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Dear Coaches,

Quote of the week:

"Only those who risk going too far can possibly find out how far they can go."
~T.S. Eliot

Amy Van Dyken hospitalized after ATV accident

Six-time Olympic gold medalist Amy Van Dyken Rouen has been hospitalized in an intensive care unit in Scottsdale, Ariz., after suffering injuries from an ATV accident. No other details are available at this time.

Van Dyken Rouen represented the U.S. at the 1996 and 2000 Olympic Games. At the 1996 Games in Atlanta, she won four gold medals, in the 50m free, 100m fly, 400m free relay and 400m medley relay. She won two more gold's at the 2000 Games in Sydney, in the 400m free relay and 400m medley relay.

For more information, go to azcentral.com.

Amy has also tweeted, posted on facebook and Instagram.

Deck Pass Teams Up With TrueSport

USA Swimming's official app, Deck Pass, has teamed up with USADA's TrueSport initiative to teach young swimmers how to win the right way. TrueSport, fueled by the vision of the U.S. Anti-Doping Agency (USADA), is an initiative to empower parents, coaches, teachers and youth to cultivate, champion, and uphold sportsmanship and the positive, ethical life lessons that sport teaches. By participating in exciting activities focused on teamwork, leadership, goal-setting, clean competition and decision-making, Deck Pass users will gain new skills to help them succeed both in and out of the water.

Here's how it works: Your swimmers can earn patches in Deck Pass by completing TrueSport lessons. These patches are earned by completing a variety of activities, both online and at events. Activities like word search and drag-and-drop, along with a videos from four-time Olympic medalist and [TrueSport Ambassador Peter Vanderkaay](#), are designed to help Deck Pass members learn [TrueSport's Three Pillars: Clean Competition, Sportsmanship and Peak Performance](#).

Check out the available TrueSport lessons by visit TrueSport.org/deck-pass or Deck Pass Perks!

True Sport Lessons:

[TrueSport PVK Video](#)

TrueSport Lesson 1 – [A Good Sport](#)

TrueSport Lesson 2 – [Leadership](#)

TrueSport Lesson 3 – Nutrition (Available June 17 on Deck Pass)



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Strategies for 10K Open Water Racing

By Dan McCarthy, USA Swimming National Team High Performance Consultant

If you still think the Open Water 10K race is an hour-and-forty-five-minute slow, aerobic swim punctuated by a five-minute sprint to the finish line, you are in for a pleasant surprise when you watch the USA Swimming Open Water National Championships webcast on June 13.

The entire race will feature sprints, breakaways and strategic battles between the competitors. In a recent conversation with Grant Holicky, Head Coach of RallySport Aquatics in Boulder, Colo., and coach to Christine Jennings of the USA Swimming Open Water National Team, he emphasized the fundamentals of race nutrition and how it influences strategy.

[Read More:](#)

A Quick Lesson in Antioxidants for Swimmers

By Chris Rosenbloom, PhD, RDN, CSSD

A young swimmer emailed me and wanted to know if antioxidants would help her swim better and recover faster. A great question, so here is a primer on antioxidants, with tips to help you choose antioxidant-rich foods.

When you exercise, you take in more oxygen by deep breathing and then you deliver that oxygen in your blood to working muscles.

As your muscles work, they generate power for sport but also generate molecules called free radicals. These molecules are very unstable and they can "oxidize" leading to muscle fatigue.

Oxidation is a normal process, and you see examples of it around you all the time. A car rusting is oxidation and an apple or avocado slice that turns brown is oxidation. To prevent oxidation, you need an antioxidant. That is why dipping apple slices in orange juice or squirting lemon juice on avocado when making guacamole prevents browning (the result of oxidation).

[Read more:](#)

USADA Issues Advisory Regarding 2014 WADA Prohibited List

The United States Anti-Doping Agency has issued an advisory regarding the addition of Xenon to the prohibited substances list. The full release in addition to the revised 2014 Prohibited List can be [found here](#).

USA Swimming's Scholastic All-America Team

The application for the 2013-2014 is [available here](#).

[The application deadline is August 15.](#)

- The only method for application will be the online application on the USA Swimming website.
- Applicants will be required to have a USA Swimming account.
- Qualifying times for the applicant will be validated through the Times on the USA Swimming website (time MUST be in SWIMS).
- Applicant will be required to have a transcript for the COMPLETE academic year

available for uploading to the application.

- Applicant must have been a member at the time of the swim and a current member when applying for the 2013-14 SAA team.

Requirements:

- GPA Requirement – minimum 3.5 GPA for the current academic year
 - Honors, Advanced Placement, and International Baccalaureate courses will earn one extra Grade Point
- Pool Requirements
 - Applicants must have swum a time equal to a Junior National 2011 bonus time in any event during the SAA qualifying period (July 1, 2013 – August 15, 2014) with qualifying times in SWIMS – list of times are posted on the USA Swimming website and in the USA-S Rule Book.
 - A qualifying time will be available for selection from the SWIMS database during the application process.
 - Disability or Open Water Requirements
 - Applicants must have swum at one of the named Disability or the National Open Water Championships.
 - *2013 IPC World Championships, August 12-18, 2013
 - *Can Am Championships, Canada, December 13-15, 2013
 - *Deaf International SC Championships, January 14-18, 2014
 - *Can Am Championships, Miami, FL, March 27-29, 2014
 - *Open Water National Championships, Castaic Lake, CA, June 13, 15, 2014

Please address all questions regarding the Scholastic All- America application process to [Betty Kooy](#)

[2011-2016 Time Standards:](#)

Nine Ways to Show You Care

By Jon Gordon, Author, Speaker, June 9, 2014

Caring is one of the greatest success strategies of all. When you care people are drawn to you and want to work with you. When you care you stand out in world where many don't seem to care. But caring must be more than just a feeling to have an impact. It must be demonstrated through your actions. In this spirit here are 9 ways to show you care. I also invite you to add to the list by posting on my blog (comment below) and Facebook page. I want to know how you show you care.

1. **Be present.** We have so many responsibilities and distractions that it's tempting to listen to customers, friends, kids, etc. with only one ear (or half an ear!). You know how it goes: you make the appropriate noises during a client call ("Mmmhmm... I understand... No, that won't be a problem...") while simultaneously typing an email to someone else. That's why giving someone your full attention is so meaningful. Being fully present says, "I really care about you and what you need from me. You are my top priority right now."
2. **Make it simple and clear.** People are busier than ever and the more you can make their lives easier the more it shows you care about them and their time. Whether you are making technology easy to use, or simplifying the check in process at a hospital or making it easier to rent a car, simplifying says you care and creates raving fans.
3. **Call customers by name.** When interacting with a customer, ask his/her name – then remember it and use it. Referring to someone by name demonstrates that you see them as an individual with unique needs and preferences, as opposed to "just a number" or a source of income.
4. **Listen more than you talk.** When dealing with others many of us have a tendency to give sales pitches, explain company policies or give canned advice. Instead you should ask questions and listen to what they have to say. This lets them know you care about them and their thoughts. It also helps you better understand their concerns so you can help them. I've certainly been working on this as a parent. It's not easy but it makes a difference.
5. **Become a coach.** More than ever customers wanted to be guided through the process

when making a significant purchase. By coaching and guiding customers through the process you will earn their trust and let them know you care about them and their purchase. In a world where many things can be purchased online, the biggest differentiator is often a person who cares.

6. Respond quickly and touch base often. It's simple: Return calls and emails promptly. Whenever possible, try not to leave any unanswered emails or voicemails overnight. And be proactive with updates, too. Don't force a client to get in touch with you in order to learn the status of an order, for instance. Send daily or weekly updates – whatever is appropriate. We at the Jon Gordon Companies fail at this sometimes but it's something I am always preaching to my team about and we always own it and improve because of it.

7. Don't make it all about business. If you don't treat people like a number they won't treat you like a number. Make an effort to learn about return clients on a personal level as well as a professional one, and follow up on what you discover. If you know that an individual recently had an important event – a wedding, birthday, or even a big presentation – ask how it went. People are surprised and pleased when you remember what's going on with them – precisely because the assumption today is that most people don't care about what's going on outside their own bubbles.

8. Focus on the details. A Starbucks executive was asked why they were so successful. He said that they do a hundred things 10 percent better than their competition. When you care everyone matters and everything matters. By focusing on the details such as clean bathrooms in a restaurant or clean sheets and extra towels at a hotel, it lets your customers know that you care.

9. Always go the extra mile. Constantly look for ways to make the service you provide just a little bit better. Even one percent more time, energy, or focus can make a big difference. Even something small like walking a customer to the door after checking them out or spending extra time with a student if you are a teacher or calling a patient after they visit your health clinic means a lot. For example, Oceanside Cleaners near my home replaces missing buttons on my dress shirts at no extra charge. It's the little things that mean a lot.

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Expect The Unexpected

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

There are so many things that can happen right before or during a competition than can emotionally push your buttons and completely throw you off your game. The best way to handle emotional "hot buttons" is to systematically prepare for them to happen. This is what I call ETU - EXPECT THE UNEXPECTED. Sit down and think about all of the things that would be upsetting to you should they occur before or during the game. Next, write them down on a piece of paper. Once you have your list, begin to think about AN IDEAL WAY TO COPE WITH OR HANDLE each of these occurrences.

For example, if you get a horrendously bad call from the refs, the best way to handle it would be to stay calm and composed, tell yourself to "let it go" and then immediately refocus your attention on the next play/pitch/point in the game. If the weather conditions suddenly deteriorate and the wind picks up to gale force strength, you remind yourself that everyone on the field has to deal with these same nasty conditions, that the weather is an uncontrollable and will bother everyone else more than you. Then you would refocus yourself on those things that you can control in the game. If you make a stupid mistake and this tends to trigger a strong negative response inside of you, then your ideal response may be to quickly remind yourself to work on the mistake in practice, tell yourself, "let it go" and then return your concentration to the NOW. If an opponent starts talking trash at you and trying to provoke you then you remind yourself to stay calm, composed and focused on YOU, YOUR JOB and NOT HIM!

[For more click here.](#)

The Seven Secret Habits of Navy S.E.A.L.'s

By Brent Gleeson, Navy S.E.A.L. combat veteran is the co-founder and CMO at Internet Marketing Inc., Inc. April 2014

Here are rules to live by to be your most effective.

I learned my best habits--and made some of my most dangerous mistakes--as a Navy SEAL. Once, when our platoon was preparing for a mission at one of our shooting ranges in Iraq, I had failed to reload one of my pistol mags after the previous night's operation. Our point man, the best-selling author of No Easy Day (under the pseudonym Mark Owen), discovered my mistake. To this day, I still think about the look of disappointment on his face.

The experience drove home the importance of good habits. The term habit generally has a negative connotation, but if you form the right habits that drive you toward success, you can't lose. To be an effective team member, people usually need to break old habits and develop new ones by letting selfishness fall by the wayside. The SEAL community forces you to break habits that don't positively contribute to mission success. If you can't make that happen, you're done.

I've gotten these habits right, and I've gotten them wrong. But those mistakes of yesterday have forged me into a better leader and team member today. If you want to be part of an elite team and are going to shed old habits, make sure to keep these!

[Read more:](#)

Mental Training Begins in the Gym

By Dr. Jim Taylor, Author, Speaker, May, 2014

Most sport psychologists work with athletes on the mental side of their sport in an office setting (usually one hour per week), providing them with mental tools that they can use during training and competitions. This approach makes about as much sense as a coach offering their athletes technical instruction and then telling them to go out onto the field, course, court, or what-have-you and work on it in practice. In either case, the transfer from inside to outside isn't very good.

I have found the most productive work I do with athletes is during their actual practice sessions. I'm able to go to training with athletes and show them how to incorporate mental skills, such as intensity, focus, imagery, and routines, while they're actually practicing.

But, over the last few years, I have discovered an even better setting in which athletes can begin to develop their mental skills: the gym. Yes, using mental skills as a part of your physical conditioning program is a great way to begin to ingrain those skills that will be of such benefit in the quality of your training and when you compete.

[Read more:](#)

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