



In this Newsletter

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Dear Coaches,

Quote of the week:

"We all have dreams, in order to make dreams come into reality, it takes an awful lot of determination, dedication, self-discipline and effort."

~Jesse Owens

Is The 100,000 Yard Training Week Dead?

By Dan McCarthy, USA Swimming High Performance Consultant

In some recent conversations with National Team coaches the question was asked: Are any coaches regularly training their athletes 100,000 yards or more per week? The coaches were from the club and college ranks, and the consensus answer was, probably not. The next question was, why not?

The college coaches queried seemed conflicted. They acknowledged the reality that training 100,000 yards or more per week has become virtually impossible; however, they seemed to lament the fact that it was no longer possible and shared a concern for the perhaps unintended consequences of losing this mega-training tool. What makes it so hard for college coaches? Some of the responses:

NCAA limitations on practice time.

[Read more:](#)

Confessions from the Concession Stand

By Chris Rosenbloom, PhD, RDN, CSSD

My nephews swim on a local swim team, and at a recent meet I saw a swimmer with "eat my bubbles" painted on her back. Eating bubbles might have been a better choice than what I saw for sale in the concession stand. Hostess chocolate cupcakes, candy bars, pepperoni pizza, soft drinks, potato chips, gummy candies and chocolate sandwich cookies were all on sale for \$1.00. I saw many young swimmers going back and forth from mom or dad's wallet to the concession stands between races.

I know that concessions are run by swim meet supporters as a way to raise money for the team, but why not raise money by raising the bar on snacks offered to young athletes and to those in attendance? It doesn't have to be expensive or involve a lot of preparation to offer healthy, tasty foods that will fuel swimmers. Here are my top choices for a concession stand make-over:

Instead of... Consider this...

[Learn more:](#)



The ASCA World Clinic

The American Swimming Coaches Association's annual World Clinic is the finest swim coach education opportunity in the world! Join some 2,000 of your professional colleagues for a week of inspiration, education and discussion about the major swimming issues of today.



Randy Julian

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Sponsored by:

For over 45 years, this gathering of coaches has been the key contributor to the distribution of swimming information to our profession. This year will be no different! Our leading speakers this year include coaches:

- Doug Ingram (U.S. Olympic Committee),
- Teri McKeever (University of California; 2012 Olympic Head Coach),
- Gregg Troy (University of Florida; 2012 Olympic Head Coach)
- Sergio Lopez (The Bolles School),
- Dave Salo (University of Southern California),
- Dave Durden (University of California),
- David Marsh (SwimMAC Carolina),
- Steve Haufler (Orinda Country Club), and
- Don Heidary (Orinda Aquatics).

Special tracks exist for Age Group, High School and Masters coaches! And of course, visit the 100 plus companies in our Exhibit Hall. Further information on the 2014 ASCA World Clinic, including schedule and registration form, is online at [ASCA's website](#):

Everyone needs to "recharge their coaching batteries"; there is no better place to do it than at the World Clinic. Get inspired, get excited. Please join your fellow coaches in Jacksonville!

Dietary Supplements High-Risk List Has Been Updated By USADA

Stay informed, and educated!

The U.S. Anti-Doping Agency's Supplement 411 Dietary Supplement High-Risk List contains a selection of products USADA is currently most concerned about that are considered to be of a higher risk to athletes and consumers. The list includes products that meet one of the following criteria.

- Have been tested and shown to contain substances prohibited in sport by the World Anti-Doping Agency.
- Openly list substances prohibited in sport by the World Anti-Doping Agency.
- An arbitration panel has found the product to have caused a positive anti-doping test in an athlete.

[Learn more:](#)

Have You Taught Your Child to Learn? by David Benzel, Growing Champions For Life

Mark Twain once said, "A man who does not read a book is no wiser than the man who can't read one." Could it also be said that an athlete who does not listen to a coach has learned as much as the athlete who does not have a coach?

The greatest miscalculation about youth sports today can be found where learning is not the top priority; where competition, winning, and rankings are given more attention than learning. When a calendar-packed game schedule and the scoreboard are the focus of your energy, the tail is wagging the dog. A young athlete needs four to five times as much deliberate practice as he needs competition to truly learn the necessary skills.

Since learning and development is job #1 it's worth asking, "Has your child been taught the necessary mindset to be a true learner during practice?" The answer is not as obvious as it might seem. Many athletes treat practice sessions as a time to "show what I can do" instead of a time to "see what I can learn." The difference is huge.

Learning requires a kind of humility that admits there is much to be learned and "I don't know it all yet." A child has to view herself as a work in progress, and be perfectly fine with being a student-of-the-sport. With this approach a child can view every attempt and every mistake as an opportunity for the body and mind to work together in the mysterious journey called skill development. This requires a no-pressure environment where the rate of learning is acknowledged to be a variable from child to child. "What did your body learn today?" is a more important question than "Did you win today?"

As the parent of an athlete your role is essential for having realistic expectations about the challenges of learning new skills and the time it takes. Comparing your child's rate of learning a particular skill to another child is not only worthless, it's harmful. Children develop at different speeds and at different times. The neurological development is in process all the way to age 13 or 14. The musculature development is in process up until 17 or 18. True skill mastery is not realistic until after all the internal systems are fully developed and yet some parents look at their kids and think, "Why can't you do that perfectly by now? --- you've been playing since you were 4!"

There's nothing as satisfying as learning. The ultimate journey from "I can't yet" to "Now I can" is thrilling. But it comes to those who recognize this as a process of seeking answers, tapping into coaching resources, and a trial and error process on the very edge of one's capabilities. It requires patience and a humble spirit supported by parents who have faith in their athlete's ability to learn. The same faith you had when your children took their first steps....and fell down. You had no doubt about how that challenge would turn out! Have the same faith now.

[More from David here:](#)

Billy Beane on the Future of Sports: A Tech-Driven Revolution

By Billy Beane, Wall Street Journal, July 7, 2014

The A's General Manager Says New Systems Will Transform How We Play—and Watch—Sports

Baseball—my passion and profession for three decades—has been at the forefront of the analytics revolution sweeping through sports. And the game is just beginning.

The proverbial tip of the iceberg: Statcast, a 3-D tracking system that provides detailed metrics on the locations and movements of the ball, the players, and even the umpires. While the system is currently installed in only a handful of ballparks, Major League Baseball plans for all 30 stadiums to have it by 2015. Eventually, such systems will proliferate not just through the ranks of all professional sports but to youth sports, affecting everything from how games are taught to the statistical nomenclature of sport.

[Read more:](#)

14 Perks to Offer Your Employees That Won't Break the Bank

By Alyssa Gregory, About.com, July 2014

Small business owners operating on a bootstrap budget sometimes face real challenges when it comes to attracting employees. Big corporations may have a lot more money to lure in potential workers, but that doesn't mean small businesses can't compete.

So what do small businesses have that large businesses don't do? The big guys usually can't compete when it comes to flexibility and a relaxed work environment -- two huge perks that a fat salary just can't buy.

If you're looking for some ideas to entice new hires and reward your current staff, these 14 perks should give you a little inspiration.

[Read more:](#)

Ten Habits Of People Who Follow Their Dreams

From Broccoli City, June 24, 2014

1. They see challenges as opportunities

Most people interpret fears as obstacles and tend to run away from them. People who live their purpose successfully have developed the capacity to see fear as a sign of what they really need to go for and put all their courage and energy into it.

2. They see life as a game.

[Read more:](#)

The Art of Conflict Management

By Norman Howe, Sr. Partner, Validation & Compliance Institute, LinkedIn, July 2014

Solomon, the legendary king of ancient Israel, set the gold standard for conflict resolution that managers have been trying to emulate ever since. When two women each claimed to be the mother of the same baby, he ordered that the child be cut in two and then be divided between the two women.

By observing each woman's reaction to the prospect of the death of the child he was able to identify the real mother. The narrative grips us in suspense all the way to the conclusion when we hear the real mother give up her baby rather than have it suffer harm.

THE SEDUCTION OF SUPERIORITY

As managers we're attracted to such stories. We imagine ourselves handing down decisions that are revered for their wisdom and get passed down through generations of employees long after we have been promoted into the clouds of upper management. I'm sorry to break this news, though.

No manager today has the legion of assistants that Solomon had. I'd also bet that Solomon didn't have nearly as many emails to answer, safety audits to prepare for, and project deadlines to meet as you do.

[Read more:](#)

The One Skill Every Leader Needs

By John Neary, LinkedIn, July 2014

Spoiler Alert: It's self-awareness. But let me explain why...

On the first day of my first job, I arrived 30 minutes early. I sat patiently in my father's car while he dispensed advice I was too nervous to process. I was 17 years old, wearing a suit too big for my frame, facing a challenge I felt ill-equipped to handle. The job was with a respectable insurance company in Dublin, Ireland. My role would initially be limited to their filing room but there was potential for me to gain experience working with customers should I successfully complete my first month of assignments. I was terrified. I wanted to make my family proud. On a more practical note, the job afforded me the opportunity to pay for my own college education, which I would pursue each evening after work. As I waited for an appropriate time to begin my workday, I recall my father pausing from his counsel

