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Dear Coaches,

Quote of the week:

"Success is in the doing, not the getting; in the trying, not the triumph. Success is a personal standard, reaching for the highest that is in us, becoming all that we can be. If we do our best, we are a success."

~Zig Ziglar

USA Swimming Teams with Tugg to Arrange "The Last Gold" Film Screenings Nationwide

Feature-length film on 1976 U.S. Women's Swim Team opens in theaters on July 11

COLORADO SPRINGS, Colo. – USA Swimming announced that it is partnering with Tugg, Inc. ("Tugg") to release ["The Last Gold,"](#) a feature-length film on one of the greatest untold stories in Olympic history, nationwide on Monday, July 11. Tugg is an event platform that helps anyone set up personalized screenings in theaters and community venues across the country.

Through Tugg, individuals and swim teams register to host a screening or attend a scheduled screening of "The Last Gold" at a local venue. Once the necessary amount of people commit to attending, the event will be confirmed, and Tugg will reserve the theater, manage ticketing and ensure delivery of the film. Tugg works with theaters in all 50 states such as AMC Theatres, Alamo Drafthouse, Carmike Cinemas, and Studio Movie Grill and has a theatrical library of over 1,800 films. Events can also be hosted at schools, recreational facilities, and other community centers.

To purchase tickets or to host a screening, visit: <https://www.tugg.com/titles/the-last-gold>. Currently screenings are scheduled for 136 cities in 34 states.

"The Last Gold' is a way to honor the women of this 1976 team and serve as an inspiration," said Chuck Wielgus, Executive Director of USA Swimming and Executive Producer of the film. "Launching the film in partnership with Tugg ensures the largest national reach for the film, and also a way to involve the swimming community and teams to bring it to their area."

Considered one of the greatest untold stories in Olympic history, "The Last Gold" details the heroic efforts of the women's 1976 U.S. Olympic swim team as it competed against the systematically-doped East Germans. After an entire competition of disappointing results, winning no races and facing critical media that heaped on additional pressure, the U.S. women rallied together to do as a team what they could not do individually – win gold.

Directed by 15-time Emmy winner Brian T. Brown and narrated by Emmy Award-winning actress Julianna Margulies, "The Last Gold" will have its World Premiere during the LA Film Festival on June 6 in advance of its theater debut on July 11.

For more information about "The Last Gold," visit: www.TheLastGold.com

Dory and Friends Inspiring Movie-Goers to Find a Swim Team on SwimToday.org

USA Swimming has teamed up with Disney•Pixar's feature summer film "Finding Dory" to encourage families around the country to not only find Dory, but to find a swim team



Randy Julian

Sport Development
Consultant
Central Zone
USA Swimming
[719-866-3578](tel:719-866-3578) Direct
[719-440-2421](tel:719-440-2421) Cell
[719-866-4669](tel:719-866-4669) Fax
[719-866-4578](tel:719-866-4578) Office
1 Olympic Plaza
Colorado Spring, Colorado
80909
[email](#)

Sponsored by:

through the SwimToday program!

[Click here](#) to learn more about the summer collaboration

FINDING DORY dives into theaters June 17th!

Gather your school of friends and swim over to your local theater to see the unforgettable journey!

For special group pricing call 1-800-DISNEY-6 ([1-800-347-6396](tel:1-800-347-6396))

#FindingDory
#JustKeepSwimming

[Click here](#) to learn more about the summer collaboration between SwimToday and Finding Dory

Tendinopathy and a Preventative Management Strategy for the Strength and Conditioning Professional

By Keith Chittenden MS, CSCS,*D, TSAC-F,*D

Tendinopathy is a pathological condition that occurs when a tendon is repeatedly injured and degenerately breaks down. Specific exercise programming may help prevent tendinitis from occurring.

[Full Article:](#)

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

Why Should Your Team Host A USA Swimming Foundation Swim-A-Thon™?

Because it is the fundraising platform that works! So far this year, swim teams across the country have raised over \$1.3 million dollars from hosting a USA Swimming Foundation Swim-a-Thon. Your team can receive great benefits that will help motivate and reward your swimmers, including incentive awards like backpacks, towels, t-shirts, and Deck Pass patches™ and entry into our national Swim-a-Thon™ contest. When you host a USA Swimming Foundation Swim-a-Thon you are not only raising valuable funds for your club, athletes and coaches, but 5% of the gross proceeds from your fundraiser goes to support the sport of swimming through the USA Swimming Foundation's programs and initiatives. Discover just how fun fundraising can be! Find out more and sign-up by [visiting our website](#).

Five Things You Should Know About Leaders

Posted by John G. Miller, QBQ.com, May 25, 2016

Since we all love a good list, let's get right to it!

[Leaders are:](#)

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Five Team Themes to Help Develop Your Culture

This article was written and contributed by Scott Rosberg, CoachingToolbox.com, May 2016

For quite a few years now, I have established and taught team themes with my teams. Whether it be our team's core covenants, John Wooden's "Pyramid of Success," or just random life lessons that I believe are important to discuss with our kids, we have had some kind of focus each week throughout the season. This week I am going to talk about five of the themes I have used, and next week I will pick five more to discuss. All ten of these themes make up ten sections of my gift book for graduating seniors called Inspiration for the Graduate. The book covers each theme in more detail, and there are many more quotes to support the themes.

[Learn more here:](#)

Another Five Team Themes to Help Develop Your Culture

This article was written and contributed by Scott Rosberg, CoachingToolbox.com, May 2016

I wrote about 5 team themes that I have used with my teams through the years to help develop our program's culture. If you missed that post look above to read it. Today, I am going to talk about five more of the themes I have used through the years. Also, if you are interested in more themes & quotes or more information on establishing team themes with your teams, I highly recommend you pick up a copy of Bruce Brown's book 1001 Motivational Messages & Quotes at the [Proactive Coaching website](#).

[Learn more here:](#)

Three Ways Coaches Can Inspire Their Athletes

By John O'Sullivan, Published in Coaching, High School Sports, Youth Soccer, May 31, 2016

A few nights ago I went to a graduation. Not a high school or a college graduation, but one far smaller, and far more personal. In fact, there were only seven kids, one of which was my 9-year-old son TJ. He and six others were being recognized by their amazing teacher for their dedication, hard work, and persistence in overcoming their struggles with a language-based learning disability that strikes one in five children. They all have dyslexia.

The teacher began the ceremony with a talk about self-efficacy.

"Self-efficacy," he said, "is the belief that your effort and hard work matter. It's a child's belief in their ability to achieve their goals and complete tasks. In our schools, in our sports, so many times these kids lose that belief because of a learning disability. They are called slow learners, they are called frustrating, they can't sit still so they are called disruptive, and yet, in reality, they probably work harder than anyone else in their class. They just have a disability that impedes their progress, through no fault of their own. They work so hard, and yet are led to believe that their work does not matter. So they eventually give up."

One by one the seven kids were called to the front of the room, and their teacher described their unique gifts, their unique paths, and how they had overcome their own unique struggles in school and in life. He gave each of them an award related to their contribution and development, not just in reading, but in art, in laughter, and in relationships with others. He caught them being good at things and recognized them for it. And as he described each award, I saw an amazing thing: a smile on each kid's face that could light up a room.

As the famous conductor and speaker Benjamin Zander says: "Look at their eyes. If their eyes are shining, you know you're doing it."

I saw seven pairs of eyes shining that day. Which brings us to an important question:

Are your players' eyes shining when you coach?

[Learn more here:](#)

Six Ways Technology Can Improve Volunteer Training

By Katy Munson, Concordiatechnology.org, April 7, 2016

(Note: we came across this article on Vacation Bible School and noticed many similarities to the volunteers that many swim clubs use)

Volunteer Training Matters

Whether serving as a VBS volunteer or being part of a recruitment team, I've found the following questions generally come up in some form or fashion:

- What is the time commitment?
- What all will I be responsible for?
- Will I be trained?

The best answer for such inquiries? A well-planned training system or strategy, of course! Training serves several purposes including, but not limited to, sharing a ministry's vision and goals; communicating general information, responsibilities, and safety protocols; equipping individuals and teams with the resources necessary to succeed; and building an atmosphere of support and encouragement.

[Learn more here:](#)

Nine Ways to Be a Great Team Member

By Jon Gordon, May 31, 2016

While watching all the great sporting events on television this weekend it was clear that no one achieves success alone. We all need a great team to accomplish great things. We are at our best when we are surrounded by those who want the best for us and when we are bringing out the best in others. This goes for sports, business, work and families. In this spirit I want to share 9 ways to be a great team member.

[Learn more here:](#)

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