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## Dear Coaches,

### Quote of the week:

**"To get your ideas across use small words, big ideas, and short sentences."**

**~John Henry Patterson**

## My Mount Rushmore

By Chuck Wielgus, CEO, USA Swimming

I was in Greensboro, NC this past weekend, taking my youngest daughter to college. Funny how the swimming family is never too far away, even at a school with no men's or women's swim team. SwimMAC Head Coach David Marsh's son attends the same school and father and son were kind enough to check on us to see how the move-in was going. It was nice to see a friendly face.

This past weekend also found the PGA Tour in Greensboro for the Wyndham Championship. This tournament, originally known as the Greater Greensboro Open, was one of the truly special tour stops in the old days; and Sedgefield Country Club, where the event is held, is a Donald Ross design that holds a dear spot in the hearts of golf purists everywhere. Think Santa Clara Swim Club and that'll give you an idea of the historical significance that Sedgefield holds for golf.

The Wyndham Championship might have been just another ho-hum event on the 2015 calendar, if not for the presence of Tiger Woods. Tiger came into the event needing to win, something he hasn't done in more than two years, in order to qualify for the season-ending FedEx Cup Championship.

In the days leading up to the event, Tiger played in the pro-am with basketball player Chris Paul, who played collegiately at nearby Wake Forest. Tiger then played a practice round with the aptly named Davis Love III. Love is an old school, pro's pro, with an educated appreciation for the game's history, traditions and countless nuances.

Playing with Paul and Love seemed to sit well with Tiger and was reflected in his opening round of 64, his best round in two years. Tournament organizers expected big crowds, but after Tiger's opening round they had to print more tickets, and make other accommodations for the throngs of new people coming out to Sedgefield just to see Woods play. In the end, more than 49,000 additional tickets were sold for the event.

This situation was similar to another personal experience I had recently, at the Phillips 66 U.S. National Swimming Championships in San Antonio.

Michael Phelps came to town in shape and ready to swim, with something on the line. More than 2,500 spectators sat under a blistering sun in 100 degree temperatures, and many were only there for one reason; to see Michael Phelps swim.

Like Woods, Phelps is a transformational athlete, altering his sport and attracting millions of new fans who would otherwise never have found themselves watching a swim meet on TV, or attending in person.

I recall not wanting to miss watching a game toward the end of Michael Jordan's career. I knew enough about the game to know I'd likely never see his kind again in my lifetime. Jordan literally took the game to new heights and his soaring moves to the basket were ballet performance.

People often talk about the Mount Rushmore of sports. My choices are based on how these athletes transformed their sport, drew millions of new fans to watch them, and attracted and motivated countless young athletes. On-the-field achievements are the



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starting point, impact on pushing their sports to new places are what get their faces on the mountain.

If asked to name the four that I would put on the Mount Rushmore of sports, I wouldn't need much time to reflect. I'd start with my four favorite sports – baseball, basketball, golf and swimming – and then I'd name Jackie Robinson, Michael Jordan, Tiger Woods and Michael Phelps.

Each of these athletes elevated their sport to new heights. Jackie Robinson broke down barriers to entry. Michael Jordan wowed us with out-of-this-world performances. Tiger dominated his game like no other golfer ever did. And Michael Phelps has re-invented himself after achieving perfection, and like Tiger, his final chapters are yet to be written.

Sadly, Woods couldn't rev up the engines of comebacks past, but he put up a good fight and only finished four strokes behind eventual winner, Davis Love III. If Woods couldn't be the winner in Greensboro, my second choice was Davis Love, a guy who truly plays for the love of the game.

And for those of us who love swimming, we had to feel the same way two weeks ago when Phelps stepped onto the blocks and climbed out of the pool with the year's fastest swims in the 200 Fly, 100 Fly and 200 IM.

So many things can happen between now and the summer of 2016, and ours is a sport with no wiggle room when it comes to the Olympic Team Trials and then to the Olympic Games. Still, I know we are fortunate to live in an era when a single athlete has single-handedly changed his sport. I'm just happy to have the opportunity to cheer Michael on.

Michael seems positioned to do something extraordinary once again. Just as I watched in wonder and rooted for Tiger Woods this past weekend, I'll watch in even greater wonder next summer to see what happens with Michael.

My instincts tell me that what happens next will be something very special to watch.

## Racing Start Certification

With the start of a new season please do not forget the Race Start teaching progression. All clubs must ensure that all team members are certified and that coaches understand and comply with the certification process. Failure to do so could jeopardize club and coach insurance coverage.

[Click here for more information:](#)

## Can A Spice Prevent Delayed Onset Muscle Soreness?

By Chris Rosenbloom//PHD, RDN, CSSN

Results from a small study out of New Zealand has many swimmers (and their parents) asking if curcumin (pronounced Kerr-Q-Min) is the next hot thing for athletes. Curcumin is a compound in the spice, turmeric. The yellow color in mustard and curry powder is from turmeric. It has been used in Eastern medicine as an anti-inflammatory and scientists think it might act like a natural non-steroidal anti-inflammatory drug, like ibuprofen.

[Learn more here:](#)

## Athlete Protection Training Renewal Course Coming September 1

We're excited to bring a new scenario-based Athlete Protection Training course for all renewing non-athlete members. It will be available on September 1 at [www.USASwimming.org/Protect](http://www.USASwimming.org/Protect)

New members will take the original APT course.

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## Race for Gold: Olympic Trials-Swimming Nerves

A few of your favorite National Team athletes open up about the reality of dealing with nerves at the Olympic Trials.

[Watch this 2 minute video.](#)

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## The Difference Between Winning And Succeeding

By John Wooden, Legendary Coach, TedTalks, March 2009

With profound simplicity, Coach John Wooden redefines success and urges us all to pursue the best in ourselves. In this inspiring talk he shares the advice he gave his players at UCLA, quotes poetry and remembers his father's wisdom.

[Watch the 17 minute video here.](#)

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## The Happy Secret To Better Work

By Shawn Achor, TedTalk, Feb 2012

As the CEO of Good Think Inc., a psychologist, and author of "The Happiness Advantage," Achor has spent a lot of time researching where human potential, success, and happiness intersect.

He suggests the common belief that we should work to be happy is misguided, and instead happiness inspires productivity.

[Watch the 12 minute video.](#)

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## What is "Real Time" Marketing?

Master the Trend that is Reshaping Business

By Amanda McCormick, Entrepreneurs Expert, [about.com](#), August 2015

If you're following the growth of social networks like Facebook, Twitter, Tumblr, Pinterest and Google+, you may have heard the term "real time" marketing.

"Real-time" marketing is meeting the customer halfway, being flexible and responsive, and developing initiatives that feel fresh and of the moment because they are. It involves using social media to bring down a wall between you and your customers.

[Learn more here:](#)

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## 80 Words Of Encouragement For Children

By Childhelp.org

[Learn them here:](#)

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## Put on Your White Belt

By The Leadership Coach, Peter Burwash, Sport Travel Magazine, July 2015

The highest belt one can earn in martial arts is the black belt. It represents a high degree of competence.

In sports, we often see people who reach a high level but end up getting bored. The human spirit is powerful and has the ability to drive people to great heights or great depths. When we need a new challenge to feed the unbridled spirit, we should endeavor to put on a white belt – the belt of a beginner.

Recently, I put on my white belt in yoga. I got to my first 7 a.m. class at 6:30 a.m. and rolled out my mat in the back corner of the room. For the next half hour, woman after woman came in dressed in fancy yoga outfits. It had been a long time since I was completely out of my comfort zone.

The teacher, Gennica, was (and still is) terrific. Gennica has empathy and somehow persuaded me to believe I was progressing even though I still felt stiff, off-balance and clumsy. Her enthusiasm was simply infectious.

Sometimes, to remain inspired as a leader, you need to remember the experience of the beginner. It will give you new insight into the journey toward success.

*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](mailto:LeadershipCoach@SchneiderPublishing.com) and his books are available through the SportsTravel Bookstore.*