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Dear Coaches,

Quote of the week:

"Failure is simply the opportunity to begin again more intelligently."

~Henry Ford

SwimToday 101 - Grow the Sport

Swim clubs can join the SwimToday campaign where 10 industry partners are combining resources with the goal of increasing participation in the sport of swimming. The campaign will show the "fun" side and the benefits of swimming, encouraging parents to consider putting their child on a swim team.

The SwimToday campaign will launch the first week of May with an advertising campaign, television public service announcement, digital advertising, public relations outreach and more. Visit www.SwimToday.org to sign your club up now to receive a free promotional kit! Supplies are limited so apply for the kit today.

Want to watch the Build the Base webinar? Visit www.swimtoday.org/welcomewebinar

If you have any questions or would like to set up a customized webinar for your club, please contact swimtoday@usaswimming.org

Freestyle Foundations

By Russell Mark, USA Swimming National Team High Performance Consultant

It's no secret that fast freestyle swimming encompasses much more than the arm stroke. From an early age, everyone is taught the importance of good body position, head position, rotation, breathing technique, and a strong kick. But what does it really mean for those aspects to be good?

- Your knees should bend when you kick a similar amount to when you're walking.
- The best rotation is more on your stomach than it is on your side.
- If your legs hit each other when you kick, or your kick stops while you're swimming, it is likely caused by too much rotation.
- A late breath can make someone rotate too much.
- Breathing too late is the most common flaw that I observe in swimming.

Every coach and athlete can gain something from watching this web presentation below that explains and expands on these fundamental points and more. Video examples and snapshots are used to easily demonstrate these aspects:

[Video and Audio Presentation](#)

[PDF Slides](#)





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](#)

Ten Nutrition Strategies for the Big Race Day

By Jill Castle, MS, RDN

At the end of the season when you're laying everything on the line, don't let a misstep in nutrition or poor planning sabotage your goals. Here are a few things to keep in mind as you prepare for the biggest meet of the season:

Breakfast illustration.1. Eat breakfast. Start races on the right foot by eating something first thing in the morning. Muscles and metabolism will get the carbohydrate and energy boost they need.

2. Eat at the meet. I'm not hungry, or I'm too nervous to eat. These are just two excuses for not eating at competition. Going for long time periods without food (namely carbohydrate) is a bad idea and will chip away at performance.

3. Be structured with eating. No skipping, delaying or erratic times for eating (ahem, midnightmunchies). Even at the pool, space eating around events, keeping the pre-load/recovery eating cycle going. The body will perform at its best when it is fueled.

[Read more:](#)

Six Health Tips for National Nutrition Month

By Chris Rosenbloom, PhD, RD, CSSD

March is National Nutrition Month, and the Academy of Nutrition and Dietetics posted [14 health tips for 2014](#).

Here are the some of the tips revisited for swimmers:

1.Eat breakfast. Even the swimmer who dives into the pool at 6 a.m. needs breakfast to power through the morning workout. Quick breakfasts are easy with a little planning. A cup of instant oatmeal with nuts and berries, a carton of vanilla yogurt topped with granola, a pita pocket stuffed with scrambled egg and cheese, or a toaster waffle sandwich with honey and peanut butter can all be eaten the car while mom or dad drives.

2.Make half your plate fruits and vegetables. It is easier than ever to steam frozen veggies (right in the pouch) or fresh veggies (right in the bag) for a healthy addition to a sandwich at lunch or grilled chicken for dinner. Try new combinations of veggies or tropical fruits for a change of taste.

[Get the rest:](#)

Swim-a-Thon™ program raises over \$5.7 million dollars for teams in 2013

For the first time in history, teams participating in the USA Swimming Foundation's 2013 Swim-a-Thon fundraising program surpassed \$5.7 million dollars in gross revenue, a 21% increase over 2012! "It is amazing to see the extraordinary growth and success of the Swim-a-Thon program in the past two years," said USA Swimming Foundation Executive Director, Debbie Hesse. "We are thrilled to see swim clubs hosting successful events that raise critical funds for their teams, while giving back to the USA Swimming Foundation's mission of saving lives and building champions."

Raise more money with TeamUnify! As the official Swim-a-Thon online fundraising partner since 2012, TeamUnify™ has been instrumental in helping teams raise even more money than thought possible. For example, Excel Aquatics of Brentwood, TN, was raising an average of \$10,000 per year at their annual Swim-a-Thon fundraiser. But, after signing up to the TUMoney fundraising platform in 2013, they exceeded their \$12,000 fundraising goal by 91%!

Sponsored by:

Now is a great time to sign up for your 2014 USA Swimming Foundation Swim-a-Thon. Find out just how easy it is to get started by visiting www.usaswimmingfoundation.org/SAT

FINA's Updated Suit List

FINA's posting of the suit list can be found [online here](#):

In total, there are now 1509 items total on the list, from 77 manufacturers. The 1509 items are comprised of:

- 783 female suits
- 539 male suits
- 71 caps
- 116 goggles

Of the 1509, just over 200 items are newly approved for competition for 2014. 7 manufacturers have been added to the list for 2014: Delfina, Kiefer, Sanwa, Tulip, View, Vorgee Pty, and Yamanami.

#CHANGE: 6 C's and 1 Secret

Posted by John G. Miller

Got #CHANGE?

If so, let's explore the "6 C's of Change." Every change process in every organization contains these components. It's good to name them so we know where we are at any given time.

Then we'll share the secret to change. (Hint: It isn't plastering slogans on cubicle and cafeteria walls.)

Okay, here we go ...

[Read more:](#)

Keep Your Eye on the Ball

By Jon Gordon

I started playing tennis three years ago and have fallen in love with the sport. Originally I was forced to play by my wife, who needed someone to practice with, and my son who is a competitive junior player. But now when I'm not on the road speaking I'm practicing to become the first 40+ male to win the U.S Open. :)

In my pursuit of greatness I've taken a few lessons and when playing I try to implement what I've learned. I tell myself:

- Keep the racket low.
- Move the feet.
- Bend the knees.
- Rotate the hips.
- Low to high.
- Follow through.
- Don't pass out.

One day I thought I was doing everything right and yet I still wasn't hitting the ball well. What am I doing wrong I asked myself in frustration? I thought of all the advice I had shared in Training Camp, and laughed as I realized I had overlooked the obvious.

I was doing everything but keeping my eye on the ball. I was so caught up in trying to do everything else that I forgot the most important part of the game.
I know I'm not alone. I see it happen all the time in businesses, schools, sports, and life.

Distractions cause us to lose our focus. We allow the trivial to get in the way of the meaningful. Busyness and stress keep us from developing the relationships that are crucial to building a winning career and team.

We fret about the past, worry about the future and take our focus off of the present. Bombarded by information and distractions we forget what is truly important. We focus on the outcome instead of the process and wonder why we miss our targets. We focus on everything else except the ball.

Today I want to encourage you to keep your eye on the ball. Get back to the basics. Focus on the fundamentals. Remember what really matters. Identify the simple principles and actions that are crucial to your success at work and at home.

Simplify, Focus, Execute.

I played tennis today for a few hours. My body was tired and my muscles were sore. But I kept telling myself keep your eye on the ball. I played the best I've ever played.

Keeping my eye on the ball helped me take my game to a new level. I know it will help you do the same.

How do you keep your eye on the ball? What does the ball symbolize for you?

Share your thoughts by contacting Jon.

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Ex-Officio Board Members

By BoardSource

New board members often wonder what the term "ex officio" means.

[Read More:](#)

Tips for Leaders: Be Honest with Yourself and Humble with Others

Excerpted from the Leadership Practices Inventory Planner, 4th edition, James M. Kouzes and Barry Z. Posner

Honesty with yourself and others produces a level of humility that earns you credibility. People don't respect know-it-alls, especially when they know that the know-it-all doesn't know it all. People like people who show they are human. Admitting mistakes and being open to accepting new ideas and new learning communicates that you are willing to grow. It does something else as well. It promotes a culture of honesty and openness. That's healthy for you and for others.

Hubris is the killer disease in leadership.

[Read more:](#)

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