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Dear Coaches,

Quote of the week:

“It never becomes easier, you just get better.”
~Unknown.

USADA and USA Swimming Partner to Set up Young Swimmers for Success

The U.S. Anti-Doping Agency and USA Swimming today announced a revolutionary partnership designed to inspire young swimmers, their parents and coaches to foster health, character and integrity, in a fun and engaging way, through a collaboration between the TrueSport and Deck Pass programs.

Together, USADA and USA Swimming seek to influence and encourage TrueSport behavior — including clean competition, sportsmanship, teamwork and respect — to thousands of young participants at youth sporting events nationwide by motivating and incentivizing kids to not only learn beneficial lessons in a fun environment, but to apply and practice those lessons in real-time.

Deck Pass is the official mobile app of USA Swimming that tracks swimmers' performances, practices and accomplishments, and rewards them with digital patches and incentives they can share with their coaches, families and friends. The TrueSport and Deck Pass partnership creates an exciting opportunity for more than 200,000 Deck Pass users to earn new patches based on completing more than 30 TrueSport activities in areas like leadership, goal-setting and decision making.

Both USADA and USA Swimming envision a future for sport that values both winning and the life-long benefits that come with participating in sport with integrity.

[Read more:](#)



Back to Breast Crossover Turn: Video and Drill

By Russell Mark, USA Swimming National Team High Performance Consultant

The crossover turn is the fastest back-to-breast transition, used by mostly all U.S. Olympians, such as 200 IM World Record Holder Ariana Kukors.

At minimum, it is 0.3 seconds faster than a traditional open turn. On the middle turn of a 200 free race, would you do an open turn when everyone else does a flip turn? For the same reason, you should strongly consider incorporating a crossover turn into your arsenal of skills.

The most common reasons why people don't do the crossover turn are because of the greater level of difficulty and inability to get a breath on the wall.

Interestingly, those same facts apply to freestyle flip turns too, yet everyone does those.

[Read more and watch video click here.](#)



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Swim-a-Thon™ Fundraising Tips From A Successful Fundraising Team

When it comes to hosting successful a Swim-a-Thon fundraiser, Rose Bowl Aquatics has it down to a science. Rose Bowl not only broke the all-time Swim-a-Thon fundraising record in 2013 by raising a whopping \$118,943, they exceeded this amount in 2014!

What is the secret to their continuing success?

- For the past 14 years, Rose Bowl Aquatics has consistently hosted a USA Swimming Foundation Swim-a-Thon as their singular, annual fund fundraiser.
- The event is led by Rose Bowl's Head and Head Age Group coaches who provide overwhelming enthusiasm, motivation, inspiration, competition and congratulations throughout the entire process.
- Each year the team creates a new Swim-a-Thon event theme and develops their fundraiser around the theme, using it in their promotions, emails, decorations, prizes, and event party.
- The fundraiser is consistently held in springtime and the entire program never runs more than eight weeks total, culminating in the actual event and celebratory party for all.
- Internal fundraising competition is created between different practice groups throughout the eight week program with individuals and practice groups receiving fun incentive rewards along the way.
- Swim-a-Thon Lane Sponsorships are sold to families or groups of families and acknowledged with large lane signage on event day.
- Rose Bowl added an online giving component to their fundraiser in 2011 and as a result, have surpassed their annual fundraising goals every year since.

Quote from Rose Bowl Aquatics Head Coach, Jeff Julian: "Rose Bowl Aquatics is very proud of its TEAM effort to achieve the highest Swim-A-Thon fundraising totals the past three years running, and surpassing the all-time USAS amount raised by earning over \$118,000 in 2013. This success exemplifies our philosophy that, in order for good things to happen, swimmers, parents and coaches must work & bond together as a TEAM." Each year, Swim-A-Thon is our work, then celebration, of what we can accomplish together—all in support of our swimmers and moving the program forward to new heights."

Incredibly, this is just a short list of successful ideas used by Rose Bowl Aquatic annual Swim-a-Thon fundraiser, but they have been developing their ideas into reality for years. Start slow by choosing just one or two of their ideas to implement into your next Swim-a-Thon fundraiser and tell us how it goes! Send and share your event stories and photos via social media using #usaswimathon

Find out more about Swim-a-Thon at www.usaswimmingfoundation.org/sat

Olympic Coach Magazine By The USOC Coaching Education Department

The USOC's Coaching Education Department is pleased to provide you with the [latest issue](#) of Olympic Coach for your reading pleasure.

The USOC offers Olympic Coach as a complimentary resource to you and your coaching staff.

Do You Manage or Influence People?

By Shawn Galloway, Coauthor of STEPS to Safety Culture Excellence, President & COO at ProAct Safety, Inc.

A person doesn't succeed just by being a great leader; they succeed by leading great people. Often, those holding leadership positions view their role as managing the efforts of others. If this is true, then to achieve safety success, you need your team more than your team needs you. A great leader alone cannot achieve nor sustain success in safety; it takes the discretionary effort of all levels within the workforce.

I have yet to see an organization achieve sustainable safety excellence through forced, mandatory effort alone. Conversely, I have seen it achieved through the influencing others to perform proactively on their own behalf. Discretionary effort increases in criticality as an organization moves toward attaining a high-impact safety culture. Achieving the cultural position where workers want to be involved in safety efforts cannot be enforced or simply managed.

[Read more:](#)

Tests Find Risky Stimulants in Weight-Loss Supplement

By Alison Young, USA TODAY, May 9, 2014

Scientists have found a "cocktail of synthetic stimulants" in a U.S.-made Dexaprine weight-loss supplements, according to test results published in a scientific journal this week.

[Read more here:](#)

Be informed & educated at <http://www.supplement411.org>

Why Willpower is Never Enough and What to do About It

By Matt McWilliams, Author

Willpower alone is never enough to overcome an obstacle, resist temptation, or reach your destiny.

In fact, as the day wears on, it gets weaker the more we use it. You must manage your willpower in order to be effective.

You know this all too well if you have ever attempted a strict diet or tried to summon the energy to start your term paper early. Willpower is never enough. But what do you do about that?

[Read more:](#)

Apply Now for a Leadership Award!

In recognition of the critical role that boards play in overseeing their organizations' missions, finances, and strategic directions, BoardSource and Prudential proudly announce the 2014 Prudential Leadership Awards for Exceptional Nonprofit Boards.

Presented as part of the 2014 BoardSource Leadership Forum taking place on October 9 & 10 at the Washington Hilton in Washington, DC, the awards include

- \$15,000 Grand Prize
- Two \$3,000 Honorable Mentions

All three awards come with a one-year single-board organizational membership in BoardSource, two Forum registrations, and two nights' lodging for two at the Washington Hilton.

The application deadline is June 27, 2014.

[Learn more:](#)

Support for the 2014 Prudential Leadership Awards for Exceptional Nonprofit Boards is provided by Prudential and The Prudential Foundation.

The Leadership Coach®

By Peter Burwash

The Value of Praise

Anyone in a leadership role must correct mistakes made by the people they are leading or be critical of certain actions or comments. Some leaders thrive on this, but for most it is an unpleasant aspect of the job.

Too often, leaders focus on the negative. The same is true of parents: As Dennis the Menace once said, "How come I never get caught being good?" If a boy cleans 98% of his room but leaves a couple of pencils on the floor, his parents tend to ask, "What about those pencils?" They don't discuss all the parts of the room that are clean. The child worked hard but is only met with a negative response.

This is a lot like sports coaches who spend every day correcting mistakes. This is how things improve, so it is essential part of good coaching. But the most important aspect of the communication is the follow-up. Rather than pile negative onto negative, wait until the task is done correctly and then offer a compliment.

Good leaders and good parents do not finish the communication for the day on a negative note. They wait for the chance to leave the player, employee or child with positive reinforcement.

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 Wooden Way: Continuing to Learn as a Coach

Written by Pete Van Mullem, Lewis-Clark State College in Lewiston, ID., May issue of PELINKS4U 2014

Arguably, there has been no greater role model for coaches in any sport than legendary coach John Wooden (Gilbert, 2010). Often considered the greatest coach of all time (Nater & Gallimore, 2010), Wooden has been inducted into the Basketball Hall of Fame both as a player and a coach (Davis, 2014). He won ten NCAA basketball championships from 1964 to 1975 as the Head Men's Basketball Coach at UCLA (Jenkins, 2014).

In 1999, a panel of ESPN experts named him the greatest collegiate coach of the 20th Century (Ermeling, 2012), and in 2003 he received the Presidential Medal of Freedom from the United States Government (Gilbert, 2010). In his retirement, Wooden became a best-selling author and was a sought after keynote speaker well into his late 90's.

Researchers, established authors, and former players have written about Wooden's leadership style (Gilbert, Nater, Siwik, & Gallimore, 2010; Jenkins, 2014; Wooden &

Jamison, 2005), teaching methodology (Ermeling, 2012; Gallimore & Tharp, 2004; Nater & Gallimore, 2010), faith (Wooden & Carty, 2003), and the impact he had on student-athletes under his leadership (Hill & Wooden, 2001). In a new biography released this past January, Sports Illustrated writer Seth Davis (2014) presents a complete biographical view of Coach Wooden's life, highlighting his competitive fire, drive to succeed, personal challenges, and introverted personality.

In *Wooden: A Coach's Life*, Davis (2014) chronicles Wooden's humble beginnings in Martinsville, Indiana to how he transformed the UCLA men's basketball program into a national power. Intriguingly, the biography often portrays Coach Wooden in less of a legendary perspective and more like a common coach, especially in his early years.

He was, in short, a hard to please, detail-obsessed, hyper-organized taskmaster and control freak. He could be brutal on referees. He may have mostly stayed in his chair, but he maintained a running dialogue with the officials (Davis, 2014, p. 64).

While his drive to succeed and pursue excellence may mimic the personality of thousands of coaches, there always seems to be something about Coach Wooden that captivates us. For some, it was his value-driven leadership style.

During a game at Stanford in February, Taft was fouled as he drove for a layup. He missed the shot, but as the referees momentarily looked away, Naulls reached up and tipped the ball in. The officials thought that Taft had made his shot and awarded him a 3-point opportunity. That brought jeers of protest from the Stanford players, coaches, and fans.

After one of the Stanford players told a referee what he had seen, the official then asked Naulls if it really was he, and not Taft, who had put the ball in. Naulls looked at Wooden, but the coach said nothing. So Naulls told the referee the truth. The basket was waved off, and UCLA eventually won in overtime as Naulls scored 37 points.

Many years later, Naulls reminded Wooden of that moment and asked the coach if he thought he had done the right thing that night. Wooden carefully laid out all the various considerations before concluding, "A man has to make up his own mind in a situation that affects so many others." Naulls took that as a "yes" (Davis, 2014, p. 151).

[Read more:](#)