



In this Newsletter

Volume 40 - 10/03/2014

1. Avoiding Neural Burnout
2. Golden Goggle Award Nominees Announced
3. Negativity and Self-Doubts
4. USA Swimming Wants to Hear From You
5. Eastern States Clinic
6. Olympic Coach e-magazine
7. Ticket Prices Announced for 2016 Olympics
8. Are we Killing Creativity
9. Your Team Could Win \$2,500.00 for Good Sportsmanship
10. Your Caring Trademark

Dear Coaches,

Quote of the week:

"You have to expect things of yourself before you can do them."

~Michael Jordan

Avoiding Neural Burnout

By Dan McCarthy, USA Swimming High Performance Consultant

By many accounts this past summer, the US National Team was quite successful. However, for those athletes who didn't perform as well as they did earlier in the summer, or were flat at Nationals, something was amiss. Enter the concept of Neural Burnout. Twenty years ago, only the most elite scientists in the world had the tools to understand what it was. This past summer, the term was being tossed around the pool deck like an old kickboard.

Neural Burnout is an expression which brings the two ways we think about fatigue into one phrase. Neural refers to the brain and the central nervous system; and Burnout, a scary word in endurance sports, refers to acute muscular fatigue. Neural Burnout is the reconciliation of the brain and the body as being two parts of a large system that work together and affect each other.

[Read more:](#)



Golden Goggle Award Nominees Announced

[Online fan voting](#) is now open and will continue through Friday, Nov. 14. A percentage of the fan vote will count towards the final ballot. Beginning Monday, Sept. 29, USA Swimming will highlight one Golden Goggle Awards category per week on usaswimming.org and across its social media channels in the lead-up to the Nov. 24 event.

[For more information and categories and nominees click here:](#)

Negativity and Self-Doubts

By Dr. Alan Goldberg-Sports Psychology for Athletes, Coaches & Parents

Negativity and self-doubts are the only real limits that you have. Learn to pay them no attention. As you approach a new task or go after a scary dream you can count on this dynamic duo of negativity to be there. See them for what they are. Your doubts and negative thoughts are letting you know that you are going in the right direction. They are beckoning you to keep going. They mark the path to success. Move towards them! There is a POSSIBLE in every impossible. Stretch yourself. Dream BIG and GO FOR IT!

[Read more:](#)

USA Swimming Wants to Hear From You

Do you want to see more swimming on TV or on your phone? Do you think swimmers are leaders in their community? Do you think sponsors are helping the sport? If so, take the [survey now!](#)



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If you have opinions, then USA Swimming is curious to hear them. Your feedback from this survey will help USA Swimming better understand and serve our members and give us insights to help market and promote the sport. [The survey](#) should only take about 12 minutes to complete (but it will be fun enough to only feel like 7 minutes).

All those who complete the survey will automatically be entered into a random drawing for one of three USA Swimming Prize Packs. Upon completion of the survey, you will be directed to a page that will enter you into the drawing.

Eastern States Swim Clinic

USA Swimming Club Leadership Business Management School (CLBMS) (Prior to the Eastern States Clinic.)
October 16th & 17th: 6pm-9pm
Cost: \$20.00

Club coaches & board members will learn strategies to improve club governance, management, and leadership. Included are the basic models for swim teams, responsibilities of non-profit boards, staff/board responsibilities, roles of the Head Coach, governance versus management, financial development, recruiting volunteers, evaluation, & assessment.

Attendance at both sessions is required to fulfill the requirement. Either the Board/Booster Club president or Head Coach must attend (both are encouraged). This is required for new clubs, but all are welcome.

Clinic Information:
[Registration](#) is open for coaches and swimmers to attend the Eastern States Swim Clinic on October 18-19, 2014 at the Crowne Plaza in Cherry Hill, NJ.

It should be an amazing clinic -- the lineup will include:
Dave Durden: '04 Olympic Coach, Head Coach UC Berkeley Men, 3 time NCAA Champs
Greg Meehan: Head Coach Stanford Women
Jim Richardson: 2 time NCAA Coach of the Year, Former Head Coach U of Michigan Women
Alan Goldberg: Applied Sports Psychologist & Author
Allison Schmitt: 2 Time Olympian '12 & '08, 3 Gold, 2 Silver, 1 Bronze, World & American Record Holder
Tyler Clary: Olympic Gold medalist '12, American Record Holder & NCAA Record Holder
Dana Kirk: '04 Olympian, Pan Am medalist & Head Coach PASA-DKS.

The clinic offers you a special opportunity to be with top age group & university coaches as well as ASCA and USA Swimming club certification courses.

This pre-registration and special clinic rate deadline is Oct.10th

NEW THIS YEAR: You can [register online](#) for the clinic! We hope you are making plans to attend! Please be sure to call soon to guarantee your hotel room - rooms can be

booked at the special clinic rate by calling [\(856\) 665-6666](tel:856-665-6666) [\(856\) 665-6666](tel:856-665-6666).

Olympic Coach e-magazine By The U.S.O.C.

We're pleased to share with you the latest issue of USOC's [Olympic Coach e-magazine](#).

Ticket Prices Announced for 2016 Olympics

RIO DE JANEIRO, BRAZIL--The organizers of the 2016 Olympics at mid-month announced ticket prices for the Games. Tickets will go on sale to Brazilians in March 2015 and to non-Brazilians later next year. Ticket prices per session for Aquatics are (all in Brazilian Reals; conversion to US Dollars show):

-Swimming:

finals - BRL 900/500/260 (US\$ 367.29/204.05/106.11)

prelims - BRL 350/280/160 (US\$ 142.83/114.27/65.30)

-Open Water: BRL 70/40 (US\$ 28.57/16.32)

-Diving:

finals - BRL 900/700/380/260 (US\$ 367.29/285.67/155.08/106.11)

semifinals - BRL 600/500/310/240 (US\$ 244.86/204.05/126.51/97.94)

prelims - BRL 350/280/160/100 (US\$ 142.83/114.27/65.30/40.81)

-Water Polo:

finals - BRL 580/300/140 (US\$ 236.70/122.43/57.13)

semifinals - BRL 340/220/100 (US\$ 138.75/89.78/40.81)

quarterfinals - BRL 260/160/70 (US\$ 106.11/65.30/28.57)

prelims - BRL 50 (US\$ 20.40)

-Synchro:

finals - BRL 420/300/140 (US\$ 171.40/122.43/57.13);

prelims - BRL 180/100/60 (US\$ 73.46/40.81/24.49)

The organizer's announcement of the ticket prices can be found [online here](#):

Are we Killing Creativity

By Ken Robinson, TedTalk 2006

Sir Ken Robinson makes an entertaining and profoundly moving case for creating an education system that nurtures (rather than undermines) creativity.

[Watch here](#):

Your Team Could Win \$2,500.00 for Good Sportsmanship

The Liberty Mutual Insurance Play Positive™ Pledge seeks to reward teams who demonstrate a commitment to sportsmanship and playing positive.

Get started today and recruit your supporters to pledge to promote good sportsmanship and you could earn \$2,500. The fall period ends on October 15 and there will be 5 Large Division and 5 Small Division winners. This money could be used for scholarships, purchasing new uniforms or equipment, paying for team travel expenses plus more!

[Take The Pledge Today](#)

Your Caring Trademark

By Jon Gordon, Author, Speaker, September 29, 2014

If you've followed Derek Jeter's career and watched his improbable game winning hit in his final at bat in Yankee Stadium the other night, you know that Derek treated every at bat like it was his last and that's what made his last at bat so special.

No one worked harder, played with more passion or cared more about playing and honoring the game of baseball than Derek Jeter. Jeter's hustle, passion, commitment and work ethic have become his caring trademark over the last twenty years.

You may never have heard of the term caring trademark before but I believe the most successful people have a caring trademark: a unique way that shows they care and

causes them to stand out in their profession.

While Jeter always sprinted to first base and treated every at bat as a sacred experience, Doug Conant's caring trademark was writing over 10,000 thank you notes to employees while he was the CEO of Campbell Soup. Atlanta Falcons Head Coach Mike Smith's caring trademark is that he visits his players in the treatment room when they are injured.

Rita Pierson, a life changing educator, had a caring trademark and it was the encouragement she gave her students and belief she had in them. Unfortunately she passed away but her legacy and caring trademark lives on in the students she taught. She gave one of my favorite speeches ever. [Watch here.](#)

Gallagher Bassett CEO Scott Hudson's caring trademark is that he writes a weekly personal newsletter to the more than 5,000 global employees to highlight what he cares about in work and life. Interestingly, his employees often write back to him with personal stories of their own, further promoting a culture of open communication and caring.

My friend Fitz has a caring trademark and it is writing notes on the back of his business cards and placing them in the jacket pocket of the suits he sells me at Rosenblums. Each time I buy and wear a new suit I'll find a card and it will say something like, "I hope you are doing something positive right now" or "Your day just got a whole lot better."

Companies have caring trademarks as well and I believe it's one of the key ways they stand out from their competition in the marketplace.

Chick-fil-A employees say "my pleasure." They never say "no problem." There's a big difference between "my pleasure" and "no problem." Publix Super Markets trains their employees to walk with you to the aisle and spot on the shelf when you ask them where you can find a specific item. They don't say "aisle 9, good luck dude."

Les Schwab Tire Center employees sprint outside and greet you when you pull up to their tire center and get out of your car. Zappos provides free shipping and returns. Toms Shoes gives a pair of shoes to someone in need for each pair sold. Sephora gives free samples and allows people to try the makeup in their stores. And I believe Apple's caring trademark is the care they have put into the design of their products and their ease of use.

When it comes to caring trademarks the list is endless. Someone could write a book about all the unique ways that great companies and people show they care. But even if a book was written I wouldn't want you to copy someone else.

The key is to create your own caring trademark that fits you and your organization.

Maybe you love to smile and talk to people but don't like writing hand-written notes. Perhaps your competitor's caring trademark is to offer the cheapest price but you want your trademark to be the quality of service you provide. You may not want to sprint outside to greet someone but you would love providing memorable goodbyes. And maybe you're not the superstar on your team like Derek Jeter but you can be the kind of teammate whose caring trademark is to cheer the superstar on.

So think about who you are and what you stand for. Identify ways you love to show you care. Decide how you want to make a difference. What do you want to be known for? Your caring trademark should be an expression of who you are, demonstrate your values in action and reflect your mission to make a difference and serve others.

When you show you care in your own unique way, you will stand out in a world where many have seemed to forget to care. When you create and share your caring trademark day after day, year after year, you will realize that caring is one of the greatest success strategies of all.

We love to hear about Caring Trademarks. What is your Caring Trademark? What is your company's Caring Trademark? Share your thoughts by leaving a comment below and/or on our [Facebook page.](#) All rights reserved © copy write [Jon Gordon 2014](#)

