



In this Newsletter Volume 11 - 03/11/2016

1. Submit Your Nominations for the #SwimBiz Club Marketing Awards & The Fitter & Faster Sharks & Minnows Tank
2. Michael Phelps Returns for One Last Swim in Under Armour's Haunting New Ad Bearded champion preps for Rio
3. Jordan Wilimovsky Named Semi-Finalist for AAU James E. Sullivan Award
4. Coaches Recognition Month
5. How Body Language Trumps IQ
6. Three Reasons Coaches Aren't Respected Like The Old Days
7. 11 Thoughts About Teamwork
8. Critical Things Ridiculously Successful People Do Before 8 AM
9. Code for Success: Establishing Winning Behaviors to Sustain Performance
10. 11 Time Management Tips

Dear Coaches,

Quote of the week:

"Character is like a tree and reputation its shadow. The shadow is what we think it is and the tree is the real thing."

~Abraham Lincoln

Submit your Nominations for the #SwimBiz Club Marketing Awards & The Fitter & Faster Sharks & Minnows Tank Deadlines Approaching:

Are you attending the 2016 #SwimBiz event this year? Make sure you submit your nomination for the #SwimBiz Club Marketing Awards and enter into the Fitter & Faster Sharks & Minnows Tank!

Fitter Faster Sharks & Minnows Tank

Win your share of \$5,000 at the #SwimBiz conference through the Sharks & Minnows Tank sponsored by the Fitter & Faster Swim Tour. Deadline: Friday, March 18th

[Contest and entry details:](#)

#SwimBiz Club Marketing Award Nominations

We want to hear about the best and the brightest promotional efforts from the swimming community. Be sure to nominate your club for the #SwimBiz Club Marketing Awards by March 15th!

Categories:

- Best Use of Social Media
- Best in Sponsorship
- Best in Fundraising
- Best in Multicultural Marketing
- The SwimToday Award
- Marketing Club of the Year

[Nomination form:](#)

Deadline: Tuesday, March 15



Michael Phelps Returns for One Last Swim in Under Armour's Haunting New Ad Bearded champion preps for Rio

By Tim Nudd, AdWeek.com, March 8, 2016

Michael Phelps has been an Under Armour endorser since 2010, but of course, he's only truly in the spotlight quadrennially, during the Olympics. Now 30 years old, the world's greatest-ever swimmer is making one final Olympic push—for the Rio Games this August.

Under Armour is celebrating its hero's last stand with a beautiful and brooding ad from Droga5 that focuses on Phelps's intense training regimen—in other words, everything he's been doing while outside the spotlight to prepare for those precious moments in the



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Sponsored by:

pool.

The most decorated Olympian of all time—with 22 medals in three Olympics, including 18 golds—Phelps certainly looks the part of the aging veteran in the new ad, even sporting a bushy beard (that has to slow him down a few milliseconds in the water, no?). But he's clearly not giving his post-30 body a break.

The ad, part of Under Armour's ongoing "Rule Yourself" campaign, shows Phelps swimming with resistance, lifting weights, carb-loading, taking ice baths, getting barked at by his coach, having restless sleep, and generally looking both determined and haunted by the task ahead of him. (He even undergoes something called "cupping therapy," which looks painful and frankly kind of medieval.)

[Learn more here:](#)

Jordan Wilimovsky Named Semi-Finalist for AAU James E. Sullivan Award

The first swimmer to qualify for the 2016 U.S. Olympic team has his sights set on another esteemed honor this spring. Jordan Wilimovsky (Malibu, Calif.) is among the 16 semifinalists vying for the prestigious AAU James E. Sullivan Award, the Amateur Athletic Union (AAU) announced today.

In the grueling two-step Olympic qualification process for open water swimmers, Wilimovsky was unmatched in 2015. With berths to the Rio Olympic Games on the line at the 2015 FINA World Championship, he was the class of the field in the men's 10-kilometer event, pulling away late to win the world title by 12 seconds. His victory marked the first world title for an American in the men's 10K since 2005. Wilimovsky used a similar tactic to win the U.S. national title earlier in the year and added a victory in the 1500m free at the Phillips 66 National Championships to complete a remarkable season.

In addition to his impressive results in the water, Wilimovsky has given back to the sport by volunteering at Santa Monica Swim Club to conduct swimming clinics with young age-group swimmers, as well as masters-age swimmers.

Wilimovsky could become the eleventh swimmer in history to claim the AAU Sullivan Award and the first since Missy Franklin earned the award in 2012.

[Learn more here:](#)

[Vote here:](#)

YOU CAN VOTE EVERY DAY! SWIMMERS AND COACHES UNITE TO ELECT ONE OF OUR OWN!

Coaches Recognition Month

April marks the start of USA Swimming's Coaches Recognition Month and its #CoachesAre campaign. This digital campaign is aimed at showing the positive impact its 17,000+ coaches are making across the country. In order to capture the great work you are doing, we need to hear from you!

If you could please give a few moments of your time and complete the coaches survey below, it would be extremely helpful in providing content for the campaign to tell your story. The responses will be used on both usaswimming.org and USA Swimming's social media channels.

And please, feel free to share this email – and survey – with other coaches! We have also added a few questions for your swimmers to answer to tell us how awesome you

are! So feel free to pass this along to your swimmers as well.

Thanks,

[Kara Raney](#)

Name:

Team Name:

Location:

1. Why did you want to become a coach?
2. What's been the most rewarding thing for you from being a coach?
3. Finish this sentence: I coach because_____.
4. How do you motivate a swimmer who is having an off day?
5. What's your favorite saying during practice?
6. What's your most memorable moment as a coach?
7. What's the funniest thing that has happened at practice?
8. What's your favorite personal swimming story?
9. Why is swimming the best sport to coach?
10. What life lessons do you hope your swimmers take with them when their swimming days are done?
11. What are your go-to team building activities?

Please feel free to send fun photos and videos of you coaching!

Now it's your swimmers turn! Please have your swimmers answer the following questions about you!

1. What's your coach's favorite saying during practice?
2. Why are swim coaches the best coaches?
3. How does your coach make swimming the most fun sport there is?
4. What's the funniest thing your coach has done during practice?
5. Finish this sentence: My coaches are _____.

How Body Language Trumps IQ

By Dr. Travis Bradberry, Coauthor Emotional Intelligence 2.0 & President at TalentSmart, [Linkedin.com](#), February 28, 2016

When it comes to success, it's easy to think that people blessed with brains are inevitably going to leave the rest of us in the dust, but social psychologist Amy Cuddy knows first-hand how attitude can outweigh IQ.

Cuddy suffered a car accident at the age of 19 which resulted in brain damage that took 30 points from her IQ. Before the crash Cuddy had an IQ near genius levels; her post-crash IQ was just average.

As someone who had always built her identity around her intelligence, the significant dip in Cuddy's IQ left her feeling powerless and unconfident. Despite her brain damage, she slowly made her way through college and even got accepted into the graduate program at Princeton.

Once at Princeton, Cuddy struggled until she discovered that it was her lack of confidence that was holding her back, not her lack of brainpower. This was especially true during difficult conversations, presentations, and other high-pressure, highly important moments.

[Learn more here:](#)

Three Reasons Coaches Aren't Respected Like The Old Days

By Chris Fore, Coachfore.org, February 11, 2016

I read this [article](#) by LA Times sportswriter Eric Sondheimer. It's a tremendous article, and he is RIGHT ON with "sounding the alarm" regarding the bad behavior of student-athletes these days.

There is a phrase in the article that really got me thinking, and prompted me to write this article. He says "What's so baffling is why athletes no longer fear their coaches."

To me, someone who has been coaching high school football for 15 years, it is not baffling at all.

Three Reasons Coaches Aren't Respected Like The Old Days

[Learn more here:](#)

11 Thoughts About Teamwork

Posted by Jon Gordon

1. Teams rise and fall on culture, leadership, relationships, attitude and effort.

Great teams have a great culture driven by great leadership. Relationships are meaningful and teammates are connected. The collective attitude is very positive and everyone on the team works hard to accomplish their mission.

2. It's all about teamwork. Sometimes you are the star and sometimes you help the star.

[See the rest:](#)

Critical Things Ridiculously Successful People Do Before 8 AM

By Dr. Travis Bradberry, Coauthor Emotional Intelligence 2.0 & President at TalentSmart, February 21, 2016

Starbucks continues to grow relentlessly, with CEO Howard Schultz just announcing plans to open 500 new stores a year over the next five years. Much of this growth will happen in China, where Schulz is undeterred by the recent economic slowdown.

While many factors contribute to Starbucks' immunity to economic trends, most are driven by Schultz. Starbucks' massive size hasn't stopped him from realizing his vision of creating a company that's about much more than making money selling coffee; Schultz is committed to selling an experience and a lifestyle, both of which are inspired by a trip to Italy as a child, where he was drawn to the cafe scene.

Schultz is fiercely loyal to his values. When asked how he balances his values with strategic thinking, he said,

"Unfortunately, we live in a sea of mediocrity in all walks of life. We live amid a fracturing of civility. Everywhere we go as consumers, we're getting people who don't want to reach into our hearts or know who we are; they want to reach into our wallets and get some money. The only way we can succeed and sustain growth is linked to the basic elements of one cup of coffee, one customer, and one barista at a time."

Schultz views company strategy and his personal values as one and the same. To this end, he has put massive amounts of money into healthcare for Starbucks' employees (even those who are part time), into free college education for all employees, and into campaigning for human rights.

Schultz's loyalty to his personal values starts every morning at 4:30 a.m. He rises early to make time for his employees, his family, and himself. He starts his morning by sending motivational e-mails to his employees, and then he exercises by taking his dogs for a

walk, before disconnecting from technology to eat breakfast and drink French Press coffee with his wife.

Few of us have hundreds of millions of dollars to invest in our values, but we can all develop the same discipline that Schultz demonstrates each morning—and it isn't just a morning thing; it pays dividends all day long. Research shows that early risers are more proactive than night owls, they're more agreeable and conscientious, and they're happier than people who sleep in.

There are many ways to utilize the early morning hours effectively, but some of the best ideas come from ultra-successful people like Schultz. Here are eight of my favorites.

[Learn the eight here:](#)

Code for Success: Establishing Winning Behaviors to Sustain Performance

By Insight for Leaders, March 2016

In 2013 Fran Millar became Team Sky's Head of Winning Behaviors at a time when the British cycling team's leaders felt the organization was at risk of starting to drift. Success had come quickly to them with Tour de France triumphs in 2012 and 2013 but a poor season followed in 2014. Team Principal Sir Dave Brailsford preempted that slide to appoint Fran, who also serves as the team's Director of Business Operations.

Fran's role in codifying Team Sky's success enabled the team to identify what had brought the team success in the previous three years and how they could use that to sustain their winning culture. She says: "We had been this very tight unit with a very clear vision that knew what it was doing, where it was going and what role it was playing and now the question was 'what's next and what's everyone's role in this and what does success look like and how are we going to manage it?' so we decided to try to codify what had got us to where we were."

With a framework in place Team Sky has been able to identify their culture and ensure organizational cohesion and buy-in at all levels of the team.

[Learn more here:](#)

11 Time Management Tips

Coming to Grips With the Time Management Myth

By Aboutmoney.com, February 9, 2016

Do you feel the need to be more organized and/or more productive? Do you spend your day in a frenzy of activity and then wonder why you haven't accomplished much?

Time management skills are especially important for small business people, who often find themselves performing many different jobs during the course of a single day. These time management tips will help you increase your productivity and stay cool and collected.

[Time Management Tips](#)