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Dear Coaches,

Quote of the week:

"Give to the world the best you have, and the best will come back you."
~Madeline Bridges

LSC / ZONE STUDY SURVEY - OCT 31 DEADLINE!

Thanks to everyone who has already responded! Here's a friendly nudge for everybody else!

Earlier this year, USA Swimming President Jim Sheehan appointed a task force to conduct a study regarding the governance, function and operation of USA Swimming LSCs and Zones. The task force has engaged an outside consulting firm, Design Group International (DGI), to be our partner in developing, conducting and implementing this study. The ultimate goal is to provide USA Swimming with recommendations that will help strengthen LSCs and Zones while maintaining an athlete centric focus.

The initial phase of the study will focus on gathering information and feedback from people who participate in every facet of USA Swimming. We want feedback from athletes, parents, coaches, officials, volunteers, administrators, and anyone else who plays a role in USA Swimming.

Following is a link to a short survey seeking feedback and comments regarding stakeholders' experiences with USA Swimming Zones and Local Swim Committees (LSCs).

[Click here:](#)

Please complete and return the survey by the October 31, 2015 deadline. Thank you in advance for taking time to participate and share your views.

Larry Johnson
Chair, LSC / Zone Study Task Force

Go Swim Video: Freestyle – Swim Through Your Turns

GoSwim, the sport's leading provider of educational video content, is the official technique video supplier of USA Swimming.

[Go Swim Video:](#)

Great turns are a continuous action with no delays. NCAA Champion Joao de Lucca shows us what to do, and what NOT to do.

Why do it:

The wall isn't moving toward you, so you need to continue your momentum toward the wall until the tuck is initiated.

How to do it:

1 - First let's look at what we typically see with young swimmers. During the approach, the eyes come up to sight the end of the pool. Then there's the delay and glide. THEN



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there's the big setup for the massive dolphin kick to push the swimmer over. Honestly, you don't have time for all of this.
2 - Now let's look at how Joao flows through his turn. It's continuous.
3 - If we ONLY focused on two easy points, the eyes and the feet, we can see how the head stays down, and the feet keep moving.

How to do it really well (the fine points):
Be careful to NOT try to drive the flip from the big dolphin set up. The body starts in the wrong direction to flip down which is just a longer line to the turn. While there may still be a small dolphin during the flip, this ISN'T what drives you around... it's a combination of momentum and keeping the head DOWN into the wall.

The quick check will be "what do you see". If you see the end of the pool... the cross... that will be the first indication there may be a problem. Keep the eyes down and feet moving consistently through the turn.

America's Swimming Coaches - Holiday Gifting Campaign For Teams

Many teams support needy children in their community during the holidays by collecting gifts and canned goods. Here's a program being sponsored by AMERICA'S SWIMMING COACHES through the College Swimming Coaches Association and the American Swimming Coaches Association. High school, college, YMCA and Club teams throughout America will be participating. Please consider implementing it with your team. Visit the website to download prepared materials and join America's swimming coaches' supporting their entire communities.

The program is FREE and provides; 1) organization/procedures, 2) poster, 3) receipt, 4) press release. Just visit; www.gamesgimmickschallenges.com/gifting to get the materials FREE.

In the words of Thomas Davis, Carolina Panthers, NFL Man of the Year, who grew up on the streets, living without family, "some disadvantaged youngsters think they are bad people because they don't receive a gift during the holidays". For the most part swimmers come from giving families. Participating in this program helps participants of all ages feel good about "giving" and volunteering to prepare gifts for delivery. It is estimated that volunteering leaves a positive imprint on one's brain that lasts for four years. Gifts are collected from aquatic center patrons for youngsters of all ages; infants, pre-school, elementary school, middle school and high school. Value ranges from less than \$10 to \$100 depending upon the contributor.

This is a cooperative effort between Americas swimming coaches and a local social service agency in your community. Parents', team captains or assistants may carry it out under your leadership. Teams may have complimentary projects like having swimmers at a holiday meet to bring a toy or can goods. Philly's Jimmy Ellis places a box in the pool lobby for EACH TEAM to place donations and the team with the most wins a prize.

Please get involved for the sake of young people in need in your community and the "good feelings" benefit you and your swimmers will have.

Happy Holidays,
Bob Steele

Greater Medal Impact: World Rankings or World Championships? By Katie Arnold, USA Swimming National Team High Performance Consultant

One of the best things about the Olympic Games is the fact that anything is possible, and there are no guarantees. At this point we can't accurately predict who will even qualify for

Rio, let alone who will medal in any given event. However, we can look at historical data to try to identify common trends when it comes to who has medaled in the past. This week I have focused my attention on the men's and women's 50m, 100m, and 200m freestyle events.

For every medalist in these events at the 2004, 2008, and 2012 Olympics, I looked at the previous year's (2003, 2007, and 2011) World Championships results and FINA World Rankings. The following is what I found based on this data: www.usaswimming.org/ViewNewsArticle.aspx

Top Nutrition Tips to a Happy Halloween

By Chris Rosenbloom, RHD, RDN, CSSN

With Halloween just around the corner, the sugar debate is bound to heat up. We all know we should eat less sugar, but how can young swimmers enjoy Halloween without giving up some fun on October 31?

Ration the fun. Sort your treats into piles for pre-swimming fuel, post-swimming fuel, and just for fun. The pre-swimming fuel treats can include granola bars or peanut butter candies that deliver some complex carbohydrates and protein. Post-swimming treats are the higher sugar treats, like gummy candies, Skittles, and fruit chews. High glycemic index carbohydrates, like those found in high-sugar treats, speed carbohydrates to muscles to replace what was lost in your workout. Just-for-fun treats are the chocolate candy bars that you can have as dessert or a study treat, but try to limit to one treat per day.

[Learn more here:](#)

Repairing Confidence and Addressing Self-doubt

By Trevor Moawad, Mental Conditioning Coach, Alabama Crimson Tide Football

Trevor describes how ensuring the process is in place to utilize the positive aspects of any given performance and accumulating mental gains can enable an athlete to pursue their ultimate goals...

[Watch here:](#)

Why Your Favorite Athletes are Unstoppable

By Dave Ramsey, EntreLeadership Team, October 16, 2015

Quarterback Aaron Rodgers has it. So does U.S. Open Champion Flavia Pennetta. LeBron James? Oh yeah, it's definitely all over him, even with that championship loss last year. So, what exactly is this mysterious thing they all share? It's much more than talent, although that plays a huge role, too. It's the moment in time when they're experiencing a massive force called momentum. The whole world seems to be smiling down upon them. They're unstoppable. The awesome part of all this is that momentum isn't just for those who end up on a box of Wheaties. Small-business owners can have momentum, too. And what's even better? It can last longer than the next headline, because pure, sustainable momentum is created.

[Learn more here:](#)

What Is Fatigue?

By Alex Hutchinson, The New Yorker, December 2014

When, on a blustery day in Oxford in 1954, Roger Bannister ran the first sub-four-minute

mile, measuring out the full capacity of his lungs and legs and collapsing across the finish line, he felt, as he later wrote, “like an exploded flashlight.” That was the feeling researchers were trying to evoke, recently, when they paid thirteen volunteers at Bangor University, in Wales, to pedal a stationary bike at a predetermined pace for as long as they could. Such “time to exhaustion” trials are a well-established method of measuring the limits of physical endurance, but in this case the experiment also had a hidden psychological component. As the cyclists pedalled, a screen in front of them periodically flashed images of happy or sad faces in imperceptible sixteen-millisecond bursts, ten to twenty times shorter than a typical blink. The cyclists who were shown sad faces rode, on average, twenty-two minutes and twenty-two seconds. Those who were shown happy faces rode for three minutes longer and reported less of a sense of exertion. In a second experiment, the researchers demonstrated that subliminal action words (GO, LIVELY) could boost a subject’s cycling performance by seventeen per cent over inaction words (TOIL, SLEEP).

[Learn more here:](#)

Own Your Board

By Naphtali Hoff, SmartBlog on Leadership, August 18th, 2015

At the end of my first year as school leader, I met up for breakfast with someone who was very instrumental in developing school leadership talent, and had founded a graduate level program in educational administration that I attended. He had also been a board chair for multiple area schools.

I had asked to meet with him so that I could let him enjoy the fruits of his labor (his graduate program had helped me secure my leadership position) while also gleaning from his wisdom and experience as I planned for Year 2.

As we ate we talked about the various challenges and successes of the previous year. At one point the topic shifted to the school board. It was then that he looked me straight in the eye and emphatically said, “You need to own your board.” By that he meant that I need to develop them and their thinking in a way that would position them squarely behind me to advance my agenda.

[Learn more here:](#)

Leadership is Example: A Lesson From Legendary Coach, Paul “Bear” Bryant

It Don’t Cost Nothin’ To Be Nice

By Larry Burton, Senior Writer for Bleacher Report

At a Touchdown Club meeting many years before his death, Coach Paul “Bear” Bryant told the following story:

“I had just been named the new head coach at Alabama and was off in my old car down in South Alabama recruiting a prospect who was supposed to have been a pretty good player and I was havin’ trouble finding the place. Getting hungry I spied an old cinder block building with a small sign out front that simply said “Restaurant.”

“I pull up, go in and every head in the place turns to stare at me. Seems I’m the only white fella in the place. But the food smelled good so I skip a table and go up to a cement bar and sit. A big ole man in a tee shirt and cap comes over and says, “What do you need?” I told him I needed lunch and what did they have today? He says, “You probably won’t like it here, today we’re having chitlins, collared greens and black eyed peas with cornbread. I’ll bet you don’t even know what chitlins are, do you?” I looked him square in the eye and said, “I’m from Arkansas, I’ve probably eaten a mile of them. Sounds like I’m in the right place.” They all smiled as he left to serve me up a big plate. When he comes back he says, “You ain’t from around here then?”

[And now the rest of the story:](#)