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Dear Coaches,

Quote of the week:

“Today, life is so much more convenient than when I was young. We didn't have TV. We seldom saw an airplane. A lot has changed, but there is one thing in 62 years that I have not seen. I have not seen anyone find a convenient or easy way to succeed at something or to win.”

~Lou Holtz

2016 Club Excellence Program Announcement

Due October 16, 2015

USA Swimming is pleased to formally announce the 2016 Club Excellence program and provide directions to all clubs regarding the application process. For complete program information and the link to begin the application, please visit the Club Excellence page on the USA Swimming website.

In order to apply for the 2016 program, clubs must:

1. Complete the online application form available on the USA Swimming website.
2. Submit the performance scoring using the Online Meet Entry (OME) system on the [USA Swimming website](#)
3. Submit both components - the online application and the performance scoring - **by the Oct 16, 2015 deadline.**

Following is the complete timeline for the 2016 program:

09-01-15: Application period begins. Program announcement distributed to all USA-S clubs. Application form and info available on the [USA-S Swimming website.](#)

10-16-15: Deadline for applications from clubs to USA Swimming

12-16-15: Club rankings announced by USA Swimming and Grant applications sent to all qualifying clubs (Gold and Silver)

02-19-16: Deadline for grant applications to USA Swimming from qualifying clubs

04-18-16: Grant awards announced by USA Swimming

Also, please note that the application requirement again includes Club Recognition Program participation. All clubs applying for the 2016 Club Excellence program must successfully complete at least Level 1 of the Club Recognition Program. If you have previously completed Level 1, you don't need to do it again.

As the entity that directly delivers services to athletes, swim clubs are vital to the ongoing growth and success of the sport. The Club Excellence program is one way in which USA Swimming recognizes our highest performing clubs and rewards them for a job well done.



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Club Recognition – A Great Way to Start the New Swim Year

Designed by USA Swimming's Club Development Committee (comprised primarily of coaches), this voluntary program presents four levels of achievement across four component areas deemed critical to long-term club success. The program encourages clubs to establish organizational goals and to benchmark their progress toward those goals.

The ultimate objective of the program is to strengthen the club system in USA Swimming by guiding clubs through a development process that ultimately positions the program and its coaches to better serve athletes.

The Club Development Committee looked at many different factors that helped create "great" clubs. The committee grouped all of the factors into four major component areas:

1. Business & Organizational Success
2. Parent & Volunteer Development
3. Coach Development & Education
4. Athlete Development & Performance

WHAT IS INVOLVED?

The program is entirely web based. Some markers require specific actions by the club. For example:

- Check lists. Example: the club conducts a business insurance review. Yes or No?
- Fill in the blank. Example: the club is asked to enter its mission statement.
- Upload documents. Example: the club is asked to upload a copy of its bylaws.
- Some are automatic based on queries to the USA Swimming Star Times database. Example: the system will determine whether 50% of the clubs swimmers have participated in at least 6 swim meets within the past 12 months.

Upon completion of a level, a club is able to print a certificate showing completion of that level. The club's achieved level is also automatically listed in the club search feature on the [USA Swimming website](#).

Club Leadership and Business Management School (CLBMS)

Great education for your new board members

[CLBMS 101](#) is an introduction to Club Leadership. CLBMS 101 is a free online course that is required for new clubs prior to membership and strongly encouraged for all club leaders. The online course takes one to two hours to complete. Upon completion, a printable certificate is available. This is a great primer for all board members. You may want to consider having all new Board members take this online course as part of your annual Board orientation process.

The 101 online course is divided into four lessons:

1. The Big Picture
2. Starting a Club
3. Leading and Running Your Club
4. Evaluating Your Club

[CLBMS 201](#) is a companion in-person course which is required prior to the second year of club membership and strongly encouraged for all club leaders. Completion of the 101 online course is advisable prior to attending a 201 course. The four to six hour in-person course is taught by USA Swimming staff members in an interactive, discussion based format. The course goes in depth on a variety of topics related to successful club governance for all club models.

Why do Swimmers Crave Food?

By Jill Castle, MS, RDN

Just watch a swimmer cruise through a meal and load his plate with potatoes, pasta, rice, bread, rolls, corn, and desserts. It's easy to see a hearty appetite. And it's easy to see a love of food, especially carbs.

Why do swimmers crave food, particularly carbs?

Craving carbohydrate-based foods, both sugary desserts and starches, is a complex matter that may involve the neurotransmitters of the brain, nutrient use during exercise, food preferences, food availability, stress, emotions, sleep and more.

In other words, the explanation is not simple. [Let's look at a few theories:](#)

Developing Healthy Eating Habits

By TrueSport

We want to share how youth sports can be a vehicle to developing healthy eating habits that help achieve peak performance on and off the field.

One way TrueSport spreads this message is through our popular TrueSport Nutrition Guide, found on our site as a [PDF here](#).

Now more than ever, athletes need accurate sports nutrition information. In the quest for success, many athletes will try any dietary regimen promising a new level of physical performance. However, it usually takes little more than small modifications of their current dietary intake to help maximize peak performance. We hope that by providing this publication to as many people as possible we can help to fulfill this need.

Inside, you will find:

- In-depth, yet easy-to-understand info about how to optimize a youth athlete's diet
- What and when to eat for optimal athletic performance
- The truth about dietary supplements and your child's health
- How much protein an athlete should eat dependent upon their athletic goals

A similar resource we offer is the TrueSport Parent Handbook, designed to help you ensure a safe, healthy, and meaningful sport experience for your children. Outlined in this guide are tips that will support their competitive spirit and maximize their potential on and off the field. The Parent Handbook can be [found here](#) on our website.

Rose Bowl Aquatics Shatters Swim-a-Thon™ Fundraising Record for Third Straight Year

The USA Swimming Foundation congratulates Rose Bowl Aquatics for breaking the all-time Swim-a-Thon™ record again in 2015. The April 25th event raised \$135,184 dollars, easily breaking the previous mark and surpassing their fundraising goal by a substantial margin. We congratulate the swimmers, parents, coaches, and administrators for another stellar year of fundraising!

The funds generated from Rose Bowl Aquatics Swim-a-Thon™ help support their swimmers and offset expenses associated with dues, traveling to meets, and equipment. If you are looking for a fun and easy way to raise funds for your own swimming club, look no further than an official Swim-a-Thon™! When you host a USA Swimming Foundation Swim-a-Thon™, you are not only raising funds to build a stronger team at home, but you are helping to give kids across the country the opportunity to enjoy the water through swim lessons and supporting our heroes on the National Team.

Information on getting involved can be found by [visiting here](#):

In addition to Rose Bowl Aquatics, The USA Swimming Foundation would like to

congratulate the top ten 2015 Swim-a-Thon™ teams.

USA Swimming Foundation Swim-A-Thon Contest Results as of Friday, September 11, 2015

Team Total (including bonus points)

1. Rose Bowl Aquatics	148702
2. Crawfish Aquatics	104500
3. Nova of Virginia Aquatics Inc.	96005
4. The Woodlands Swim Team	88387
5. Dynamo Swim Club	80055
6. Katy Aquatics	79288
7. King Aquatic Club	73559
8. Clayton Shaw Park Tideriders	72380
9. Team Santa Monica	65893
10. Nu Wave Swim Club	60271

The Women's Leadership Summit

The summit will be held September 27-28, 2015 at The Kansas City Marriott Downtown in Kansas City, MO. This Summit is designed for women coaches looking for an opportunity to grow both personally and professionally. Convene, connect, brainstorm, and grow your network with 50 other motivated women.

Bring a Buddy Incentive Program!

If you register 2 individuals at one time, then you will receive a 10% discount off of the total registration cost. This discount is not valid on the full Convention registration option.

Day #1:

Life Skills for Consistent Top Performance
Specific Behaviors of Women Leaders at the Top of their Game
Personality Assessment Tool

Day #2 (Part I):

Debrief Personality Assessment Tool
Developing a "World Class" Performance Culture for your Program
Sustaining the Learnings while Living a Balanced Life

Day 2 (Part II): Four featured speakers will present on various Women in Coaching topics!

The clinic will be facilitated by Roberta Kraus. For more information about Roberta [click here](#).

For more information, pricing and registration [click here](#).

Team Parent Survey

By Play Positive

The Play Positive Team Parent Survey, developed in partnership with the experts at Positive Coaching Alliance, allows coaches to get feedback from parents on their child's youth sports experience.

With our free, easy-to-use, online tool youth sport coaches can gain valuable insights into parents overall satisfaction and identify areas to be celebrated as well as areas of improvement. Why Survey?

By providing a structured and formal process for parents to provide feedback and establishing an evaluation culture for coaches and administrators, organizations find greater cohesion and a more positive sport environment.

[Learn more at:](#)

Five Thank You Letters Donors Will Love

Gratitude and Results Help Keep Donors Coming Back

By Joanne Fritz, Nonprofit Charitable Orgs Expert, [About.com](#), September 10, 2015

Gratitude is powerful.

We've always known this intuitively, but now we have proof from experiments in behavioral psychology as well.

Business school professors Adam Grant and Francesca Gino performed simple experiments involving gratitude. They found that when a student who sent a resume to a fictitious employer got an acknowledgement that included a simple "thank you," the student's self-esteem went up.

And he or she was more likely to help another student who later asked for help with a cover letter.

In Adam Grant's book, "Give and Take," he recounts how exhausted health care workers, who worked in isolation from the people they helped, became energized again after meeting one of those people. Grant says, "When people know how their work makes a difference, they feel energized to contribute more."

The same is true of donors.

[Learn more here:](#)

The Most Important Thing That's Missing From Your Business Plan

By Jean Murray, US Business Law/Taxes Expert, [about.com](#), September 9, 2015

Did you know that most small businesses don't have a business plan? And those owners who do create a plan often forget the most important section of the plan. We'll get to that in a minute, but first, why it's important to create a business plan for your new business startup.

Why Every Small Business Needs a Business Plan

A business plan is an essential tool when you are starting a business. Creating a business plan is a worthwhile activity for new business owners.

[Learn more here:](#)