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## Dear Coaches,

### Quote of the week:

**"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others ."**

~Anthony Robbins

## 2017 Club Excellence Program Information & Time Standards

2017 Club Excellence program information is now available on the Club Excellence page of the USA Swimming website. The document posted at the following link provides basic info regarding club eligibility, athlete eligibility, time standards and performance requirements for the 2017 program.

As in past years, every club that submits an application will be ranked according to the Performance Scoring component of the program. Scoring is based on the FINA Points Table, a power point rating system that assigns point values to swimming performances that better the published Gold, Silver and Bronze time standards. Starting in 2017, points for Gold swims will be multiplied by a factor of 2.0 and points for Silver level swims will be increased by a factor of 1.5. This change is intended to give greater weight to the quality of performance by placing a higher value on the Gold and Silver level swims.

More information about the 2017 program is available [at this link](#).



## 60 Days to Omaha (really 51 days from this being sent out)

Here is [the link](#) to a 30-minute highlight show about the U.S. Olympic Team Trials for Swimming.

## Gold Map to Help Local Teams

By NBC

NBC has launched its "Gold Map" program which started during the Olympic Winter Games in Sochi. As fans watch the Trials and Olympic Games coverage this summer, NBC will be doing on-air mentions and promotions about joining local sports teams and helping drive youth participation.

This was an idea that was part of the pitch to the IOC to extend NBC's broadcast partnership. Beyond a financial bid, NBC also wanted to show its commitment to the future of the Olympic Movement and youth sports.

This is a great feature for us and all Olympic sports and another way to drive swimming participation this summer. Be on the lookout during the Trials coverage for on-air mentions of this.

NBC put together [a great video](#) on the page as well to explain the program.

Make sure your contact information is correct and up-to-date in the [SwimToday](#) system . Or contact your L.S.C. to update your information!



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## A Follow up to Last Week's Blog: The Importance of your Signature

Footage Courtesy of NBC Sports and The Golf Channel, April 2016

Jake's Takes: Arnold Palmer's Signature Is your signature drawn so that fans can read it?

[Watch the video here:](#)

## Build Better Bones in the Swimmer

By Jill Castle, MS, RDN

As the mom of a swimmer and a childhood nutritionist with a special focus on young athletes, I've often wondered about the bone health of young athletes. Certainly, a healthy diet and exercise contributes to healthy bones... but is it enough?

Childhood and adolescence are when bones are built. If bone health is not established during this time, the risk of future osteoporosis (weak, brittle bones) is real. In fact, it is estimated that by 2020, 50% of Americans will be at risk for bone fractures related to osteoporosis, according to the National Osteoporosis Foundation.

[Learn more here:](#)

## How Low Can You Go—Considerations for Low-Carbohydrate Diets

By Debra Wein MS, RD, LDN, CSSD, NSCA-CPT,\*D and Esther Bustamante RD, NSCA-CPT

Recent research has developed new ways of approaching macronutrient ratios that challenge the conventional way of thinking. This article takes a look at what is usually recommended for athletes, as well as different lower carbohydrate variations.

[Full Article:](#)

This article provided courtesy of the [National Strength and Conditioning Association](#) (NSCA).

## Do You Need Tickets For Trials?

As the 2016 qualifying season approaches, [PrimeSport](#) is your destination for tickets for the U.S. Olympic Trials - Swimming. The [#RoadtoRio](#) just got a little bit more exciting!

Check it out now by visiting PrimeSport at [www.primesport.com](http://www.primesport.com) for [more details:](#)

## The 5 Levels of Communication

By Del Harris, Author, [TheCoachingToolbox.com](http://TheCoachingToolbox.com), May 3, 2016

Thoughts on communicating in Mentorship

Five levels of communication. When speaking to groups about relating to others more effectively from a leadership position such as coaching, I often specify five levels in communicating with team members. Each succeeding level requires a bit more volume and urgency in order to be effective.

[Learn more here:](#)

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## Mean Tweets

Really powerful video about sexism in sports and conduct on social media. Your words do affect many....

[Watch this video:](#)

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## Ten Simple Patterns of the Most Insanely Successful People

By Chris Dessi, CEO, Silverback Social, April 2016

Here are some proven patterns for achieving your goals, gathered through numerous in-person interviews of successful people from all walks of life.

[Learn more here:](#)