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Dear Coaches,

Quote of the week:

"If you can get things done with people, helping them to grow and become more than they have ever been before, then you have one of the most treasured talents anyone can possess."

~Robert Conklin

USA Swimming Announces 2014-15 National Team

Headlined by world record-holders Missy Franklin (Centennial, Colo.), Katie Ledecky (Bethesda, Md.), Ryan Lochte (Daytona Beach, Fla.) and Michael Phelps (Baltimore, Md.), USA Swimming today announced the 2014-15 USA Swimming National Team roster.

The complete National Team roster, which is comprised of the top six swimmers in each Olympic event, can be found online here.

"The USA Swimming National Team represents the pinnacle of competitive swimming in the United States," said Frank Busch, USA Swimming National Team Director. "This group of dedicated and talented athletes will positively represent our country and continue to build on our tremendous legacy of success in and out of the pool."

[Read more:](#)

[To see the Roster and events:](#)

Entries Open for Minneapolis Grand Prix

Entries for the 2014 Minneapolis Grand Prix were opened at 11:00 a.m. Tuesday, Sept. 2. Enter using the Online Meet Entry system at www.usaswimming.org/ome

Entries will be accepted until Monday, Nov. 10th at midnight or until 600 swimmers have entered the meet (whichever occurs first)

Pre-Team & Bridge Programs

At some point in the year, most clubs must find new members in order to grow the team. As part of the SwimToday membership campaign, USA Swimming has developed a resource that is designed to share some of the most effective tools we have seen clubs use to grow their team and attract new members.

[This handbook is posted here:](#)



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Colorado Spring, Colorado
80909
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Sponsored by:

2014 Aquatic Sports Convention

Date: Sept. 16-20, 2014
Where: Jacksonville, Fla.

The United States Aquatic Sports annual convention provides an opportunity for USA Swimming to gather all of its delegates together for the purpose of making decisions that will affect the future of our sport. We elect our officers, vote on rules and legislation, and discuss and plan programs that will continue our tradition of excellence in the sport of swimming.

The Convention Documents section is where you will find the USA Swimming convention schedule, flyers for workshops, FAQ and other information. Nomination Forms, Proposed Legislation and Candidate Bios will also be [posted here](#).

You Can Now Require USA Swimming Registration Information During Online Registration in Team Unify

Teams using the Team Unify platform are adopting the online registration process at an exciting rate. With that in mind, T.U. recently added the ability to collect all the information that is needed for the USA Swimming registration process directly in online registration. By activating this feature for your team, you will automatically create a more complete registration package to deliver to your LSC. This new feature will also minimize the effort for club administrators.

[Learn how:](#)

Mental Toughness

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

I look at "mental toughness" as an umbrella term that covers a number of different, sometimes interrelated mental skills. When you combine all of these mental skills together into one person, the end result is an athlete who is mentally tough. What are all of the component skills of mental toughness?

[Read on for answers:](#)

War on Boys

By Christina Hoff Sommers, American Enterprise Institute, Prager University, May 19, 2014

What ever happened to letting "boys be boys?" Take these two cases: In one, a seven-year-old boy was sent home for nibbling a Pop Tart into a gun. In another, a teacher was so alarmed by a picture drawn by a student (of a sword fight), that the boy's parents were summoned in for a conference. In short, boys in America's schools are routinely punished for being active, competitive, and restless. In other words, boys can no longer be boys. Christina Hoff Sommers, a scholar at the American Enterprise Institute, explains how we can change this.

[Watch the video:](#)

Every Kid Needs A Champion

By Rita Pierson, Ted Talks, May 2013

Rita Pierson, a teacher for 40 years, once heard a colleague say, "They don't pay me to like the kids." Her response: "Kids don't learn from people they don't like." A rousing call to educators to believe in their students and actually connect with them on a real, human, personal level.

[Watch the 8 min video:](#)

Sky's the Limit

By Sir David Brailsford, Insight 2014

Sir David Brailsford, Team Principal of Team Sky and formerly Performance Director of British Cycling, on complacency, bringing in experts and getting the best out of people.

The more successful you are, the greater the risk of complacency. We talk about marginal gains, incremental gains, you know small steps – it's not this big dramatic overnight thing. They are things that you might not even notice over time but actually take you quite a long way. I think complacency is the same; little things just get dropped and you stop doing everything, stop paying attention to every last detail and slowly but surely complacency creeps in. The trick is to recognize those periods where you are likely to get exposed to complacency.

[Read more:](#)

What They Don't Teach You In School: 21 Life Lessons I Wish I'd Learned Sooner

By Maria Mooney, Mind Body Green, May 2013

I adore academia. I was consistently in school until my mid-twenties, and at 28 years old, I now teach college-level Sociology to classes filled with wonderful, inspiring students. But as this year's spring semester came to a close, I couldn't help but think of the wonderful life lessons I wished I'd been taught in my 20+ years of schooling.

Despite all of the invaluable knowledge I learned in school (especially graduate school), a chronic illness has been my greatest teacher, beckoning me to slow down and look within for answers to life's most pressing questions.

There are so many important lessons I've learned—too many to list—but below are some highlights of a lecture I gave at the end of their semester titled, "What They Don't Teach You In School: Life Lessons From A Sociology Instructor."

[Read more:](#)

