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Dear Club President,

An archive of previous editions can be [found here](#):

When you change members out on the board please add or delete folks by [emailing here](#):

Quote of the Month:

"Every organization, every social movement, begins with a dream. The dream, or vision, is the force that creates the future."

~The Leadership Challenge, 5th Edition

2016 Registration Information

From our Director of Risk Management and our in-house Legal Counsel

When completing the annual club application form, clubs and organizations must list any and all of the legal entities and business names associated with the club and all facilities used by the club in order to ensure timely processing and resolution of insurance claims. Satellite clubs that operate with a different legal name than the parent club must be listed on the parent club's application form. If our insurance company receives a claim from an entity or facility that is not listed on the USA Swimming club application form, the claim may be denied. Questions about insurance coverage should be directed to [George Ward](#)

Thank you.



Rental Car Discount and Insurance Available to Member Clubs

This communication is provided as a reminder that USA Swimming has extended its negotiated rental car, van and SUV pricing with National Car Rental and Enterprise Rent-A-Car to all USA Swimming Member Clubs. This discounted rate is valid during Swimming sanctioned events, meets, practices or approved social events. Save travel dollars by taking advantage of this special opportunity.

Quick Facts:

- Program discount code for Enterprise and National: XZ12940
- This negotiated pricing includes full insurance (CDW with \$0/deductible and Liability of \$100,000/300,000/50,000)
- Additional driver fee is WAIVED for all business type rentals.
- Pricing is negotiated for Enterprise Rent-A-Car and National locations on AND off Airport.
- Program extends nationwide and in Canada (pricing in Canada does not include insurance)

[Additional Information:](#)

The booking instructions document is [available here](#):



Dave Thomas
Sport Development
Consultant
Southern Zone
USA Swimming
719-866-3573 Direct Line
719-330-3824 Cell
719-866-4669 Fax
719-866-4578 USA
Swimming Office
1 Olympic Plaza
Colorado Springs, Co. 80909
[email](#)



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Great Mission. Bad Statement

By Erica Mills, Sanford Social Review, Jan. 15, 2016

The rampant, widespread use of boring, convoluted language is costing the social sector a lot of money. Here's why: Nonprofits are spending more to get people involved in their cause simply because no one can understand what they're saying. The language they use to convey who they are, what they stand for, and what they do confuses donors, volunteers, staff, and board. And when people are confused, they don't fully engage.

Luckily, this is a fixable problem, and there are [three things](#) organizations can do to solve it...

Volunteer Recognition Month is Coming Soon and We Need Your Help!

During the month of March, USA Swimming highlights the countless dedicated volunteers who make swim events possible through a social and digital campaign called #1VolunTeam!

USA Swimming would like you to submit photos recognizing volunteers that we can share throughout March. If you have videos or photos, please e-mail them to [Kara Raney](#) along with your team name and location.

We appreciate the help!

Upcoming Free Webinar

By BoardSource, February 2016

As a part of USA Swimming's ongoing efforts to provide leadership and skill-building resources that support and strengthen swim clubs and each of you as leaders, we are pleased to offer you a complimentary annual membership with BoardSource. This yearly membership normally would cost you \$99/year per person. This membership is recommended for both the Head Coach and all Board of Director members.

If you're not already familiar with BoardSource, it is widely recognized as the leading organization promoting exceptional nonprofit governance and board service. BoardSource membership is a year-round educational resource that helps to connect, engage, inform, guide, counsel, and support a community of thousands of nonprofit leaders from across the country.

Your complimentary BoardSource membership includes access to over 170 downloadable governance documents, a monthly newsletter and access to their free monthly webinars on important issues facing board leaders.

It's very simple to activate your membership! Just visit <http://www.BoardSource.org/usaswimming> and complete the membership registration form.

[Building Your Board Bench](#)

February 22
2:00–3:00pm ET

There are new strategies and vehicles for recruiting board members and concrete steps your organization can take to set the board, and your organization, up for success. Join

us to learn more about how to leverage these innovative strategies as well as simple best practices.

[Building the Board You Really Need](#)

February 24
2:00–3:00pm ET

A balanced, engaged, and connected board is critical to any organization's long-term success. Make sure that you have the right people around your board table and that everyone is contributing to his or her maximum potential. It's an exciting challenge that can take an organization to the next level of growth, impact, and financial sustainability.

Why We Struggle to Communicate (and How to Fix It)

By Dr. Travis Bradberry, Coauthor Emotional Intelligence 2.0 & President at TalentSmart, Dec 20, 2015

When it comes to communication, we all tend to think we're pretty good at it. Truth is, even those of us who are good communicators aren't nearly as good as we think we are. This overestimation of our ability to communicate is magnified when interacting with people we know well.

Researchers at the University of Chicago Booth School of Business put this theory to the test and what they discovered is startling. In the study, the researchers paired subjects with people they knew well and then again with people they'd never met. The researchers discovered that people who knew each other well understood each other no better than people who'd just met! Even worse, participants frequently overestimated their ability to communicate, and this was more pronounced with people they knew well.

[Learn more here:](#)

What Leadership Skills Do You Need?

By AboutCareers.com, December 29, 2015

What Are Leadership Skills?

Leadership is the ability to guide a group of people toward a common goal. It is not one specific skill that makes one a good leader, but rather a set of them. Each is valuable on its own, but taken together, these leadership skills allow an individual to succeed in certain occupations or advance through the ranks of an organization. To be an effective leader, you [must be able to:](#)

The Secret to Teamwork across Generations

By The Center for Creative Leadership, January 2016

Not a Millennial? Feeling a little out of sync with the younger generation as you work on projects and in teams? Here's a secret.

They're a lot more like you than you might expect.

For example, Millennials want to be a part of a team. "Millennials value teams, because it enables the work and their goals, but also because of the social interactions it provides," says CCL's Jennifer Deal. "Working on teams — with people they trust and care about — is how Millennials feel connected to the organization." Probably much like you.

Creating a team dynamic that works for everyone is essential — and it can be done. Try these tactics, adapted from Deal's new research-driven book, *What Millennials Want from Work*, co-authored with Alec Levenson.

[Learn more here:](#)

How Is a Nonprofit Different from a For-Profit Business?

Getting Beyond the Myths

By Joanne Fritz, Nonprofit Charitable Orgs Expert, October 2015

It's astonishing that one of the most frequent questions about forming a nonprofit comes from business owners who wonder if, since their business is not profitable, they can turn it into a nonprofit.

The term "nonprofit" is unfortunate because it leads to a vast misunderstanding of what charitable organizations do, and the role they play in our society. It's not about having or not having a profit.

[What makes an organization a nonprofit is that:](#)

Learn How to Say That Dirty 2-letter Word

By Harvey Mackay, Harveymackay.com, January 28, 2016

The other day I was with a friend who was telling me how stressed he was. He felt everyone wanted a piece of him and he was spread too thin. He didn't want to disappoint people, especially family. I told him he needed to learn how to say no.

Like most of us, he had no idea how to gracefully but firmly decline requests.

Why is it so hard? It's just a tiny two-letter word that is tremendously liberating. So why do we feel so guilty saying no? Do you recognize these descriptions paraphrased from Michelle Tullier's "The Complete Idiot's Guide to Overcoming Procrastination"?

Some people have a great sense of duty and obligation. They feel like they have to say yes to almost anything they are asked to do — and end up feeling resentful and burned out. Remember, taking care of yourself is important, too.

[Learn more here:](#)

The material in this e-mail is provided for educational and informational purposes only and does not constitute a recommendation or endorsement with respect to any company or product. One of the objectives of the USA Swimming Club Development News is to make coaches aware of potential resources available.

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