



In this Newsletter Volume 1 - 01/01/2016

1. Safe Sport Updates
2. Selection Procedures for the 2016 Junior Pan Pacific Championships
3. National Open Water Select Camp Assistant Coach/Manager
4. 2016 Futures Championships
5. #SwimBiz Conference is Back! Sponsorship, Social Media, Customer Service and More to Ride the Olympic Wave in 2016
6. Top Execs Share Their Advice
7. The Need to Slow Down
8. Accountability Avoidance and the 3 Words That Solve No Problems
9. Nine Things Successful People Do Right Before Bed
10. As We Start The New Year...

Dear Coaches,

Quote of the week:

"Celebrations are among the most significant ways people all over the world proclaim respect and gratitude, renew a sense of community, and remember shared values and traditions."—from *The Leadership Challenge, 5th Edition*

Safe Sport Updates

Brand New! Just developed and now available to all is the Safe Sport Self-Assessment. This is a brand new and free resource available for any club. The goal of this assessment is for teams to gain a greater understanding of how the available Safe Sport resources can assist in creating a culture of Safe Sport for their team.

There are six sections of the self-assessment, consistent with the six program areas of Safe Sport. While there are not necessarily right or wrong answers to the assessment, the questions and the recommendations in the user guide are designed to provide a step by step map to create a Safe Sport culture on a team.

Users will take the self-assessment first. When finished, they will receive a copy of their responses. They can then use the guide to review their self-assessment with the other leaders of the swim club.

We encourage you all to share this new tool with teams in your LSCs. Individualized feedback on submitted self-assessments is also available. If this is something you are interested in please contact [Maggie Vail](#).

You can find the Safe Sport Self-Assessment here or at www.usaswimming.org/toolkit



Selection Procedures for the 2016 Junior Pan Pacific Championships

By Mitch Dalton, National Junior Team Director

The [selection procedures](#) for the 2016 Junior Pan Pacific Championships are now posted online.

Please click on the link for full details regarding selection procedures.

The team will be chosen based on the final placings from Olympic Trials. An important point, the Pan Pac Nations have changed the age qualifications to birth year rather than birth date. Therefore, all athletes must be between the ages of 13-18 years as of **December 31, 2016**. (i.e., born in 1998, 1999, 2000, 2001, 2002, or 2003.)



National Open Water Select Camp Assistant Coach/Manager

Application Opens on Monday January 4th

National Open Water Select Camp Assistant Coach/Manager

USA Swimming offers 24 of the country's best distance swimmers the opportunity for a unique motivational and educational experience. The National Open Water Camp is an integral step for athletes to move from the pool to Open Water and then to the international scene.

[Apply here:](#)

2016 Futures Championships

There will be four meets in 2016 at the following sites:

University of Maryland at College Park
Georgia Tech University
University of Texas at Austin
Stanford University

Partial meet information and the map showing LSC assignments can be [found here:](#)

Randy Julian
Sport Development
Consultant
Central Zone
USA Swimming

[719-866-3578](tel:719-866-3578) [719-866-3578](tel:719-866-3578) Direct

[719-440-2421](tel:719-440-2421) [719-440-2421](tel:719-440-2421) Cell
[719-866-4669](tel:719-866-4669) Fax

[719-866-4578](tel:719-866-4578) [719-866-4578](tel:719-866-4578) Office
1 Olympic Plaza
Colorado Spring, Colorado
80909
[email](#)

Sponsored by:

#SwimBiz Conference is Back! Sponsorship, Social Media, Customer Service and More to Ride the Olympic Wave in 2016

How can your swim team ride the Olympic wave? Whether you want to grow membership, build sponsor revenue, improve customer service or grow your social media efforts, the #SwimBiz conference is the perfect way to prepare for the Olympic year and beyond.

The second-annual #SwimBiz: Social Media, Sponsorship and Swimming marketing conference will be held in Colorado Springs, Thursday, March 31 – Saturday, April 2.

#SwimBiz 2016 will feature a keynote workshop from the Ritz-Carlton Leadership Center, one of the world's most renowned brands for customer service. They will share their tested principles of customer service and apply actionable lessons for your swim team. Memorable service can generate word-of-mouth and help you stand out in a landscape that is more competitive than ever for youth sports participation.

"As a sport, we spend so much time focused on the pool and performance, but this conference is designed to turn our back to the pool and promote the team business," said Matt Farrell, USA Swimming Chief Marketing Officer. "If teams want to capitalize on Olympic excitement locally, this is a must-attend event."

Signature #SwimBiz Events

- The Ritz-Carlton Leadership Center – a keynote dedicated to creating memorable customer service experiences that ANY swim team can apply.
- The Last Gold – an exclusive sneak peek at the USA Swimming-produced documentary spotlighting the 1976 women's U.S. Olympic Team and the East German doping scandal. The film is set for release later in the summer of 2016.
- Olympic Experience – a first-hand experience trying an Olympic or Paralympic sport and looking at it through the eyes of a newbie parent. Then take your new perspective and apply it to how a new parent views joining your swim team.
- The Pitch – an all-star panel will hear live, direct pitches from attendees on-site and decide who has the best idea for a 2016 marketing idea to grow participation.
- #SwimBiz Team Marketing Awards – we will recognize the best local marketing and promotional efforts in the sport. Teams will nominate their best marketing campaigns and a panel of experts will decide winners for the Awards Dinner. Acceptance speeches are

140 characters or less! Seriously.

- Food Trucks – back by popular demand this fun event has great food and is a perfect social to meet fellow attendees!

#SwimBiz Session Topics

Below are some of the all-new, featured topics planned as part of the 2016 conference:

- Promoting your coaches in the community (without feeling like you're bragging)
- Developing a social media calendar for your team
- Marketing in your community with small budgets
- Giving sponsors what they want
- Crafting your team's image
- Sponsorship ideas for your next event – big or small
- Generating news coverage
- Simple tools to update social media and create video content
- Implementing the SwimToday campaign
- Case studies from your swim team peers
- More than 15 sessions planned!

Schedule

Thursday, March 31

9 am – 12 pm Olympic Experience (Optional)

12:45 – 4 pm Presentations

- Including our Keynote: The Ritz-Carlton Leadership Center, Memorable Customer Service

5 – 7:30 pm Food Truck Social

7:30 – 9 pm Viewing of the Last Gold

Friday, April 1

8:30 – 12 pm Presentations

12 – 1 pm Lunch

1 – 5 pm Presentations

6 - 8 pm #SwimBiz Team Marketing Awards at the Pinery at the Hill

Saturday, April 2

8:30 – 12:30 pm Presentations

11:30 am Lunch

12:30 End of Conference

Registration

For more details on #SwimBiz and to register now, [please visit](#):

Share It

Register and then share it using the #SwimBiz hashtag. (If you don't know what that means, then we look forward to seeing you in the front row!)

Top Execs Share Their Advice

By Harvey MacKay, Author, Speaker, Syndicated Columnist to the Des Moines Register, December 2015

One of the questions I am often asked is "how to get ahead." I thought it might be helpful to share some lessons from top U.S. executives:

Warren Buffett, chairman and CEO, Berkshire Hathaway: "You follow your passions. You find something you love. The truth is, so few people really jump on their jobs, you really will stand out more than you think. You will get noticed if you really go for it."

Jeffrey Katzenberg, co-founder of DreamWorks: "I don't think it matters how small or how big the task is, if you can do it just a little bit better than what is expected, you will be noticed and rewarded."

Keith Wandell, recently retired CEO, Harley-Davidson: "Just stay true to your values and your principles."

Helena Foulkes, president, CVS Pharmacy: "So I love to run. I like to run long distances."

And I think a lot of times making business decisions is like being a marathoner. In other words, you know what the finish line is that you really want to get to but, along the way, it's not always pure joy. There are really hard moments. But if you keep your eye on the prize, it's part of what drives you to get there."

John Gainor, CEO and president, International Dairy Queen: "I think it's very important that you don't want work to be work. It has to be something that you can enjoy. And if you find that, you can build a great career and enjoy what you're doing. But I think the other thing is equally as important, and that is you need to treat every employee no different than how you want to be treated. Every person in an organization or in a store, their job is critical."

[For the full article click here:](#)

Copyright © 2015 Harvey Mackay University, All rights reserved.

The Need to Slow Down

By The Leadership Coach, Peter Burwash, Sport Travel Magazine, December 2015

Technology has taken major leaps forward in just the past few decades. We went from mail to fax to email to text in a relatively short time.

As recently as 30 years ago, a corporate leader would call in his or her assistant and dictate a letter. Now those same executives spend a good portion of the day pounding away with their thumbs. In an effort to reply right away, they often send a few poorly constructed sentences with spelling mistakes. In addition, in haste, they send curt replies that sometimes come across as impersonal. And a few minutes later comes another text that requires attention. And this goes on long after they leave the office.

Every successful company needs leaders who are both creative and visionary. And if their whole day is taken up by emailing and texting, they cannot be creative. They become responders rather than activators.

If people want to be truly successful leaders, they need to slow down and have some quiet time where they can focus on the future. It's healthy to let the body slow down and relax. Otherwise a leader may simply become the fastest texter in the cemetery.

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.

Accountability Avoidance and the 3 Words That Solve No Problems

Posted by: John G. Miller, QBQ, December 2015

Meet "Wizard the Lizard," an Australian Red Ackie Monitor. Having him as part of my reptile collection has reminded me why it is so easy for humans to avoid PERSONAL ACCOUNTABILITY.

Wizard is my first Ackie. After he arrived from a Las Vegas reptile store, I learned online that good Ackie care involves keeping their environment moist and hot. When kept dry and cool, there is a permanent consequence:

Their toes fall off—forever. :-(

So, a little worried I'd get busy and distracted and do it wrong, I worked hard keeping Wizard warm and wet.

I never did count his toes when I got him, though.

[Read more here:](#)

Nine Things Successful People Do Right Before Bed

by **Business Insider**, February 2015

The very last thing you do before bed tends to have a significant impact on your mood and energy level the next day, as it often determines how well and how much you sleep.

Successful people understand that their success starts and ends with their mental and physical health, which is almost entirely dependent upon their getting enough sleep.

That is why bedtime routines are a key ritual for so many of them—and why the very last thing most successful people do before bed is read.

[Learn all 9 here:](#)

As We Start The New Year...

By **Jim Valvano**, 1993

Laugh, Think and Cry....make a difference.

One of the great motivational speeches of all time!

[Watch here:](#)

25 WEEKS UNTIL OLYMPIC TRIALS!