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## Dear Coaches,

### Quote of the week:

**“There is more in us than we know. If we can be made to see it, perhaps, for the rest of our lives, we will be unwilling to settle for less.”**

~Kurt Hahn “

## The Most Effective Supplement

By Dan McCarthy, USA Swimming High Performance Consultant

Cheri Mah's unexpected discovery during her initial research in 2002 at Stanford has taken root in professional and collegiate sports, forcing coaches and administrators to rethink their approach to helping their athlete's recover. What athlete would not benefit from being sharper, having a more positive mood and possessing quicker reaction times? When she narrowed her study to find specific responses, she turned to the Stanford Men's Basketball Team for a three-year study. Her published work suggests that when supplementing for five to seven weeks, the player's specific skills improved as well. They ran faster, their three-point shooting improved by 9%, as did their free-throw shooting.

Did I mention it is free, organic, non-GMO and available to everyone? The supplement in question? More Sleep!

[Read more:](#)



## 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)



**Randy Julian**  
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Sponsored by:

Thanks for helping us connect with more Club Presidents.

Sincerely,

Pat Hogan  
Club Development Managing Director

## A Marketing Guide for Small Businesses

By Alyssa Gregory, Small Business Information Expert

Marketing is one of the most important parts of any small business, and it's especially important for new startups. An effective marketing plan -- one that helps you identify the marketing activities that have the highest return on investment -- can often be the difference between a small business that thrives and one that dwindles.

If you are in the process of starting a new small business and are ready to get your feet wet with marketing, this collection of articles will help you plan, implement, and develop effective marketing techniques.

[Read more:](#)

## 2015 Regional Build a Pool Conferences

by Joseph Bloggers

### WHO ATTENDS THE BUILD A POOL CONFERENCE?

People who attend are coaches, members of parent boards, city council members, architects, engineers and other community leaders who want to start developing a plan for their dream pool.

Attendees will get ideas on how to program facilities for sustainability plus learn about innovative ideas and examples for new buildings and renovations. ASCA Certified Coaches will receive 10 credit hours for attending.

### WHAT OTHERS ARE SAYING.....

"Very helpful resources, visuals and insights, good balance – very optimistic and realistic."  
"Enjoyed the training – opened my eyes to programming and the needs necessary."  
"I love that you address each individual's needs – The flash drive is an amazing gift!"  
"Great examples, real world problem identification - I feel better about the tasks ahead!"

### WORKSHOP OBJECTIVES - attendees will be able to:

1. Plan and Build your Facility for TOTAL AQUATIC PROGRAMMING
2. Validate the needs to explore possibilities for aquatic centers
3. Understand and identify adversaries and advocates for the project
4. Estimate cost to operate and programming income potential
5. Have a better understanding of pool and building size options & the cost to build
6. Learn about other management options and value received pricing
7. Learn about new building technologies

DATES CITY/STATE IN CONJUNCTION WITH  
February 14-15, 2015 San Diego, CA. AOAP Conference  
April 16-19, 2015 Colorado Springs, CO. Coach Owned Seminar  
May 8-9, 2015 Sarasota, FL. Co –host Myrtha Pools  
June 13-14, 2015 West Hartford, CT. Stand-alone Conference  
September 12-13, 2015 Cleveland, OH. ASCA World Clinic  
October 7-9 2015 Scottsdale, AZ. WAHC Conference  
November 7- 9, 2015 Atlanta, GA. Co-host SERG Buildings

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## **Authenticity: 1 Idea, 3 Facts, 5 Tips**

**By The Center for Creative Leadership, Leading effectively e-newsletter, October 2014**

Authenticity is the healthy alignment between internal values and beliefs and external behavior. Authenticity comes from finding your style and your way of leading — and making life decisions that reflect your values and your personality.

[Read more:](#)

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## **Sport Psych 101**

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

Be honest with yourself and willing to look at and work on your weaknesses. Be honest with others. Be humble and give credit to your supporting cast. Walk the talk. Don't be satisfied with the status quo. Continually push yourself to get better. Understand that playing time is not a right but a privilege that you earn. Take responsibility to lift the play of those around you rather than putting them down for having lesser ability. Be a class act.

[Read more:](#)

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## **The Moments That Make Champions**

**By Caroline Adams Miller, TEDxGramercy, September 30, 2014**

This talk was given at a local TEDx event, produced independently of the TED Conferences. What are three things we can choose to do differently to improve our chances of developing grit? Can we learn how to turn micromoments in each day into the habits of resilient champions.

[Watch TedTalk:](#)

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## **Disney Historian Says Walt Has Lessons For Small Business Owners**

**By Michael W. Freeman, Winter Park Forum Editor, October 20, 2014**

It's been decades since Walt Disney envisioned, and then moved forward on, plans to create a gigantic theme park in Central Florida, Jim Korkis noted..

But even after more than 40 years, people starting and currently operating a small business in this region still have a lot to learn from Walt Disney, noted Korkis, a former Walt Disney World "cast member," author and Disney historian. "How Disney does business today is a lot like how other businesses do things," he said. "Walt started out as a small business, as a mom and pop, owner. How did such a small business become an entertainment empire?"

[Read more:](#)

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## Are Executives Who Don't Invest in Social Media Negligent?

By Dionne Kasian-Lew, LinkedIn, July 2014, I advise professionals on social media for business and am rated in the top 1% for global community influence by Kredy

Are executives who don't invest in digital and social media negligent (I don't mean this in the strictly legal sense)?

This provocative question is directed at the governance obligations some executives may have around social media but also their duty to know what is coming over the hill and be ready to deal with it.

As I discuss in my new book *The Social Executive – how to master social media and why it's good for business* (Wiley) a time in which digital growth continues at double-digit rates, the failure to adapt to or harness its opportunities could be seen as one of leadership.

What leaders do (and don't do) in this space really matters.

[Read more:](#)

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## Always Play Like The Underdog

By Tim Elmore, *Growing Leaders*, October 29, 2014

This time of year always brings surprises. I'm not speaking of the trees changing color or the crisp weather sneaking up on us in October; I'm talking about great teams getting upset. In both professional and college sports, we see upsets on a regular basis. Defined simply, an upset occurs when a more talented team loses to a less talented team in a competition. Whether it's NCAA football or Major League baseball's postseason, upsets happen routinely. Highly gifted and successful teams will continue to get beaten every year until a vital lesson is learned.

Allow me to explain.

Success can tweak your sense of identity. Endorphins are released, and you feel good about the gains you've made. It provides a high, and we cling to it. It's why some competitive types will try anything — even cheating — to be one up on someone else. We like to look in the mirror and see a “winner.”

There's a downside, however. Once you're comfortable in this identity, it's difficult to see yourself in any other way. Success provides a false sense of self. Successful people are often guilty of letting their guard down, believing they really are the best at what they do. And it's true — at least for that moment. But this belief is blinding. It causes a fog to expand through our mind and emotions, making it difficult to see how fleeting success really is. It offers a false sense of self, or at least an identity built on temporal foundations. It can take the edge off of folks who once worked relentlessly to achieve this identity.

A classic case study

Consider the department store Sears.

[Read more:](#)

