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Dear Coaches,

Quote of the week:

"Life isn't about finding yourself. Life is about creating yourself."

~George Bernard Shaw

Being Frank

By Frank Busch, Presented by Arena

"Being Frank" is a web series featuring the insights of USA Swimming National Team Director Frank Busch.

As part of Arena's ongoing dedication to servicing coaches and teams, the series is geared toward helping coaches take their game to the next level – not by implementing the latest workout, but by taking a look at the business of coaching.

With more than 30 years of coaching experience under his belt, Frank's passion for this topic is evident and will challenge coaches of all levels to think differently about their profession. Because of Arena's commitment to growing the sport, we hope all coaches will enjoy and learn from each edition of "Being Frank." Watch the other ["Being Frank" videos here](#).

Check back each monthly for new installments.

[This month's issue:](#)



Katie Ledecky Interview

With the busy weekend schedules we all keep, you may have missed seeing Katie Ledecky on FOX News Sunday. Please see the below links to the segment that aired and then some added interview footage that was unfortunately edited out, including Katie recalling moments from her gold medal winning race in London.

[Short Interview:](#)

[Full interview:](#)

Swimmers Katie Ledecky and Michael Phelps earn U.S. Olympic Committee's August honors

COLORADO SPRINGS, Colo. – Top performances throughout August earned swimmers Katie Ledecky (Bethesda, Maryland) and Michael Phelps (Baltimore, Maryland) Athlete of the Month recognition, the United States Olympic Committee announced this week.

Ledecky became the first woman to win four individual gold medals (200-, 400-, 800- and 1,500-meter freestyle), while anchoring the women's 800 freestyle relay to the gold medal at the 2014 Pan Pacific Championships, held Aug. 21-24 in Gold Coast, Australia. Ledecky also captured three national titles at the 2014 Phillips 66 National Championships, held August 6-10 in Irvine, California. At the national championships, Ledecky broke the 400 freestyle world record with a time of 3:58.86, and then eclipsed her own records in the 400 freestyle and 1,500 freestyle at the 2014 Pan Pacific Championships.



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In his first international competition since the London 2012 Olympic Games, 18-time Olympic gold medalist Phelps led the U.S. men with five medals at the 2014 Pan Pacific Championships, held Aug. 21-24 in Gold Coast, Australia. Phelps won gold medals in the men's 100 butterfly, 800 freestyle relay and 400 medley relay, in addition to silver medals in the 200 individual medley and 400 freestyle relay. Earlier in the month, Phelps posted the fastest 100 butterfly time in the world this year in 51.17 at the 2014 Phillips 66 National Championships.

Can Nutrition Help Muscle Cramps?

By Chris Rosenbloom, PhD, RDN, CSSD

A young swimmer asked if there were any nutritional strategies that prevented muscle cramps. If you have experienced the pain of an exercise-induced muscle cramp, you might just try anything to avoid another cramp. Sucking on mustard packets from the local fast food joint to swallowing pickle juice have all been reported to be miracle cures for cramping. One report found that 25% of athletic trainers suggest pickle juice for immediate relief. Muscle cramps have plagued not only athletes, but those who do hard, physical work in hot and humid conditions, like coal miners. But, while cramps are not uncommon in active folks, the reason for cramping remains in question. There are generally two theories on cramping and neither theory has been proven beyond a doubt to be the cause.

[Read more:](#)

World Anti-Doping Changes

Please note the important information regarding changes to the WADA prohibited list below. The changes went into effect September 1.

Please be informed that WADA has completed its amendment to Section S2.1 of the 2014 List of Prohibited Substances and Methods.

Hypoxia-Inducible Factor (HIF) activators Xenon and Argon have been added to the 2014 Prohibited List.

The change to the List reads as follows:

S2. PEPTIDE HORMONES, GROWTH FACTORS AND RELATED SUBSTANCES

The following substances, and other substances with similar chemical structure or similar biological effect(s), are prohibited:

1. Erythropoiesis-Stimulating Agents [e.g. erythropoietin (EPO), darbepoetin (dEPO), hypoxia-inducible factor (HIF) stabilizers and activators (e.g. xenon, argon), methoxy polyethylene glycol-epoetin beta (CERA), peginesatide (Hematide)].

The revised 2014 Prohibited List can be found on [WADA's website](#).

NSCA Endurance Clinic Registration Now Open

The National Strength and Conditioning Association's [2014 Endurance Clinic](#) is bringing the greatest endurance coaching minds together, Nov. 7-8 at the NSCA World Headquarters in Colorado Springs, CO, for two days of hands-on and lecture sessions to take your coaching and training from pro to elite. [Registration is now open.](#)

Featured speakers include North Baltimore Aquatic Club coach Keenan Robinson who will be presenting on Training Elite Athletes for Peak Performance.

Other thought leaders from the sports of, running, cycling, and multisport, along with experts in nutrition, will cover topics like overtraining/underperformance syndrome, technique vs. movement patterns, recovery and the role of the immune system, and resistance training for endurance. Register by Oct. 20 to receive the early bird discount.

True Sport Newsletter

[Here is the link to the newsletter.](#)

Why Isn't Mental Training Treated the Same as Physical and Technical Training?

By Dr. Jim Taylor, Author, speaker, consultant, September 2014

Not long ago, I completed what has turned out to be a three-week international tour of sport psychology. During my trips, I have worked with athletes and coaches from the U.S., Australia, Sweden, Switzerland, and Russia in Argentina, California, Oregon, and Switzerland. One question that had emerged during my travels involves the role of mental preparation in athletic development. But before I get to that question, let me provide some back story.

Whenever I speak to athletes and coaches, I ask them how important the mind is to sport success. With few exceptions, the response is that the mind is as or more important than the physical and technical side of sports. I am obviously biased given my work in sport psychology, so I won't take a position on which I believe is more important. But I will say that the mind is an essential piece of the sport performance puzzle.

Consider the top-10 athletes, male or female, in any sport. Are they all gifted? Yes. Are they all in exceptional physical condition? Yes. Are they all technically sound? Yes. Do they all have the best equipment? Yes. So, on game day, what separates the best from those who are close, but can't quite get to the top? All of these other factors being equal, it must be what goes on in their minds.

[Read more:](#)

The Most Successful People Don't Know When to Quit

By Barbara Corcoran, LinkedIn, September 2014

I sit in a privileged seat as a Shark/investor on the Emmy-winning reality show Shark Tank and each season we hear hundreds of heartfelt pitches from passionate entrepreneurs. We get everything from the ingenious to the ridiculous, and get to put our own hard-earned money behind the ones we believe will be the big winners. Once a deal is closed, the fun part begins when I get to work one-on-one with the entrepreneur I've staked a claim in. I shepherd them from dream to execution, past all the hurdles and hard times, and if we're all a little bit lucky, on to a genuine, breakout success!

How do I know when I'm watching a winning pitch? How can I tell I've found a product worth my time and money? It's all about the people.

[Read more:](#)

Parent Signage

As seen in a Hockey Arena in Canada

Your child's success or lack of success in sports does not indicate what kind of parent you are.

But, having an athlete that is coachable, respectful, a great teammate, mentally tough, resilient and does their best, IS a direct reflection of your parenting.

