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Dear Coaches,

An archive of previous editions can be [found here](#):

Quote of the week:

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle."

~Steve Jobs

President's Message: Rio Open Water Message

By Jim Sheehan

It was just a few weeks ago that there was a celebration in Brazil, and especially in Rio de Janeiro, to mark one Jim Sheehan, USA Swimming President year before the Olympic Games. A week before that, the U.S. had its first three swimmers qualify for those Olympics based on the results of the Open Water 10K at the World Championships in Kazan, Russia.

On the men's side, Jordan Wilimovsky won the event and Sean Ryan finished fourth, while Haley Anderson placed ninth in the women's competition.

Congratulations to each of them and their coaches for their performances and being among the first athletes to earn a spot on the U.S. Olympic Team.

There have also been several news reports about an issue that is critically important to the safety of these three athletes and all Olympians who will compete in the open waters around Rio de Janeiro. That issue is the quality of the water where the competitions will be held in the sports of Open Water Swimming, Rowing, Sailing, Canoe/Kayak and Triathlon.

Athlete safety is our most important concern. Nothing should jeopardize that. Winning medals should not be at the expense of an individual's health. USA Swimming never encourages athletes to swim in a venue where they have concerns about their safety.

Over the past month, we have voiced our opinion and established clear communication channels on the issue with our partners, the U.S. Olympic Committee and FINA. We are gathering information and actively sharing these findings with our athletes and coaches.

The local organizing committee has been testing water at all the venues for bacterial levels. The results vary by location and will continue to be measured on an even more frequent schedule as the Games approach. Thus far, the bacterial levels generally look good for the Copacabana area where Open Water swimming will be held. Over the last week, the Rio Organizing Committee stated it will start testing for viruses. This is an important step and USA Swimming, along with the USOC and FINA, will be closely monitoring the results of those tests.

An open water 10K "test event" was held in Rio a couple of weeks ago and representatives from FINA, USA Swimming and the USOC were in attendance. The purpose of the test event was to see areas where things worked well and identify aspects of the competition where adjustments need to be made. As a whole, the comments on the event were complimentary from all key constituents.

I am very much looking forward to supporting the Team USA open water swimmers in Rio, but what I most want to see is a safe environment for all the athletes competing. I believe the work that is being done now and for the next year will provide the best opportunity for the open water 10K. Go USA!!

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:](#)

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Scholastic All-America Announced

Ledecky, Adams and Rooney Highlight over 1,900 USA Swimming Scholastic All-America Picks

USA Swimming National Team members Katie Ledecky (Bethesda, Md./Nation's Capital Swim Club), Claire Adams (Carmel, Ind./Carmel Swim Club) and Maxime Rooney (Livermore, Calif./ Pleasanton Seahawks) headline a list of over 1,900 prep swimmers honored by USA Swimming this week as 2014-15 Scholastic All-America selections.

After earning 4.0 grade point averages and national championship victories during the 2014-15 season, Ledecky, Adams and Rooney received the only perfect scores among the 1,925 swimmers honored this year. With her selection, Ledecky becomes a three-time SAA team member.

The Southern Zone led the way with 585 Scholastic All-America selections. North Carolina Swimming topped the LSC rankings with 119 honorees, while Nation's Capital Swim Club-PV was the top club with 42 swimmers recognized.

The application for the 2015-16 team will be available June 1, 2016.

In order to be considered for the Scholastic All-America Team, swimmers must maintain a 3.5 GPA for the current academic year and swim a time equal to a 2011 Junior Nationals bonus time in any event during the qualification period. High school sophomores, juniors and seniors are eligible for inclusion.

[Learn more here:](#)

The Great Trophy Debate: Do We Need Participation Awards?

By John O'Sullivan, Changing The Game Project, September 2015

"Daddy, do we get trophies for playing lacrosse this spring?" my son asked me a few months back.

"No, you get to go out and run around and have lots of fun while learning lacrosse," I said.

"OK!" Then he turned and ran out on the field for the start of his first practice.

According to some people, he should have stormed back to the car and refused to play. After all, there were no trophies being handed out. But he didn't, because he just wanted to play.

Over the last few weeks, there has been a lot written on whether children should receive participation trophies for youth sports. The debate was ignited when Pittsburgh Steelers star James Harrison very publicly returned his 6 and 8 year-old children's participation awards, stating:

"While I am very proud of my boys for everything they do and will encourage them till the day I die, these trophies will be given back until they EARN a real trophy. I'm sorry I'm not

sorry for believing that everything in life should be earned and I'm not about to raise two boys to be men by making them believe that they are entitled to something just because they tried their best."

[Learn more here:](#)

Strengthening the Shoulder After an Overuse Swimming Injury

By Randy Wheeler CSCS,*D

This article discusses preventing and recovering from overuse shoulder injuries in swimming. Suggested strengthening exercises for the shoulder muscles that can be done anywhere are included.

[Learn More:](#)

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

Poor Character or Poor Judgment?

By Tim Elmore, Growing Leaders, September 8, 2015

Weeks ago, a story broke about a high school football player who did something very dumb. While visiting the University of Georgia on a recruitment trip, Darnell Salomon stole some personal property from a residence hall. It seemed like a good idea at the time... until he was caught and charged with first-degree felony burglary.

Coach Mark Richt, who is a stickler for good character, dropped the wide receiver from the Bulldog recruiting board, according to the Athens Banner-Herald. But then something happened: the young athlete responded.

Salomon wrote a letter to Coach Richt, accepting responsibility for his bad character. Then Salomon called Coach Richt to talk about it. He wanted to make things right. Later, he returned to Athens and posted bond for the crime, after which he met with his current coach, who publicly promised that Salomon would be cleared of all charges and was determined to make things right. When Salomon discussed the matter with Rivals.com a weekend later, he called what he did a "really dumb mistake." His words were: "Everyone makes mistakes. I learned, and I will never do something like that again."

It was at this point that the Georgia Bulldog coaches promised him a clean slate.

Is it Poor Character or Poor Judgment?

The story is not new. Crimes and mistakes happen every week in NCAA sports. What I have found coaches struggling over, though, is this question:

How do I know if it was poor character... or merely poor judgment?

Seriously. How do you know?

[Learn more at:](#)

Eight Rules for Good Customer Service

By Susan Ward, Small Business Expert, [about.com](#), September 8, 2015

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get

some of those customers to come back, your business won't be profitable for long.

Good customer service is all about bringing customers back. And about sending them away happy - happy enough to pass positive feedback about your business along to others, who may then try the product or service you offer for themselves and in their turn become repeat customers.

If you're a good salesperson, you can sell anything to anyone once. But it will be your approach to customer service that determines whether or not you'll ever be able to sell that person anything else. The essence of good customer service is forming a relationship with customers – a relationship that that individual customer feels that he would like to pursue.

How do you go about forming such a relationship?

[Learn more here:](#)

Eight Things the Top 1% of Sales Reps Do Differently

By Cara Hogan, Insightsquared.com, March 3, 2015

The best sales reps often have indefinable and complex abilities that set them apart from their peers. These reps connect easily with prospects, quickly move opportunities down the pipeline and effortlessly close big deals. But what is it that makes these reps so successful?

We came across this discussion on Quora, led by our friend Jason Lemkin, asking sales leaders what they believe sets the top reps apart from the rest. Here are 8 daily habits the top 1% of sales reps have, so you can emulate their success and become a top salesperson yourself.

1. Manage Their Time Efficiently

[Learn more here:](#)

Helicopter Parents Song

The Holderness Family September 1, 2015

...and it isn't just the moms. Are you a "Helicopter Dad?" Come on admit it...we did. Every single one of us parents in different ways -- this is an exaggeration (slight) based on our real life "coptering" admissions. We're working on letting go and letting our kids apply their own sunscreen.

[Watch the video here:](#)

Katie Ledecky Earns Team USA Best of August Honor

Outstanding performances during the month of August earned swimmer Katie Ledecky, decathlete Ashton Eaton, and the U.S. Parapan American Women's Wheelchair Basketball team Best of August honors for the Team USA Awards, the United States Olympic Committee announced today.

Katie Ledecky (Bethesda, Md.) earned five gold medals at the 2015 FINA World Championships, held August 5-16 in Kazan, Russia, and in doing so became the first swimmer in history to win the 200-, 400-, 800- and 1,500-meter freestyle races in a major competition. Ledecky also anchored the women's 800 freestyle relay team to the gold medal and broke her own world records in both the 800 and 1,500. For her efforts in Kazan, Ledecky was honored as FINA's Female Swimmer of the Meet.

Ashton Eaton (Eugene, Ore.) broke his own world record in the men's decathlon to win the gold medal at the 2015 IAAF World Championships, held August 22-30 in Beijing. Scoring 9,045 points, Eaton defeated the field by more than 300 points. He also set a world decathlon best of 45.00 in the 400-meter, breaking a record that had stood for more than 40 years.

The U.S. women's wheelchair basketball team punched its ticket to Rio and earned the gold medal at the 2015 Parapan American Games, held August 7-15 in Toronto. With an average margin of victory of 55 points per game, Team USA retired squads from Peru, Argentina, El Salvador and Brazil en route to the final against Canada. In the gold-medal match, the U.S. defeated the defending world champions, 80-72, led by a 37-point effort from Rose Hollermann to claim the title and earn a bid for the Rio 2016 Paralympic Games.

Each National Governing Body may nominate one female, one male and one team per discipline. An internal nominating committee selects five nominees from both the male and female categories, and three from the team category to advance to the voting round. Votes received from NGB representatives and select members of the media account for 50 percent of the final tally, with the other half determined by online fan voting via www.TeamUSA.org/awards.