourth Sector-Feature
Engaged Board
Executive Committee
Executive Committees-Ask Our Consultants
Executive Sessions
Executive Sessions-How to Use Them Regularly and Wisely
Facing Legal Trouble
Field Knowledge-Ask Our Consultants
Financial Constraints
Financial Ratios
Financing Social Services
Finding the Right Chief Executive-From Resume to Repertoire
Founder Issues-Case Study
From Working Board to Governing Board
Fund Raising Roles
Funders on Board-Ask Our Consultants
Fundraising Priming Board Members-Case Study
Fundraising Foundations
Generational Differences-Case Study
Generational Tensions-Try This
Global Perspectives
Good Habits of an Effective Chair
Governance Documentation-Articles, Bylaws and Policies
Governance in Form 990
Governance in Organizational Expansion
Governance-Board Documents-Try This
And many more….

Find them here:

The Need to Slow Down

By The Leadership Coach, Peter Burwash, Sport Travel Magazine, December 2015

Technology has taken major leaps forward in just the past few decades. We went from mail to fax to email to text in a relatively short time.

As recently as 30 years ago, a corporate leader would call in his or her assistant and dictate a letter. Now those same executives spend a good portion of the day pounding away with their thumbs. In an effort to reply right away, they often send a few poorly constructed sentences with spelling mistakes. In addition, in haste, they send curt replies that sometimes come across as impersonal. And a few minutes later comes another text that requires attention. And this goes on long after they leave the office.

Every successful company needs leaders who are both creative and visionary. And if their whole day is taken up by emailing and texting, they cannot be creative. They

become responders rather than activators.

If people want to be truly successful leaders, they need to slow down and have some quiet time where they can focus on the future. It's healthy to let the body slow down and relax. Otherwise a leader may simply become the fastest texter in the cemetery.

The Leadership Coach provides inspirational thoughts on leadership in sports and business. The Leadership Coach is Peter Burwash, president of Peter Burwash International, a company that manages tennis instruction programs at top resorts in more than 30 countries around the world. The Leadership Coach can be reached at LeadershipCoach@SchneiderPublishing.com and his books are available through the SportsTravel Bookstore.

The material in this e-mail is provided for educational and informational purposes only and does not constitute a recommendation or endorsement with respect to any company or product. One of the objectives of the USA Swimming Club Development News is to make coaches aware of potential resources available.

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