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Dear Coaches,

Quote of the week:

“When you believe in yourself, anything is possible.”
~Sam Glenn

Nominate Your Team for the #SwimBizClub Marketing Awards

Nominations are now open for the #SwimBiz Club Marketing Awards! We want to hear about the best and the brightest promotional efforts from the swimming community. A panel of industry professionals will review submissions and select the winning USA Swimming member clubs. Those teams chosen will be recognized for marketing excellence.

- **Best Use of Social Media:** This award recognizes a club that has the best content or campaign on social media across any social network such as Twitter, Facebook, Instagram, Pinterest or Vine. Tell us about your growth, or how your club used social media in a creative way to support your club's business.
- **Best in Sponsorship:** This award acknowledges a club who has the most unique strategy to bring in sponsorships and financial support to the club. Tell us about how your creative approach to sponsorship helped land a new partner, improve the meet experience or just raised dollars for your club.
- **Best in Fundraising:** This award recognizes a club that created a unique fundraising program. Tell us about how your team rallied behind a cause, supported a local organization or just thought beyond the bake sale to raise funds for your own club.
- **Best in Multicultural Marketing:** This award recognizes a club that planned a successful marketing or outreach campaign specifically-targeted at a multicultural audience to invite them to the sport of swimming and your team.
- **The SwimToday Award:** This award recognizes a club that designed a marketing based program that grows the sport whether it is attracting new members or engaging existing swimmers with incentive programs that keep them engaged. Think “outside the pool” for this one!
- **Marketing Club of the Year:** This the signature award of the conference and the year to reward marketing excellence! This award is a combination of all the previous awards. Any submission above will be qualified for the Marketing Club of the Year. Tell us about how your club distinguished itself from the rest in terms of innovation and creativity to promote your club and the sport of swimming.

Awards will be given based on the size of year-round membership in your club with three levels: • 1-150 Swimmers • 151-300 Swimmers • 301+

Nominations will be submitted through an email application to [USA Swimming](#) by 5 pm Mountain Standard Time on **Tuesday, March 1, 2016**. The award will be presented at the #SwimBiz Club Marketing Awards in Colorado Springs, CO on **April 1, 2016**. Acceptance speeches will be 140 characters or less and include the #SwimBiz hashtag. Recipients will read the acceptance “speech” at the awards dinner and USA Swimming will immediately post on social media with pictures of the winners!

[Click here](#) for more details about the #SwimBiz Marketing Awards application.



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Diversity Select Camp Applications Available for Athletes and for Camp Staff

The applications for athletes and also for assistant coaches for the 2016 National Diversity Select Camp are now available

[Athlete and Assistant Coach Application](#)

Each spring, USA Swimming invites 48 athletes from underrepresented populations to participate in a three-day camp program which includes pool training, motivational and education sessions and team-building activities. Selection is based on times swum at USA Swimming sanctioned events.

The deadline for both applications is Monday, February 8, 2016.

[Diversity Select Camp Information](#)

Top Tips for Fueling a Teenage Swimmer

By Chris Rosenbloom, PhD, RDN, CSSD

Many parents ask how they can help their teen swimmer optimize training when practicing two hours a day, six days a week. They want to know how a teen swimmer can keep his or her energy level up while making sure to get needed nutrients. Here are some tips to get 2016 off to a good start.

A good nutrition plan starts with an assessment. Set aside a few minutes with your teen swimmer and ask these questions. You might think you know the answers, but you might be surprised.

[Learn more here:](#)

2016 Women's Leadership Summit

Registration is now open for the Women's Leadership Summit in Black Forest, CO from April 8-10, 2016!

This Summit is designed for women coaches looking for an opportunity to grow both personally and professionally. The Summit will be a weekend retreat for amazing women to convene, connect, brainstorm with others and grow their network.

[Click here](#) for more information & registration:

Is It A Food, A Dietary Supplement, Or A Drug? Answer: It Might Be All Three

By USADA

A common misconception is that a product must either be a food, a dietary supplement, or a drug because there is some intrinsic property or ingredient that makes the product fit into one of those categories. That is not entirely true. To determine whether something is a food, a supplement, or a drug, there are many aspects to take into consideration. These include: the ingredients, how it is made (manufactured/prepared), how it is represented (how it is labeled), and how the company intends for consumers to use the product.

[Learn more here:](#)

Navy's Niumatalolo Staying About Much More Than Wins and Losses

By Justin Mears@jmears26 on Dec 18, 2015

Coach Niumatalolo has done wonders for the Navy Football program in his eight years at the helm, but I want to say up front that this article has nothing to do with stats (although a few get mentioned), wins, losses, or program records. If you want a look at what Coach Niumatalolo means to the Navy football program in that respect, you will be disappointed.

This is about Coach Niumatalolo the man and leader. While Coach Niumat staying will continue to mean great performance on the gridiron, his staying means so much more because of who he is and what he represents as the leader of Navy Football.

This was supposed to be a thank you letter. Just like many, I was prepared to write a somber response to a great coach leaving for reasons that no one could fault him for. Stating from the beginning that the interest in the BYU football head coaching position was all about his faith and the chance to coach his two sons leaves little to no room for judgment and criticism.

This is part of what makes Coach Niumat so great.

[Read more here:](#)

Education & Experience Don't Guarantee Success—Attitude & Habits Do

The 5 difference-makers that fast-track your career

By Larry Alton June 24, 2015

Professional success is a culmination of many factors. Your education matters—maybe not as much as you think, but a degree in your field can really jump-start your progress. Your experience certainly matters, but that can only come to you after years of dedication. Your talent matters, too, but aside from skills (which develop from experience) most of your talent is innate, meaning you have a natural tendency to perform well in certain areas more than others. Your network of contacts matters, but you can't always control who you interact with. And ultimately, at least some of your career success is going to come down to a factor of luck. Looking at these things, it seems like there is little you can control. But none of these things will matter if you neglect the most important things you need to create for yourself:

[Learn more here:](#)

Google's Surprising Discovery About Effective Teams

By Stéphanie Thomson, World Economic Forum, Dec 9 2015

Google has done extensive research into the skills and character traits of a good manager. But what about the rest of the workforce? For any large organization to thrive, entire teams need to gel together to succeed.

In 2013, the internet giant decided to explore this issue. After all, of its 37,000 staff members, only 6,000 of them were managers or directors. Were the other 31,000 staff members as effective as the people leading them?

[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:](#)

Why We Have Two Ears

By The Leadership Coach® is Peter Burwash, SportsTravelMagazine January 2016

Why is it that we have two ears.

Why is it that we have two ears and why are they designed to never shut? Because listening is one of the most important things in life, particularly for leaders, teachers, coaches and parents.

Great leaders lead by asking questions, not just issuing instructions. And they genuinely listen to the answers. A bad sales person sells and talks first. A good sales person asks lots of questions and then sells what the buyer needs. Or consider coaches, especially those at high schools. A smart coach will ask players why they are coming out to participate. One player may say "I love the sport," while another may explain, "my parents want me to." Hearing these responses, a coach may be able to adjust the communication accordingly.

Over years of studying leadership, I have learned that the leaders who have an edge are the ones I call creative listeners. They are simultaneously listening and creating new ideas based on what they hear. Rather than just listening and filing away the information, they actually do something with it. That one extra step separates the great leaders from the average leaders.

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.