



**COACHING CONNECTION** | A CLUB DEVELOPMENT SERVICE

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## Dear Coaches,

**Quote of the week:**  
**“Doubt kills more dreams than failure ever will.”**  
 ~Karim Seddiki

### USA Swimming Issues Guidelines for Concussion Management

USA Swimming acknowledges the growing concern around concussions and in an effort to take a proactive position regarding concussion management and ensuring the safety of our membership, has developed a [Consensus Statement on Concussion Management](#) with guidelines around the identification and management of concussions at the club and LSC level, as well as during competitions.

The Centers for Disease Control and Prevention (CDC) define concussion as “a type of traumatic brain injury (TBI) caused by a bump, blow, or jolt to the head that can change the way your brain normally works. Concussions can also occur from a blow to the body that causes the head to move rapidly back and forth. Even a “ding,” “getting your bell rung,” or what seems to be mild bump or blow to the head can be serious”. It is important that our participants, parents, coaches, volunteers, and staff are aware of the seriousness of head injuries at any level.

Clubs, LSCs, and Hosts are responsible for compliance with state laws regarding concussion management and education. Each state may have specific regulations that impact your club, coaches, officials, and/or events. Check the state laws and policies that apply to you.

Look for additional materials as they become available at [www.usaswimming.org](http://www.usaswimming.org) to help you understand and manage this risk.

Additional information is currently [available here](#):

### Fix Late Breathing in Freestyle

**By Russell Mark, USA Swimming National Team High Performance Consultant**  
**By Scott Colby, USA Swimming Club Development Sport Performance Consultant**

Breathing too late in freestyle is one of the most common and problematic issues in all of swimming. If you have no idea what it means to breathe late, then you're probably guilty of it, too. A late breath is what's natural and easiest, and you have to DO IT in order to have good breath timing.

A late breath can cause a domino effect of problems. It can disrupt the rhythm of your stroke, cause you to rotate too much onto one side, weaken the catch of your non-breathing side, make your kick too wide or pause ... or all of the above!

So what's the problem and how do we fix it??



**Randy Julian**

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## Eddie Reese: More to Accomplish

By Mike Watkins, USA Swimming Correspondent

After more than 50 years of coaching – the last 36 at the helm of the University of Texas – Eddie Reese has pretty much done and seen it all.

He's led the Longhorns to multiple team and many, many more individual NCAA titles, coached Olympic and top international teams and helped hundreds, even thousands, of athletes graduate.

And despite all that he's already done, it's what lies ahead – whatever that may be – that continues to drive and motivate Reese to come to the UT pool every day.

It's also what keeps him from retiring, because in his mind, the best could still be yet to come.

[Read More:](#)

## Do You Want to Build A Pool?

[Check out what Coaches and others are saying about the 2014 Regional Build a Pool Conferences.](#)

Another year of hosting the Regional Build a Pool Conferences and we are more excited than ever. We have four sites left for 2014, Chicago, Illinois , Jacksonville, Florida, Portland, Oregon and Las Vegas, Nevada. All sites are ready for you to register. Click on "[LEARN MORE](#)" and this will take you to all of the links to register for any of the sites. We have learned from hosting these events that when you bring multiple people with the same vision but coming with different perspective – the take away message is better received. However you will be given all materials via a flash drive to share with others on your project. Have more questions email [Sue Nelson](#). Check out what Coaches and others are saying about the 2014 Regional Build a Pool Conferences.

## Splash Digital: College Recruiting from the Coaches' Perspective

Have you ever wondered what college swimming coaches go through to land the top recruits? What kind of pressure they're under? What they're looking for in prospective freshmen?

A handful of college coaches say they enjoy the recruiting process. Most tolerate it as happily as the flu. They all, however, work at it assiduously.

Take a look at the college recruiting process through the eyes of the coaches in, "[For the Sake of a Good Recruit.](#)" in the March-April issue of Splash Digital, available online and as a mobile app for your iPad and iPhone.

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## Free Webinars from BoardSource

Use your free memberships to participate in these great educational webinars and Free material.

How to activate your membership

It's simple! Just visit <http://www.BoardSource.org/usaswimming> and complete the membership registration form.

Widen your knowledge through our upcoming webinars and trainings!

Webinar 101 - Free to all members!

[Spotlight on Diversity and Inclusion](#)

Tuesday, April 22 | 2:00pm - 3:00pm ET

Presented by Vernetta Walker, chief governance officer and vice president of programs, BoardSource

Is your board demonstrating a strong commitment to diversity and inclusion? Do you have a plan of action to become more inclusive? Most nonprofit boards do not. This webinar will focus on building leadership capacity around diversity and inclusion through communication, commitment, and six key action steps.

Webinar 201 - Free to organizational members!

[Breaking Down Barriers : Achieving Real Board Diversity](#) and Inclusion

Tuesday, April 29 | 2:00pm - 3:00pm ET

Presented by Rena Henderson Mason, president, Bold Agenda, and BoardSource Certified Governance Trainer

Many nonprofit boards find that there are structural, cultural, and emotional barriers to building greater diversity among their membership. In this webinar, we'll walk through the steps to break through these barriers for sustainable board diversity and inclusion.

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## Why Your Next Employee Should Be A Former Student Athlete

By Stephanie Vozza, FastCompany, April 10, 2014

Time management and teamwork skills could mean as much on a resume as a list of experience.

If your company does recruiting on college campuses, chances are some of the top candidates won't make it to the job fair. That's because they're in the gym or on a court, field, or rink training for their sport.

"Collegiate athletes make some of the best employees," says Vincent McCaffrey, CEO of Game Theory Group, a Greenville, N.C.-based recruiting and career services firm that focuses on placing athletes in their first jobs. "Most 22-year-olds have no track record from an employment standpoint, but the experience a student athlete has developed bodes well in the workplace."

[Read more:](#)

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## Find Your Passion With These 8 Thought-Provoking Questions

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**By Warren Berger. Fast Company.com, April 2014**

Warren Berger, author of *A More Beautiful Question*, collected the provocative questions top designers, tech innovators, and entrepreneurs ask themselves to spark creativity.

In a previous post, I shared questions that can help in overcoming fear of failure. But sometimes, there's an even more basic problem that can stop us from pursuing bold challenges and ambitious goals: not knowing which challenges or goals to pursue. These days, you're urged to "follow your passions" and "lean in"--but what if you're not sure where your particular passion lies? What if you don't know which way to lean?

[Read more:](#)

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**20 Ways to Get Mentally Tough at Work, in Sports and Life**  
**By Jon Gordon, Speaker, Author, April 2104**

1. When you face a setback, think of it as a defining moment that will lead to a future accomplishment.
2. When you encounter adversity, remember, the best don't just face adversity; they embrace it, knowing it's not a dead end but a detour to something greater and better.
3. When you face negative people, know that the key to life is to stay positive in the face of negativity, not in the absence of it. After all, everyone will have to overcome negativity to define themselves and create their success.
4. When you face the naysayer's, remember the people who believed in you and spoke positive words to you.
5. When you face critics, remember to tune them out and focus only on being the best you can be.
6. When you wake up in the morning, take a morning walk of gratitude and prayer. It will create a fertile mind ready for success.
7. When you fear, trust. Let your faith be greater than your doubt.
8. When you fail, find the lesson in it, and then recall a time when you have succeeded.
9. When you head into battle, visualize success.
10. When you are thinking about the past or worrying about the future, instead focus your energy on the present moment. The now is where your power is the greatest.
11. When you want to complain, instead identify a solution.
12. When your own self-doubt crowds your mind, weed it and replace it with positive thoughts and positive self-talk.
13. When you feel distracted, focus on your breathing, observe your surroundings, clear your mind, and get into The Zone. The Zone is not a random event. It can be created.
14. When you feel all is impossible, know that with God all things are possible.
15. When you feel alone, think of all the people who have helped you along the way and who love and support you now.
16. When you feel lost, pray for guidance.

17. When you are tired and drained, remember to never, never, never give up. Finish Strong in everything you do.

18. When you feel like you can't do it, know that you can do all things through God who gives you strength.

19. When you feel like your situation is beyond your control, pray and surrender. Focus on what you can control and let go of what you can't.

20. When you're in a high-pressure situation and the game is on the line, and everyone is watching you, remember to smile, have fun, and enjoy it. Life is short; you only live once. You have nothing to lose. Seize the moment.

What mental toughness strategies would you add to this list?

[20 Ways to Get Mentally Tough Poster](#) Download, Print and Share as a Reminder to Be Strong Each Day!

Access additional [Training Camp posters here](#).

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## TED Talks

Bob Bowman on [Making Champions](#):

As a Hall of Fame Coach, five-time ASCA Coach of the Year and a three-time member of the U.S. Olympic Team, Bob Bowman knows a thing or two about what it truly means to be a champion. As the renowned coach of Michael Phelps' entire swimming career, hear how coaches are able to identify the unique talents of aspiring Champions.

John Wooden: [The difference between winning and succeeding](#):

With profound simplicity, Coach John Wooden redefines success and urges us all to pursue the best in ourselves. In this inspiring talk he shares the advice he gave his players at UCLA, quotes poetry and remembers his father's wisdom.

[Gratitude](#): Louie Schwartzberg at TEDxSF

What are you Grateful for? Nature's beauty can be easily missed — but not through Louie Schwartzberg's lens. His stunning time-lapse photography, accompanied by powerful words from Benedictine monk Brother David Steindl-Rast, serves as a meditation on being grateful for every day.

Eric Greitens on [Leadership](#) and [Teamwork](#). Spoke to our Junior Team coaches and athletes.

Navy Seal, White House Fellow, and Founder of The Mission Continues

[USA Swimming article on Eric](#).