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Dear Coaches,

Quote of the week:

"The past cannot be changed. The future is still in your power."
~Hugh Lawson White (1773-1840) American Politician

2015 Legislation Packet for Convention

The Rules and Regulations Committee has completed its initial review of proposed rule changes and posted the 2015 legislation packet to the [website at this link](#):

These proposals will be acted on by the House of Delegates at the 2015 USAS Convention in Kansas City. Let your delegates know your thoughts!

LSC Leadership Course Available Now

USA Swimming's [LSC Leadership Course](#) is a free, one-hour online learning tool that will help members of the LSC gain basic knowledge and understanding of governance best practices as well as their roles on their LSC Boards

[Register now](#)

2016 Swim Biz!

#SwimBiz will be returning to Colorado Springs March 31 to April 2, 2016 to talk more about social media, sponsorship and how to take advantage of the Olympic wave for USA Swimming clubs. Sign up before Oct. 30 to receive the early bird special of \$75 per attendee. Registrations after Oct. 30 will be \$100 per attendee.

For more details or to register [click here](#).

DOJ: 'We have put fighting illegal activity in the dietary supplement industry high on the priority list'

By Stephen Daniells+, 17-Sep-2015

In an effort to maintain the integrity of our sport and the safety of our athletes, USA Swimming has taken a proactive role in making athletes and coaches more aware of the risks involved in the use of commercially available dietary supplements that have been linked to enhancing performance. Along with the US Anti-Doping Agency (USADA), USA Swimming considers dietary supplements "take at your own risk," placing full responsibility for any effects and repercussions on the athlete.

Illegal activity in the dietary supplements industry has become "a massive, and wide-





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ranging, consumer-protection problem", says the Department of Justice, which has put the issue high on the priority list within its consumer protection agenda, according to a letter sent to Senators Orrin Hatch (R-UT) and Martin Heinrich (D-NM).

[Learn more here:](#)

[Stay informed, visit](#)

Eastern States Clinic

Peter Clark will be teaching a CLBMS 201 on Thursday and Friday October 8 and 9 from 6 pm -9 pm.

Just two more weeks left to take advantage of pre-registration pricing, group discount and special clinic hotel rate for the upcoming Eastern States Swim Clinic on Oct. 10-11 at the Crowne Plaza in Cherry Hill, NJ. Make those plans now to participate!

All information about the clinic, including online registration, is [available here:](#)

[Hotel accommodation information here:](#)

The 2015 Clinic proudly offers the following prestigious lineup of speakers and the special opportunity to meet and work with Olympic swimmers Mike Alexandrov, Josh Davis, Andrew Gemmell and Dana Vollmer:

Jack Bauerle: Head Olympic Coach '08, Asst. Coach '00, Head Coach Georgia Men & Women
 Bruce Gemmell: Head Coach Nations Capital, Coach of Katie Ledecky
 Carol Capitani: Head Coach Univ of Texas Women, Big 12 Coach of the Year
 Mike Alexandrov: Olympian '04 & '08, American Record Holder
 Josh Davis: Olympian '96 & '00, 3 Gold, 2 Silver Medals, American & World Record Holder
 Dana Vollmer: Olympian '04 & '12, 4 Gold, 3 World Records
 Andrew Gemmell: Olympian '12, Open Water World Gold 5K

Come learn from some of our country's best coaches and athletes!

The Six Measures of a Great Leader

By Michelle M. Smith, ERE Media TNL, July 10, 2015

The business world is changing at a blistering pace.

In years past, a leader's success was measured purely by the size of their organization's balance sheet. Today, a leader wanting to achieve excellence must also excel in a number of intangible factors, as outlined in Follow Your Conscience, by Frank Sonnenberg.

- Operating according to sound business ethics;
- Empowering and appreciating their workforce;
- Communicating in an open and honest manner;
- Improving business processes and eliminating waste;
- Developing and maintaining an impeccable reputation;
- Creating a work environment encouraging risk-taking and discouraging fear;
- Unifying the organization around an aspirational mission and shared values;
- Continuously promoting the personal and professional growth of their employees;
- Nurturing trusting, long-term relationships with employees, suppliers, partners and customers.

Great leaders are effective because they're knowledgeable, admired, trusted and respected. These qualities help them secure buy-in for their goals without requiring egregious rules or strong oversight designed to force compliance.

Great leaders hire great people, train them well, inspire them, and then get out of their way.

Six traits of great leaders are as follows.

[Learn more here:](#)

Avoid These 10 Blunders When Giving Feedback

By The Center for Creative Leadership, September 2015

When you have the uncomfortable task of giving feedback to direct reports, the process will go smoothly if you're aware of the mistakes and what to do to avoid them.

[Learn more here:](#)

Culture Change: The Sun Devil In The Detail Of Bob Bowman's 5 Watchwords At ASU

By Craig Lord, SwimVortex, September 2015

The day included almost three hours of lectures, a fascinating insight into two weeks in the life of Michael Phelps, a presentation of MP with Aquasphere (more on all that soon) and a lot of meet and greet about it but Bob Bowman looked as fresh at the end of it all as he had at the beginning.

Regardless of all reasons and opinions on his return to college swimming in a move to Arizona State University, here was a man in the right place: doing what gets him up every day with a smile on his face.

Honesty; Accountability; Competitiveness; Resilience; Respect: Bowman's watchwords as he leads a new start at ASU's Arizona State Sun Devils, a pitch fork for a baton. He wants his time to be more than a blivet.

When he first set out what he'd like to achieve on arrival in the desert and a place thirsting for swimming success, the American head-Olympic-coach-for-Rio-2016-in-waiting said: "I like to coach the swimmers to focus on what goes into great performances. Doing all the little things to prepare for those performances will lead to a standard that we'll set together."

[Learn more here:](#)

Can You Coach Character?

By Positive Coaching Alliance

This video features Northwestern's Head Football Coach Pat Fitzgerald (@coachfitz51) and Stanford's Head Football Coach David Shaw (@CoachDavidShaw) at PCA-Chicago's Pre-NFL draft event, Character and Football. Fitzgerald, a PCA National Advisory Board Member, had a College Football Hall of Fame Career and has led Northwestern Football to back-to-back Big Ten Titles. Shaw is one of three coaches to lead his team to BCS bowls in his first 3 years as a head coach, led Stanford to PAC-12 Championships and numerous Rose Bowl Appearances, and is a two-time recipient of the PAC-12 Coach of the Year Award.

Watch the clip to see why Shaw and Fitzgerald believe in coaching character, and what they do to implement character coaching with their teams.

[Watch the 3 minute video here:](#)

I Am Your Coach. Not Your Mother

By Mikaila Ethridge, For the love of the game, July 8, 2015

"Life will not baby you or give you special treatment and neither will I. I would do you a great injustice if I only taught you the skills of softball."

Okay, so this is a bit far removed but something that I still frequently think about. Last year I had an upset parent tell me that I would be a better coach if I were to think of my players as daughters and treat them as such. I had an opinion on that at the time and have found over the course of the year that my original opinion still stands. I think that parent was 100% wrong. My players have parents. What they need is a coach. So this one is for my players, the girls I've coached and the ones I will coach someday. I hope you (and your parents) understand.

I will not baby you

I will not coddle you. I will not tell you in a sweet voice that "It's okay." That's what Momma is for. I will never belittle or degrade you but I will toughen you mentally, emotionally, and physically. It will sting. It will hurt. But you will be a better athlete and person for it.

[Learn more here:](#)