



## In this Newsletter

Volume 42 - 10/17/2014

1. Film Study of the Freestyle Pull
2. Safety Training For Swim Coaches Update
3. Three Nutrients Young Swimmers Shouldn't Miss
4. ASCA Education Available
5. Doping Control Reminder
6. SWSWSWSW
7. Most Parents have "Big Concern" with Quality and Behavior of Youth Coaches
8. The Genius Way Coca-Cola Employees Manage Their Email, Plus More Tips
9. Thanks For Not Buying Popcorn From My Son
10. Why I'll Never Go Into the Woods Again!



## Dear Coaches,

### Quote of the week:

**"Winning without preparing hard is a fraud against the athletic experience. Victory without teaching life values provides a meaningless experience."**

~Proactive Coaching.com

## Film Study of the Freestyle Pull

By Russell Mark, USA Swimming National Team High Performance Consultant

National Team High Performance Consultant Russell Mark recently did a film study of the freestyle pull. Check out his illustration, [here](#):

## Safety Training For Swim Coaches Update

In an effort to make it easier for coaches to fulfill the water skills requirements for the Safety Training for Swim Coaches (STSC) course, USA Swimming's Operational Risk Committee has developed a Skills Sheet that can be completed by certified instructors from multiple agencies including the American Red Cross, YMCA, StarGuard, Ellis & Associates, and the American Lifeguard Association. By expanding the list of instructors who can sign-off on the STSC water skills, it should be easier for coaches and LSC's to find instructors to provide these services.

[Worksheet:](#)

## Three Nutrients Young Swimmers Shouldn't Miss

By Jill Castle, MS, RDN

Nutrition plays a key role in performance and recovery. But for the young swimmer, it also supports growth and development. While there are important nutrients for swimming, such as carbohydrates and protein, there are also micronutrients that may be at risk for deficiency, like iron, calcium, and vitamin D.

Of course, any nutrient can fall short of needs if the diet is inadequate compared to the requirements. Deficiencies should always be addressed in the growing athlete.

Three nutrients – iron, calcium and vitamin D—stand out as high-risk nutrients for the young swimmer. One, because they are already known to be deficient in children and teens, in general, and two, because they may be harder for the growing athlete to get enough. Here's the lowdown on each nutrient, including recommended levels of intake, and food sources:

[Read more:](#)

## ASCA Education Available

The American Swimming Coaches Association (ASCA) has posted for purchase audio



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recordings (mp3s) of talks from the 2014 ASCA World Clinic at the beginning of September in Jacksonville, Florida. These can be purchased from the ASCA [website here:](#)

ASCA has also begun posting video recordings of these talks. They can be purchased from ASCA via [here:](#)

## Doping Control Reminder

The 2014 Prohibited Substances list remains in effect through December 31, 2014. The list may be [found here:](#)

All athletes should check the doping control status of all medications and substances at [www.globaldro.com](http://www.globaldro.com) PRIOR to use. This includes over the counter and prescription medications.

Any questions should be directed to USADA at [719-785-2000](tel:719-785-2000) [719-785-2000](tel:719-785-2000).

## SWSWSWSW

**By Marketa Andrews, Girls Scouts, as told by Jack Canfield, Success Principles**

Some Will  
Some Won't  
So What  
Someone's Waiting.....

Some athletes will, some will not, so what; do not waste negative energy on those that won't. Think about those that will and those waiting to be ignited by your passion.

## Most Parents have "Big Concern" with Quality and Behavior of Youth Coaches

**Posted by Dave Nagle on October 10, 2014, ESPN Media News**

A national survey of parents showing broad and often deep concern about a variety of key issues involving youth and athletics – though no issue drew more unease than the coaches who work with children – was released today at the espnW: Women + Sports Summit in Dana Point, Calif. Other concerns included concussion risks, an over-emphasis on winning and the costs of participation.

More than 8 in 10 parents with children old enough to play sports say they are concerned about the "quality or behavior" of youth coaches, with 61 percent calling it a "big concern," according to results from an ESPN Sports Poll of households conducted during the month of September.

At the request of espnW and the Aspen Institute's Sports & Society Program, the ESPN Sports Poll added a series of questions to its monthly panel that were specifically aimed at capturing the thoughts of parents and guardians of children age 18 and under, given falling participation rates in team sports among children and teens.

Among the findings of the espnW/Aspen Institute Project Play Survey of Parents:  
•7 in 10 parents have concerns about the both the time commitments and rising costs of participation in youth sports, which has seen escalation of private club teams and multi-season travel squads. Just over three in 10 parents call these issues a major concern.

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[Read more:](#)

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## **The Genius Way Coca-Cola Employees Manage Their Email, Plus More Tips**

**By Jacky Carter, Community Manager - Professional Women at LinkedIn, October 7, 2014**

Forget work/life balance. You can sleep when you die.

At least that's how Snapchat's Emily White and Coca Cola's Wendy Clark said they approach time management in a hyper-connected world. And the idea of unplugging? Ha.

"Rather than the choice to consciously disconnect, there's much more of a trend of choosing who to connect with and in what context," White said. "It's very much about conversations."

During a panel at Fortune's Most Powerful Women Summit on Monday, White, the COO of Snapchat and a veteran of Instagram, Facebook and Google, said she now relies on her phone more than her computer to get work done. "You're not just getting information and solving problems; you're getting to communicate in motion like never before," White said. "This is the reason I can have kids and still have a relationship with them, and work in the evenings when I get home [after the kids are in bed]."

For Clark, the president of sparkling brands and strategic marketing for Coca-Cola North America, being present at work or with her family is the key to living in an over-connected world. "The thing people want most from you is your focus and attention," Clark said. "You destroy that when you think that you're multitasking because you're not accomplishing either."

That means no phones at the dinner table, for her or her kids. And if she's expecting an urgent email from the CEO when they're putt-putt golfing, she's found the best thing to do is tell them that mommy needs to go respond to an email for 10 minutes and hope they don't screw up her score while she's gone.

So when you're constantly connected, how do you get anything done?

- Make the most of your subject lines. Clark said that at Coca-Cola, employees include tags in their subject lines to help manage email flow: URGENT, ACTION REQUIRED and INFORM.

[Read more tips:](#)

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## **Thanks For Not Buying Popcorn From My Son**

**By Trey Tompkins, LinkedIn, September 22, 2014**

If you declined my son's offer to buy popcorn from his Cub Scout Pack yesterday, I owe you one. I'm serious.

I spent yesterday afternoon outside the exit of a local home improvement store with my six year old son and two other father / son pairings from his Cub Scout Pack. They were performing the seasonal ritual of selling popcorn to help raise money for their Pack's activities.

Through their efforts, they raised about \$200 in about two hours. That seems to be pretty good production for three elementary school kids.

In watching my son and his friends "work", I was struck most by two different but ultimately related things.

First, many individuals who they talked to seemed so uncomfortable in saying "no". Everyone was very polite and many offered reasons for not handing over money to the kids. However, it was obvious that saying "no" made some of them uncomfortable.

Looking back on it, they needn't have felt any remorse or guilt at all. Those folks were doing my son and his friends a great service in teaching them valuable lessons about sales and achievement.

[Read more:](#)

## Why I'll Never Go Into the Woods Again!

Posted by John G. Miller, QBQ.com, October 2014

Got fear?

I do.

Or maybe I should say fears.

Like any parent—and now grandparent—I do fear the danger our children face "out there" in the world, especially on the road. It's not stifling, but I've expressed it often enough to our kids over the years (now ages 31, 29, 26, 24, 19, 17, and 16) as they've reached for the car keys, that they have all nicknamed our residence "WSH":

Warm Safe Home.

Because, more than once, I've been known to say, "Don't go out! Stay home! It's safe and warm!"

So now they make fun of me.

Kids.

On a much less serious note, but still terrifying to me, is this:

Poison Ivy.

Yes, the plant that only Satan himself could have brought to our world! I fear it greatly. So much so, I could never live on the East Coast again.

Karen (her parenting blog) and I grew up in Ithaca, New York. Nice place, beautiful terrain—but possibly the Poison Ivy Capital of the World!

Actually, the whole eastern United States is covered with the stuff. And, yes, I know it also grows in the Midwest, probably in the south, too. But, in our 17 years in Colorado, I've never seen it. So I plan to die in Denver with my boots on and my Calamine lotion off!

Why am I so scared of a little green plant covered in sap?

Experience.

When I was 11 years old and then again at 13, I came down with a poison ivy rash that covered my body from head to toe. The itchy-beyond-belief blisters were between my fingers, my toes, and, ahem, everywhere else. :-)

Then, at 14, I got into poison oak—Ivy's evil cousin. This time, the rash was concentrated on my face, neck, and ears. The episode was so extreme, I missed the last two days of 9th grade, never to be reclaimed. In fact, one ear was so swollen it pointed outward, perpendicular to my head.

I looked like Dumbo on steroids.

For each of the times described above, the doc gave me penicillin shots, and yet the blistering rash still lasted 7-10 days! I really grew tired of people saying, "Well, it just needs to run its course."

Aagggghhhhhhhhh!

Anyway, after the bout with poison oak in 1972—I never went into the woods again.

To this day I refer to my foliage fear, somewhat benignly, as "the green stuff"—and each of our seven kids knows that Dad will never tread where there exists ... The Green Stuff. I'm aware that as an adult I've missed out on some outdoor fun, but the fear of suffering

through poison ivy or oak ever again is overwhelming. It limits me. It stops me in my tracks. The fear is just that powerful.

All because of those childhood experiences.

The good news is, my fear of The Green Stuff doesn't really prevent me from obtaining any key goals in life. This is a good thing.

But sometimes, our fears do hold us back from "climbing that mountain," "reaching the summit," and "being our best"—all that stuff sweaty motivational speakers talk about. And that is bad news.

How about you? Any fears that are currently overwhelming you, holding you back, limiting your ability to accomplish a critical life goal?

Identifying that fear is the first step to dealing with it—if you want to deal with it, that is. For me, I've simply chosen to ... stay out of the woods!

What fear is holding you back?

A final thought: Leaves of three—let them be!

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