



In this Newsletter

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Dear Coaches,

Quote of the week:

"A challenge is nothing more than an opportunity to be better than we were."
~Clark Wilson, Coach, Philosopher, Comedian

The Chuck Wielgus Blog: Pan American Games

The XVII Pan American Games recently concluded in Toronto and virtually all reports are that the event was a great success. The aquatic facility in Toronto was exceptional. The meet was well run, and there were sellout crowds for every night of the Finals.

We sent a team of 18 men and 18 female pool athletes to Toronto. These athletes won a total of 32 medals (12 Gold, 10 Silver & 10 Bronze) to lead all countries. Brazil was second with a total of 26 medals (10 Gold, 6 Silver and 10 Bronze), and Canada was third with 27 medals (8 Gold, 10 Silver & 9 Bronze).

My first exposure to the Pan American Games came when I was serving as the executive director for the U.S. Canoe & Kayak Team from 1989-96. In that capacity, I had the opportunity to be involved in sending teams to the 1991 Pan Am Games in Havana, Cuba and the 1995 Pan Am Games in Mar del Plata, Argentina. Next to the Olympic Games and World Championships, those Pan Am Games were the most important competitions in which we participated and we would send our top athletes. This is true for most sports.

At USA Swimming, the Pan American Games are an important part of our quadrennial plan for success at the Olympic Games. Two years out from the Olympic Games, we select three separate teams that in the following year will be sent to the FINA World Championships, World University Games and the Pan American Games.

By having a separate team for each competition, we provide approximately 140 different athletes and more than 25 different coaches with the opportunity to prepare for and participate in a major international competition. Another 52 athletes and eight coaches will be selected at the U.S. Junior National Championships in San Antonio next week to represent Team USA at the FINA World Junior Swimming Championships in Singapore at the end of August.

It was especially nice to see the Pan Am Games televised by ESPN. It's been a long time since the Pan Am Games received this kind of television exposure, and I thought ESPN did a really nice job. Having the Games in Toronto certainly helped.

Toronto is Canada's largest city, and yet there is a coziness to it that makes it a very comfortable and easy city to visit. As with every other city I've visited in Canada, I always come away impressed with the casual diversity that seems to be an ingrained part of Canadian life. People of all ethnicities mingle together and wherever you go there is a social mix that is something we should aspire to here at home.

In 2010, I had the honor of running with the Olympic Torch in the lead-up to the Winter Olympic Games in Vancouver. I carried the torch through a residential section of Calgary at 6:30 in the morning. Unbelievably, both sides of the street were lined with people; some of them literally in their bathrobes and drinking a cup of coffee. Again, there was that casual, easy-going and friendly manner that seems so much a part of the Canadian culture.

USA Swimming has many Canadian friends, and our relationship with Swimming Canada has always been a collaborative one. Our National Team Managing Director, Lindsay (Benko) Mintenko is married to Mike Mintenko, who swam for the Canadian Olympic Team. Mike works for Myrtha Pools, one of USA Swimming corporate partners.



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We have another important Canadian friend in Harold Cliff, President of the Omaha Sports Commission. I first met Harold when he served as the CEO for Swimming Canada. He later went on to run the FINA World Swimming Championships in Montreal in 2007 and Melbourne, Australia in 2011. These experiences prepared him well to move to Omaha and take an instrumental leadership role with the U.S. Olympic Team Trials.

The Canadians are to be congratulated for organizing and putting on a great Pan American Games. The venues were excellent, the transportation systems worked and the volunteers were exceptional. They also elevated the stature of these Games and raised the bar for the next Pan American Games to be held in 2019 in Lima, Peru.

All of Chuck Wielgus's blogs can be found by [clicking here](#).

Deck Pass Needs Your Help Survey

We need your help! We are interested in your feedback on how the Deck Pass app might better serve you as athletes, coaches, members and parents! Please take a few minutes to answer some questions on how you use the Deck Pass app, what you would like to see more of in the future and new features that would make the app more valuable to you.

[Take the survey here:](#)

Six Healthy Foods that Fool Young Swimmers

By Jill Castle, MS, RDN

Jake was drinking a sports drink at lunch. Shelley ate 5 or 6 handfuls of nuts for her after-school snack. Graham guzzled OJ in the morning.

What do these young swimmers have in common? They all thought they were healthy eaters.

Being a healthy eater means knowing which foods promote health and how much to eat. Some foods have the appearance of being healthy, but when you look at the ingredients and analyze their nutrition, they fall into the unhealthy zone. Other foods may be truly healthy items, but eating large amounts pushes them to the unhealthy side.

Many consumers are fooled by the food they eat. These 6 foods may be fooling your young swimmer, and here's why:

[Learn more:](#)

USA Swimming and Swim Today Introduce #SwimVite Contest

USA Swimming and Swim Today invite all current athletes, coaches and parents to introduce others to the #FunnestSport through a new social media campaign called #SwimVite.

The concept of #SwimVite is simple – come up with a creative and unique way to invite someone to try the sport of swimming and capture it on social media. Submit using the #SwimVite hashtag and the best images and videos will be selected to be a part of an NBC television segment during the 2015 Phillips 66 National Championships.

USA Swimming athletes Ryan Lochte (Daytona Beach, Fla.), Conor Dwyer (Winnetka, Ill.), Cullen Jones (Irvington, N.J.), Cammille Adams (Cypress, Texas) and Emma Reaney (Lawrence, Kan.) will help launch the campaign by showing off their own creative invitations.

[Here are some examples of a #SwimVite:](#)

Broadcast Schedule for 2015 FINA World Championships & Phillips 66 National Championships

U.S. Broadcast Schedule

Date (EDT)	Time	Network	Live/Taped
Sunday, August 2	:30-3:30 p.m.	NBC	Taped
Monday, August 3	10:30 a.m.-12:30 p.m.	Universal Sports	Live
Tuesday, August 4	10:30 a.m. - 1 p.m.	Universal Sports	Live
Wednesday, August 5	10:30 a.m. - 1:30 p.m.	Universal Sports	Live
Thursday, August 6	10:30 a.m. - 1 p.m.	Universal Sports	Live
Friday, August 7	10:30 a.m. - 1 p.m.	Universal Sports	Live
Saturday, August 8	3-4 p.m.	NBC	Taped
Sunday, August 9	2:30 - 4:30 p.m.	Universal Sports	Taped
Sunday, August 9	1:30 - 2:30 p.m.	NBC	Taped
Sunday, August 16	1 - 3 p.m.	NBC	Taped

Mental Training Skills And Tools For Athletes

by Dr. Christine Lottes, PELINKS4u.org, July 2015

Training Your Athletes To Be Mentally Tough

Mental Toughness is the ability to play one's best in any situation, particularly when encountering problems, adversity, or failure. Mental Toughness is the result of using mental skills in a way that brings out the best in athletes when they have the most at stake.

As coaches we get athletes' bodies ready by doing off and preseason physical conditioning. We also drill athletes on techniques (skills) they need for their sport and the tactics and strategies of their sport. But how do we get athletes' minds ready? The research shows that sport is 50-70% mental. So how do we make them mentally tough? When it comes right down to it, how often have we found ourselves asking an athlete to do something mentally that we haven't trained the athlete to do? Have you ever said or heard some other coach say anything like the following to an athlete? "Relax, you're too keyed up." "You're dragging, pick it up." "Get your head in the game." "Let it go- forget it and get back into it." "What were you thinking?" "Hey, leave everything off the field, deal with it later." "We've been over this again and again, now where were you supposed to be?"

Mental errors, made by mental rookies.

[Learn more:](#)

Psychological Skills Training series:

[1.Training Your Athletes to be Mentally Tough](#)

[2.Mental Training Tools](#)

[3.Goal Setting and Self-Confidence](#)

[4.Imagery](#)

[5.Relaxation and Energization](#)

[6.Self-Talk Skills](#)

[7.Energy Management](#)

[8.Stress Management Skills](#)

[9. Breathing Easy Drill](#)

[10. Staying on the Ball Drill](#)

[11. Mental Rehearsal, Phase I](#)

[12. Psychological Skills Training: Sportsmanship:](#)

Congratulations to USA Swimming's First Three Olympic Team Members

Congratulations to Jordan Wilimovsky, Sean Ryan and Haley Anderson. They qualified for the 2016 Olympics in the 10 K Open Water Race at the FINA World Championships in Kazan, Russia.

Learn more about these three here:

[Haley](#)

[Jordan](#)

[Sean](#)

10 Low-Cost Ways to Promote Your Business

By Susan Ward, Small Business Expert, [about.com](#) July 2015

Business promotion is to running a successful business as practicing scales is to playing the piano well; it may not be a thrilling activity in itself, but you just have to do it! You should spend at least an hour a day on business promotion or planning how to promote your business (and more is better, if you can fit the time in)!

You promote your business by getting the word out. The first axiom of business promotion is that you have to do this consciously.

[Learn more:](#)

Your Body Language Shapes Who You Are

By Amy Cuddy, Harvard, TedTalk, June 2012

Body language affects how others see us, but it may also change how we see ourselves. Social psychologist Amy Cuddy shows how "power posing" — standing in a posture of confidence, even when we don't feel confident — can affect testosterone and cortisol levels in the brain, and might even have an impact on our chances for success.

[Watch the 21 minute video here:](#)

The Number One Trait of Success

By Lou Adler, CEO, best-selling author, created Performance-based Hiring, June 2015

Over the past few weeks I've met with hiring managers in the pharmaceutical, gaming, hospitality, manufacturing, social media, Internet, software, data analytics and high technology industries.

They all complained they weren't seeing enough good people.

I told them all it was because they didn't know what they were looking for.

Making matters worse, I said all of the recruiters looking for candidates to present to these hiring managers were screening out the best people and sending them the leftovers. To prove it, I suggested the following idea.

How to Identify the Number One Trait of Success

Hiring better people starts by eliminating the use of skills-infested job descriptions. Instead, the hiring managers needed to define on-the-job success and give this criteria to their recruiters to qualify candidates. To figure this out, I asked the hiring managers to answer these three questions:

1. Define the major objectives. After 6-12 months what will the person hired have accomplished that indicates to you without a doubt that the person is in the top 25% of his or her peer group? This is the biggest challenge facing the person or the major performance objective.

2. Define the "process of success." What will the person need to accomplish in the first 30-120 days after starting to indicate to you that the person is on track to accomplish the major objective defined in Step 1? These are the critical subtasks that define the "process of success."

3. Define the #1 trait of success. What's the deal breaker? This is the primary subtask the person needs to be able to do to ensure all of the other subtasks are achieved. This is the number trait of success.

Some examples will help clarify the importance of defining work as a series of critical performance objectives. The most important trait of success is the deal breaker in all of these steps, and it's different for every job.

[Learn more:](#)

