



In this Newsletter
Volume 18 - 05/02/2014

1. Loss of Consciousness in Breath-Holding Swimmers
2. USA Swimming Online Education
3. Tips for Effectively Coaching an Athlete with Auditory Processing Disorder and/or Attention Deficit Disorder
4. Coaches Should Know; National Team Coaches Seminar
5. A Legend At USA Swimming Headquarters Retires
6. Seven Ideas to Build Perseverance in Students (Part One)
7. Dr. Alan Goldberg- Sports Psychology for Athletes, Coaches & Parents
8. Age-Group Swim Coaching Tip: External Cues for Reading the Clock and Leaving on Time
9. My Biggest Social Media Influencer? The Answer May Surprise You
10. 21 Tools for Tracking Your Online Reputation

Dear Coaches,

Quote of the week:

“The abundant life does not come to those who have had a lot of obstacles removed from their path by others. It develops from within and is rooted in strong mental and moral fiber.”

~William Mather Lewis

Loss of Consciousness in Breath-Holding Swimmers A Special Guest Article By Neal W. Pollock, Ph.D.

The risk of fatal loss of consciousness in fit and frequently highly competent swimmers was well described by Albert Craig in 1961. Blackout in swimming pools is not a new problem, but it is one that requires eternal vigilance. More importantly, terminology has recently become confusing and misleading. We can clear up some of the confusion; the need for vigilance will remain.

[Read More:](#)

USA Swimming Online Education The affordable answer to staff education

Check out the many online learning opportunities provided by USA Swimming. Here are a few examples:

Learn from the Club Excellence Spotlights: Teachings from coaches of teams within the Club Excellence program.

Pre-team Spotlight: How to bridge young swimmers from lessons to team.

General Education Topics: Covering all strokes, age group, kicking, drills etc...

[Click here to watch](#) or review previous topics or sign up for upcoming talks.



Tips for Effectively Coaching an Athlete with Auditory Processing Disorder and/or Attention Deficit Disorder By Jan Curley, M.A., CCC-SLP

“The next set is 4 x 100’s free on 1:20. Ready – Go!” “Johnny, what are you doing? Did you not hear what I said? You need to listen when I give the set.” “Why does that kid never listen? He never hears what I say.”

Sound familiar? There usually is one student per classroom and one student athlete per team. Makes you wonder. Do these kids choose not to listen or could there be more to this than not listening?

Although there are a few athletes that probably really choose not to listen, there are probably more athletes that have a hard time listening because of an underlying disorder.



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](#)

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To most effectively coach these athletes, a coach must be aware of possible disorders. Having knowledge of a disorder will help a coach better understand an athlete who is having problems listening and following directions in the pool. A coach must use outside resources in order to come to the best conclusion as to how to most effectively communicate with these athletes.

What could the underlying disorders be? Two disorders will be addressed in this article: APD – Auditory Processing Disorder and ADD – Attention Deficit Disorder.

[To read more:](#)

Coaches Should Know; National Team Coaches Seminar By USA Swimming Webmaster

Editor's Note: Every Friday, USASwimming.org publishes "Coaches You Should Know" featuring some of the best age group and grassroots coaches in the nation. Also during April, as a part of #CoachesAre month, the "Coach You Should Know" will be telling you what being a coach means to them.

This week we will be featuring Frank Busch, USA Swimming National Team Director, as he explains what "Coaches Should Know" about the National Team Coaches Seminar that occurred from April 21-23 at the US Olympic Training Center in Colorado Springs, Co. Coaches of National Team and National Junior Team athletes gathered from all across the country to hear from speakers such as Jerry Colangelo, former president of the Phoenix Suns and current Chairman of USA Basketball and learn tips on how to improve their styles and techniques within their coaching careers.

"Frank's top-ten take a-ways from the National Team Coaches Seminar:"

1. Failures or mistakes were crucial to the growth and testing of a theory for all of these coaches.
2. USA Swimming has some really intelligent and curious coaches, letting them be heard raises the bar for all who are involved in the swimming community.
3. Connecting with the athlete is critical; sell, don't tell and listen to the story.
4. Alternative training modalities (technique, strength and conditioning, relationship building) should be long term; it's a journey.
5. There's no "right" way to make athletes successful.
6. Learning how to communicate is just as important, if not more so, than what to communicate.
7. Jerry Colangelo and Bob Bowman talking about persistence in your career and controlling your own destiny.
8. Progress: everything is a journey, always be learning, growing and moving forward. Every new skill is a building block.
9. Honesty: always be honest and genuine (with your swimmers, staff, team parents, etc.) because people will see through insincerity quickly.
10. Our best coaches are so willing and eager to learn from each other AND share with each other. The sense of community is a huge part of the United States' Olympic success.

A Legend At USA Swimming Headquarters Retires Congratulations Carol!

Carol Burch, USA Swimming's Member Services Director, has announced her retirement after 32 years of service. As a monumental contributor of the Member service team to the sport. As a significant contributor to many facets of the national headquarters operation, Carol was on one of the first employees hired by USA Swimming back in 1982 when the headquarters moved from Indianapolis to Colorado Springs.

"As my almost 32 years at USA Swimming comes to an end, I want to thank all of the volunteers and staff for your ongoing support and friendship," said Carol. "It has been a true joy working at USA Swimming and I will miss my many friends. However, I am truly looking forward to retirement and to new challenges and adventures."

Carol's last day is Friday, May 2. She will be greatly missed by staff, volunteers and many others with whom she has worked so closely with over the years.

Thank you Carol, congratulations and good luck on your future endeavors!

Seven Ideas to Build Perseverance in Students (Part One) By Tim Elmore, Author, Speaker, April 30, 2014

Recently, I was privileged to speak to the faculty and administration at Darlington School, an incredible private school in north Georgia full of caring educators. One hot button issue that day concerned perseverance in students. Kevin Ivester, a math teacher at Darlington, blogged about the need for tenacity and good attitudes, based on discoveries made in Singapore students. I wanted to share his findings with you and offer some ideas on how to respond to low perseverance in kids.

[See more at:](#)

Dr. Alan Goldberg-Sports Psychology for Athletes, Coaches & Parents

As a parent, you should encourage your children to compete fair and square, to be good sports. You should teach them that hard work pays off and that it is OK to have others excel, that this in NO WAY will limit YOU!!!! You should teach them to be happy for others' successes and to use friends and teammates successes as a source of personal motivation to work even harder! This is teaching them a win-win mentality to life rather than a small minded, self-limiting, win-lose mindset.

Furthermore, as a PARENT YOU SHOULD BE READY TO SET VERY CLEAR LIMITS WHENEVER YOUR KIDS DISPLAY PETTY, JEALOUSY DRIVEN, MEAN-SPIRITED BEHAVIOR! Simply put, it's your job to STOP IT IMMEDIATELY!!!!

[For more click here.](#)

Age-Group Swim Coaching Tip: External Cues for Reading the Clock and Leaving on Time By Swimming Science Newsletter

[Read more:](#)

My Biggest Social Media Influencer? The Answer May Surprise You

**By Stacy Donovan Zapar, Recruiting Strategist & Chief Trainer at Tenfold Social ♦
Social Recruiting & Employer Branding at Zappos, April 2014**

There are some amazing social media influencers out there in the marketing, networking and recruiting space and I'm heavily influenced by many of these great minds and thought leaders who teach me something new every day. But my biggest social media influencer is someone who continually guides me in my online activities and acts as my social compass on a daily basis.

That great influencer? None other than...

[click here to find out.](#)

21 Tools for Tracking Your Online Reputation

By Alyssa Gregory, About.com, April 3, 2014

Earlier this week, I shared an article that provided [an introduction to online reputation](#) management, a very important process for small businesses who want to protect their brand online (all of us!). It would be extremely difficult to track and manage your online reputation without access to the right tools.

Today's feature article is a round-up of 21 online reputation management tools that will help you keep up with online discussions involving your business.

Feature Article:

[21 Tools for Tracking Your Online Reputation](#)