



## In this Newsletter

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## Dear Coaches,

### Quote of the week:

**"Tell me and I forget. Teach me and I remember. Involve me and I learn"**  
~Ben Franklin

## Club President's Newsletter

Dear Coach,

Approximately 50% of all USA Swimming clubs are owned and governed by a non-profit corporation whose board of directors are parents of swimmers on the team. Each of these 1400 clubs also has a dedicated board president whose list of official and unofficial duties is ever expanding. In an effort to provide board presidents with information and resources that can help them be more effective in that role, USA Swimming's Club Development Division has created a monthly newsletter.

We distributed the initial issue last month and we want to send the next issue to all Club Presidents.

Following is a short listing of some of the information we plan to make available to your Presidents through this newsletter ...

- 1) Current information, news and announcements from USA Swimming
- 2) Best practices utilized by successful USA Swimming clubs
- 3) Cutting-edge trends in non-profit board governance
- 4) Ongoing information about USA Swimming Programs and Services
- 5) Features/examples of typical Board President challenges and solutions
- 6) Links to resources about pertinent subjects such as running a small business, leadership, attracting volunteers, hiring practices, insurance, developing club policies and procedures, etc.

We want this free publication to be a valuable resource for our membership and therefore, we invite your suggestions, feedback and contributions.

Please take a moment to send your Club President's name and email address to [dthomas@usaswimming.org](mailto:dthomas@usaswimming.org)

Thanks for helping us connect with more Club Presidents.  
Sincerely,  
Pat Hogan  
Club Development Managing Director

## Coaching Legend Peter Daland Passes Away

Coaching legend Peter Daland passed away of natural causes October 20th at approximately 8:30 Pacific Time. He was 93.

Daland, a graduate of Swarthmore College, began coaching in Rose Valley, Pa., in 1948. He was the founder of Suburban Swim Club in Newton Square, Pa., and was an assistant under another legendary coach, Bob Kiphuth, at Yale University.

In 1958, he became head coach at the University of Southern California, where he would go on to win eight NCAA Championship titles, including four straight from 1963 to 1966, and four more from 1974-1977. In his 35-year career with the Trojans, Daland also won 17 Pac 10 Conference titles and amassed a record of 318-31-1.



On the international stage, Daland served as the American women's head Olympic coach in 1964 and the men's head coach in 1972. In 1964, the women won 15 of the 24 medals awarded in swimming. The men won 26 of the 45 medals awarded in swimming in 1972.

Some of the world-class swimmers Daland coached included John Naber, Dave Wharton, Mike O'Brien, Roy Saari, Murray Rose, Jeff Float, Joe Bottom, Mike Bottom, Bruce Furniss and Steve Furniss.

In addition to his work at USC, Daland also won 14 men's AAU national titles and two women's . He's the only coach to ever win an NCAA, AAU men's and AAU women's title.

Coach Daland was a giant in the sport who graciously served as a mentor to hundreds of coaches. Few others have contributed to the coaching profession and to American Swimming in manner equal to Peter Daland.

[Read more:](#)

[New York Times Article:](#)

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## How to Deal with the Elements Like a National Teamer

By Matt Barbini, USA Swimming National Team High Performance Consultant

As you're probably aware, weather conditions at the Pan Pacific Championships in Australia were not ideal for a swim meet. It was rainy; it was windy; and it was cold. In the weeks following the meet, the most frequent question I've been asked is, "How did everyone deal with those conditions?"

The answer, to put it succinctly, is amazingly well. Watching our top athletes perform is always impressive, but to see the way that they were able to handle the most challenging weather conditions most of them have ever encountered at a meet was among the more impressive things I have witnessed in the sport.

While chances are good that you won't face a situation quite like the one we encountered on the Gold Coast, it's still important to have a plan for when things don't go exactly as expected. Of course, the following won't apply to every situation, but here is a rundown of what the Pan Pacs athletes and staff did to handle the elements:

[Read more:](#)

## A Leadership Lesson From The 2014 World Series Teams

By Tim Elmore, Author, *Growing Leaders*, October 20, 2014

I'm not sure if you have a dog in the fight. Maybe you're from New York or Boston. You may be from L.A. or St. Louis or Detroit and feel like you got jipped out of seeing your team play in this year's World Series, which started Tuesday night.

The Giants and Royals Share Something in Common

I do know one thing. The teams that made it — the San Francisco Giants and the Kansas City Royals — have something in common: they're organizations that are attempting to build cultures among their teams. Sure, they want to win ballgames, but they both understand you can't do that consistently if all you do is focus on scorecards. You have to build a culture in the club first. Healthy cultures lead to wins; healthy things naturally grow and reproduce. Culture trumps everything else. It's why an average player can get traded and suddenly excel. Culture is intangible, but real.

[Read more:](#)

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## **It's Not Just Words: 10 Smart Word Choices of Smart Athletes**

**By Anne Josephson, Parent, business owner, educator, blogger, The Blog, October 10, 2014**

A few weeks ago, I was counseling parents of an athlete at my gym. According to the parents, the daughter was considering "quitting" gymnastics because she believed that she was "sacrificing" too much to do the sport.

"What do you mean by sacrificing?" I asked.

"I mean she sacrifices so much. You know, normal teenage things like time with friends and Saturday afternoons at the mall," one parent explained.

"Well," I responded thoughtfully, "I don't know that I would use the word 'sacrifice' to describe your daughter's choice in how she is spending her time."

"Oh, whatever, it's just words," the other parent insisted.

But here's the thing: It is not just words.

Words are how people think. So, the words we choose are critical in shaping how we think about our lives.

Additionally, when we use words that represent concepts like "quitting" or "sacrificing," the words we use are windows into what we believe to be important and how we understand our role and responsibility in our values, like pursuing excellence.

Finally, and most relevant to this story, whatever words we chose influence those who hear them. If parents keep reinforcing to their child that her pursuit of excellence in a sport is a sacrifice their child is making instead of a decision she is making, what effect is that likely to have on the child's attitude?

These parents are not alone in their struggle to use the best word choices to help their child form a positive attitude and work ethic. As I started to think of all of the variants of this conversation I have had over the years, I came up with a list of 10 word choices one might consider.

Hint: The best of the best always choose the second option.

[Read more:](#)

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## **Lighten Up, Swim Parents!**

**By Mike Gustafson, USA Swimming Correspondent, October, 9, 2014**

Sara reaches for the wall, exhausted, straining, and gets 3rd place. She gets out of the water and checks her time. Almost a best time. Almost a win.

Sara is happy. Or at least content. She knows what she has to fix – that second turn was a little off – and is excited to get back to practice on Monday. Sara warms down and smiles to herself. Sure, it wasn't a best time, but she loves to race. It's the one time of the week she doesn't have to worry about tests, homework, that school dance next week...

[Read more:](#)

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## **Delusional Parent Disorder (DPD) In Youth Sports**

**By Keith Van Horn, husband, father, entrepreneur, coach, writer and former University of Utah All-American and NBA Basketball Player, October 1 2014**

Definition of Delusional Parent Disorder: Parents who have false or unrealistic beliefs or opinions about their children even when confronted with facts: "Watching John yell at his son after the game makes me think he suffers from Delusional Parent Disorder."

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I am not a psychologist. To my knowledge, there is no confirmed condition called Delusional Parent Disorder (“DPD”). I’m just a dad and a coach, but coaching middle school girls’ basketball for Colorado Premier Basketball Club sometimes makes me wish I had a degree in psychology! It would certainly help me to understand the thought process of some of the 3,000 parents who have kids in our programs. Most of the parents on our basketball club are amazing and only suffer from a mild form of DPD, which I also admit to suffering from, but there are always those extreme cases. You know that dad or that mom. While I simply made up the name of the disorder, it is a real problem, especially when DPD creeps into parenting a young athlete.

It does seem that there is something in our genetic makeup that makes us parents feel that our children are always better than they actually are.

[Read more:](#)

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## **It Ends After It Ends**

**By Chris Parker, October 15, 2014**

High performance is nothing without communication so we asked a world expert in the field, Chris Parker, to tell us what makes for good feedback and how communication can have maximum impact.

[Read article here:](#)

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## **Why Do We Sleep?**

**By Russell Foster, Neuroscientist, August 13, 2013**

Russell Foster is a circadian neuroscientist: He studies the sleep cycles of the brain. And he asks: What do we know about sleep? Not a lot, it turns out, for something we do with one-third of our lives. In this talk, Foster shares three popular theories about why we sleep, busts some myths about how much sleep we need at different ages -- and hints at some bold new uses of sleep as a predictor of mental health.

First 17 minutes tie in with swimming.

[Watch Ted Video here:](#)

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## **Writing My Own Legacy. One Word at a Time. Yours?**

**By Jeff Gitomer, Author, Speaker, Blogger, October 2014**

What do you do when you get up every day? Anything to do with your legacy? I doubt it. Here’s a short version of your morning: Shower. Coffee. TV. Get dressed. Check your calendar. Check your email. Check your social media. Maybe even make a follow-up call (or two) or read a few pages. No legacy there. More like “routine.” Me? I write something. And while I confess I do not do it every day, over the past 22 years I have written more than 1,100 columns, 12 books, 10 e-books, 4,000 tweets, and recorded more than 300 videos on my YouTube Channel. Numbers? With more than 3.4 million views and more than 19,000 subscribers on my YouTube Channel, my weekly email magazine goes out to more than 350,000 people a week, my twitter followers number more than 70,000, and I have more than 18,000 LinkedIn connections - all from writing. Yes, I have enjoyed “reader acceptance” and “reader response” – and that combination has more than helped my legacy grow. But... REALITY: I didn’t start out with 12 books. It started with consistency, and 20 years later, BOOM! I started with ONE idea, one column, one tweet, and went from there. It’s not a book, it’s a writing project. It’s not my column, it’s a captured idea and my weekly self-discipline. It’s not my tweet, it’s my documented, posted thought that hopefully will get a positive measurement by being re-tweeted more than 50 times. Over the past eight years, I have grown my social network to a substantial presence. One follower, one reader, one subscriber, one re-tweeter at a time. And I basically did it while you were watching TV. And for the record here – that’s not a brag of mine – it’s a wake-up call of yours. What will your legacy be? Watching news? Watching reruns? Getting drunk on the weekends? Going to parties? Watching Sportscenter?

[See more at:](#)

