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## Dear Coaches,

### Quote of the week:

**"Desire is the starting point of all achievement, not a hope, not a wish, but a keen pulsating desire which transcends everything."**

**~Napoleon Hill**

## 2015 Club Excellence Program Announcement

USA Swimming is pleased to formally announce the 2015 Club Excellence program and provide directions to all clubs regarding the application process. For complete program information and the link to the application, please visit the [Club Excellence page](#) on the USA Swimming website.

In order to apply for the 2015 program, clubs must:

1. Complete the online application form available on the USA Swimming website.
2. Submit the performance scoring using the Online Meet Entry (OME) system on the USA Swimming website
3. Submit both components - the online application and the performance scoring - by the Oct 17, 2014 deadline.

Following is the complete timeline for the 2015 program:

09-01-14: Application period begins. Program announcement distributed to all USA-S clubs. Application form and info available on the [USA Swimming website](#).

10-17-14: Deadline for applications from clubs to USA Swimming

12-15-14: Club rankings announced by USA Swimming and Grant applications sent to all qualifying clubs (Gold and Silver)

02-20-15: Deadline for grant applications to USA Swimming from qualifying clubs

04-17-15: Grant awards announced by USA Swimming

Also, please note that the application requirement again includes Club Recognition Program participation. All clubs applying for the 2015 Club Excellence program must successfully complete at least Level 1 of the Club Recognition Program. If you have previously completed Level 1, you don't need to do it again.

As the entity that directly delivers services to athletes, swim clubs are vital to the ongoing growth and success of the sport. The Club Excellence program is one way in which USA Swimming recognizes our highest performing clubs and rewards them for a job well done.

## Now Is A Great Time to Update or Work on Club Recognition

The Club Recognition Program offers our club members a working blueprint for developing strong, stable, financially sound and athletically productive organizations.

Designed by USA Swimming's Club Development Committee (comprised primarily of coaches), this voluntary program presents four levels of achievement across four component areas deemed critical to long-term club success. The program encourages clubs to establish organizational goals and to benchmark their progress toward those goals.

The ultimate objective of the program is to strengthen the club system in USA Swimming by guiding clubs through a development process that ultimately positions the program and its coaches to better serve athletes.



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The Club Development Committee looked at many different factors that helped create "great" clubs. The committee grouped all of the factors into four major component areas:

1. Business & Organizational Success
2. Parent & Volunteer Development
3. Coach Development & Education
4. Athlete Development & Performance

[Read more:](#)

If you need additional help or have questions please [contact me](#).

## Got Goals?

**By Dr. Alan Goldberg-Sports Psychology for Athletes, Coaches & Parents, September 15, 2008**

In swim training there's a term called "garbage yardage" which refers to the swimmer physically putting in the time training but while doing so, being mentally out to lunch. You know, it's the old, "going through the motions" thing.

If you want to get more out of your training this year, then you need to train with a purpose. You need to train with a reason. If you have a reason for putting all this time in, sacrificing and physically suffering, then you will indeed get far more out of your training than if you just go through the motions.

What I am asking athletes to do here is to take responsibility for their training. Own your practices. Commit to them and be invested. If you didn't get much out of practice, don't blame this crummy practice on the coach. If you have a goal that you REALLY want to accomplish in your sport, and you take it with you when you train EVERY day, then YOU will put more into your practices and, as a result, get more out of them.

If you don't have a good, personal reason for training, if you don't have what I call a BIG ENOUGH WHY, then you need to spend some time thinking about getting one. What would excite you in your sport? What could you accomplish that would make you feel really good about yourself? You need a direction for your energies. You need a target for your efforts. Don't just go through the motions. Be smart about your training and develop a focus. Then ask yourself every day: "How is what I'm doing today going to help me get to that goal?"

[For more:](#)

[Or here:](#)

## Science Reveals How the Brains of Swimmers Are Different Than Everyone Else's

**By Sam Wollner, Sports.Mic, August 22, 2014**

USA Swimming's finest are currently in Gold Coast, Australia, for the Pan Pacific Championships. The event, which began Thursday and continues through Monday, is the first of several high-level competitions leading up to the 2016 Olympic Games in Brazil. Pan Pacs marks Michael Phelps' return to international competition and also features America's latest swimming prodigies: Katy Ledecky and Missy Franklin. Ledecky is especially exciting to watch as she may be emerging as America's best swimmer now that Phelps is past his prime.

But few Americans care. As USA Today suggested, Ledecky may be "the most dominant athlete you don't know."

Phelps aside, this is a common phenomenon in the sport. American swimming is, like Ledecky, dominant. During the 2012 Olympic Games in London, Americans won more medals in swimming than they did in any other sport. Bleacher Report noted the 31 medals that Americans won in swimming alone in London were more than every country that participated in the Olympic Games except China, Russia, Great Britain, Germany, Japan, Australia and France.

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This comes despite the International Olympic Committee's (IOC) best efforts to curb American aquatic dominance: After the 1976 Games, to ensure that Americans could not sweep the medal stand, the IOC reduced the number of swimmers that each country could enter in a race from three to two.

Perhaps no sport better reflects America's athletic prowess on the global stage than swimming. U.S. Soccer continues to fall short at World Cups. USA Basketball suffered through the 2004 Athens Games embarrassment. USA Track & Field has experienced a few too many doping scandals. Through it all, USA Swimming has consistently been a stalwart for national pride in international competition.

So, why don't we care?

[Read more:](#)

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## **Is Risk Your Ally or Your Enemy?**

**By Michael Gervais, Seattle Seahawks, August 2014**

Is it possible to master our fear of risk in order to do extraordinary things?

Michael Gervais, a renowned psychologist who has spent his career consulting elite athletes, spoke about the role our minds play in overcoming our fears and reaching our greatest potential.

The speaker began by defining high performance as a state in which an individual is able to face his/her fears and find a 'flow' in which his/her actions are not undermined by anxiety. He described some pivotal points in the thought processes that allow a person to reach this state. First of all, he believes that the ability to develop a disciplined and focused mind is present in all of us, and although it may require a long journey, we can achieve an inner stillness and rise above the fears that limit our performance.

[Read more:](#)

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## **Tell Tale Signs of High Performers**

**By Ed Roshitsh, Chief Operating Officer at PointClickCare, August 24, 2014**

In my work, I get to observe a lot of people who I would call successful high performers.

Jobs and titles? Different.

Experiences they have gathered along the way? Myriad.

Personalities? Varying.

You get the picture. High performers come in a lot of flavors.

I do see a few things that thread through many of these successful people. Here are five things I have observed.

High performers like to work hard, but working hard is not the only thing they do. They play hard. They rest hard. High performers often are the hardest working people around. But they know when to set the tools down and rest. They balance a productive work life with a vibrant set of hobbies, outside interests and roles.

High performers invest time well. They know it is their only real currency. They don't waste time.

[Read more:](#)

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## The Importance of Teamwork

By The San Antonio Spurs

[Watch here:](#)

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## The Three Qualities of People I Most Enjoy Working With

By Jeff Weiner, Influencer, CEO at LinkedIn, August 2014

Several weeks ago, I shared the above Venn diagram (see link) in a status update. With 20k+ likes and comments on LinkedIn and over 2.2k retweets and favorites on Twitter, it's become the most viral update I've shared to date. As a result, thought it might be interesting to provide some additional context on where the diagram came from.

It all started in a meeting where a talented team was presenting their plan for a potentially high impact initiative. Midway through, they covered the measurable results they expected to achieve in three years. Granted, they were being somewhat conservative, but their objectives were still way off what I would have expected them to be targeting based on the addressable opportunity and the assets we were bringing to the table.

Without hesitation, I challenged the team to increase their long-term goal by roughly 20x. Regardless of whether or not they could hit the target (which I think they can), the point was to get them thinking much bigger, without constraints, and to start by asking the question, "What would it take...?"

[Read more:](#)

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## 25 Business Tips From the World's Best Coaches

By Joel Peterson, Influencer, Chairman, JetBlue Airways. Stanford Business School

Great sports teams are generally led by top coaches who empower and inspire players to practice, to work as a unit, to overcome adversity and to care about winning.

Business is no different – it's a team sport. Just as visionary coaches unite sports teams with their guidance and inspiration, the best business leaders serve as coaches to help team members realize their individual and team potential.

Here are some of my favorite quotes from leading coaches in the world of sports that may be valuable to company, division or project leaders in business.

Helping Others Maximize Their Potential

1. "A good coach will make his players see what they can be rather than what they are." – Ara Parseghian
2. "Don't measure yourself by what you have accomplished, but by what you should have accomplished with your ability." – John Wooden

[Read more:](#)

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## Why You Should Parent Like a Video Game

Brett & Kate McKay, The Art of Manliness, August 2014

From boyhood all the way through my college years I loved playing video games – many a night you could find me mashing the buttons on my controller as I worked my way through the levels of Super Mario Brothers and killed bad dudes in GoldenEye.

These days, as a husband and father of two young kids, I don't have the time nor desire to plant my keister in front of the latest console. And yet there's an aspect of video games that's still a part of my day-to-day life. While I'm no longer playing a video game, I'm living

one...in the way I parent my children.

#### Why You Should Parent Like a Video Game

Our oldest kid, Gus, will be four in October. One of the trickiest parts of parenting is figuring out how to get your kid to do stuff they're supposed to do and stop doing stuff that's annoying, i.e. temper tantrums, talking back, writing on the walls, etc. No one tells you that parenting is basically one giant psychological experiment in human motivation. Before Gus came along, Kate and I had only a vague idea of how we were going to handle our kids' misbehavior, but it wasn't very fleshed out, or, more importantly, field-tested (everybody knows exactly how to be an awesome parent...before they have kids!).

[Read more:](#)

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