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Dear Coaches,

Quote of the week:

“Until one is committed, there is always hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one element of truth, the ignorance of which kills countless ideas and splendid plans - that moment one commits oneself, then providence moves all.”

~Johann von Goethe (1749-1832) German Poet and Dramatist

Travel and Swimming Fast

By Dr. Jim Miller, National Team Physician, USA Swimming Sports Medicine Task

Many athletes dread the thought of traveling distances, either across the U.S. or abroad, for competition. At home, everything is set up to maximize performance. Meals are easy and familiar. Nothing rivals sleeping in your own bed. Support systems of family, coaches, trainers, medical personnel are all there. Travel can disturb all of this, starting with an exhausting, uncomfortable trip in cramped quarters.

[To see more information on travel click here:](#)

Backstroke – Finishing Strong with Your Core

By Matt Barbini, USA Swimming National Team High Performance Consultant

Trying to increase your tempo at the end of a backstroke race isn't as simple as it sounds. Your legs are burning, your arms feel like lead, and the last thing in the world you can imagine doing is moving your arms faster. Fortunately, your arms don't have to do all of the work when it's time to temp up, and in fact they shouldn't.

The key to properly speeding up your tempo is to use your core muscles and allow them to increase the pace of your rotation from one side to the other. Simply spinning your arms will only cause you to slip, compromise your catch, and most importantly disrupt the timing of your stroke. Think of it as increasing your tempo from the inside out. Your core (inside) dictates the pace and subsequent connection of your arms (outside), not the other way around.

[Learn more here:](#)

Interested in Hosting a SwimJitsu event in 2016?

[SwimJitsu](#) introduces new swimmers and their parents to USA Swimming, the #FunnestSport, and SwimToday. It's Punt/Pass/Kick for swimming using fun and challenging ninja-themed inflatables. Each competitor will race against the clock to complete the ultimate aquatic obstacle course using all their speed, endurance and swimming skills to gain the rank of Grand Master Swimja.

Interested in hosting your local SwimJitsu event? We are currently accepting bids! There are two event options available and we hope to find one that will work best for your team. Click here to submit your bid to host an event in 2016 -

<http://www.swimjitsu.com/hostswimjitsu>





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After Rehabilitation, The Best of Michael Phelps May Lie Ahead

By Tim Layden, Sports Illustrated, November 10, 2015

For almost five days in the fall of 2014, the most decorated Olympian in history lay curled in a fetal position in his Baltimore home, crestfallen and fearful, embarrassed at his behavior and uncertain of his future. Over three Olympics, from 2004 through '12, Michael Phelps had won 18 gold medals and 22 medals overall, each total more than anyone ever. His swimming had been transformed by NBC into a nightly television miniseries, and millions watched as Phelps splashed to victories for America over the rest of the world. His family watched at poolside, supporting players in an emotional drama that was the paradigm of Olympic success and Olympic packaging. His story had the perfect arc: In 2000 he was a prodigy; in '04 he was brilliant but imperfect; in '08 he was unbeatable; in '12 he was a legend on his farewell tour, diminished but still great. Three times he emerged a celebrity—each time a little more famous, a little more wealthy and a little more entrenched in the mythology of his quadrennial feats.

His life had been turned into a flat-screen American athletic dream: A skinny boy with big feet (and ears) had been transformed by endless laps and a wise coach into a red-white-and-blue, gold-medal-winning machine.

[Read more here:](#)

How Do I Decide?

By David Eagleman, PBS special, November 2015

Neuroscientist David Eagleman explores the human brain in an epic series that reveals the ultimate story of us, why we feel and think the things we do. This ambitious project blends science with innovative visual effects and compelling personal stories, and addresses some big questions. By understanding the human brain, we can come close to understanding humanity. 4 interesting episodes.

[Visit The Brain with David Eagleman Website](#)

[Watch here:](#)

Five Ways to Banish Negative Self-Talk for Good

By Sarah Elizabeth Richards for Life by DailyBurn, Huffington Post, November 6, 2015

Erica Bartlett has spent most of her adult life saying horrible things to herself. As a heavy teenager, her greatest hits included: "I'm so ugly. No one will ever be attracted to me. I can't stand to see how big I look in the mirror. I have no willpower around brownies."

She started gaining weight after struggling with loneliness and low self-esteem, and her own put-downs just made her feel worse, fueling a vicious cycle. At age 24, she carried 259 pounds on her 5'0" frame. It was her mother's unexpected death from cancer around that time that made Bartlett think about mortality and motivated her to get healthy. Her goal: To climb Katahdin, a 5,200-foot mountain in Maine that her mother loved and spread her ashes. Yet, as she lost 130 pounds over the next couple years by eating better and exercising, Bartlett still kept up the self-hate: "Why does so much loose skin hang off my arms? I'll never be athletic. I still look ugly."

"I discovered that having such a negative focus was really exhausting," says Bartlett, now

39, a software product analyst and health coach living in Portland, Maine. "It takes a lot of energy to constantly criticize yourself."

[Learn more here:](#)

Powerful Mentoring: What Mentors Really Do

Posted by: John G. Miller, QBQ, November 2015

On a frigid Minnesota January eve, I sat on the edge of the hotel suite couch. Leaning forward, I was working to make a good impression.

It was 1986 and was 27.

When the interview ended, the 6' 3" sales manager from Atlanta looked down at 5' 6" me and said, "John, you will make someone a fine sales rep."

As the door closed behind me, I thought ...

What exactly does that mean?!?

[Learn more here:](#)

A Letter to My Son's Coach

Found in Changing the Game Project, (This article by Mary Ann Ware first appeared here on her amazing blog and is reprinted with permission)

To My Son's Soccer Coach:

Last weekend, after the final game of the season, you posed with my son and his seven teammates in front of the goal for some team pictures. There you were, one man towering over eight little boys with their arms linked like a chain, big smiles on each face. You tolerated the parent paparazzi and even humored the boys with a crazy-face picture. You didn't complain; you just acted like a nine-year-old, too, but I'm pretty sure that you were glad when the photo session was over.

Coach, lots of kids play soccer these days, and many of them have similar pictures on the shelves in their rooms. But to my son, this picture – this team, this experience – it is all so special. This team picture represents so much more than just the hours that he spent kicking a ball around with some friends. It is bigger than his successes and his mistakes on the field. It is more significant than the assists that he made or the points that he defended or the breakaways that he finished. And every time I see that picture, Coach, I wonder if you know, if you really understand, just how much you mean to my kid.

[Read more here:](#)

29 Ways to Drive Traffic to Your Business Website

**How to Get Your Business Website Found & Visited Often
By Susan Ward, Business expert, About.com, October 2015**

Promoting your business website used to be a very easy process. You made sure your page had some keywords and that the keywords were in the right places for the search engines to find and that was it.

But in the early days, the "worldwide web" very much resembled the science classroom model of the solar system – a few planets circling the sun.

It's very different now, when keywords don't even matter and your website is competing against an entire Milky Way full of websites, blogs and forums.

So what can you do to make your site stick out like the North Star?

[Use the list here](#) to find ways to drive potential customers to your business website.

An Ode To Collegiate Athletes

It's more than "free" gear and sold out stadiums.

By Amelia Pfeiffer in Sports on Nov 2, 2015

I think it started for all of us when we were five years old, in our YMCA Basketball t-shirts and at peewee football and soccer camps put on by the local high school or college. That's when we all realized, we wanted to be like the people who were teaching us. For some, the goal was to play at the high school level, take the team to state and call it good. For others, however, that was only the beginning of the ultimate goal.

I remember being seven years old and at one of my very first basketball camps, my local high school, the one that my cousin and all my other idols played for. I remember how much I loved it and how much I loved showing them how hard I could work. Sure, I wasn't the best or most skillful out there, but I worked and I worked hard. And that got me places. It got me my first Lisa Leslie poster that is still hung on the back of my bedroom door back home. The one that I looked at every day and what showed me that if she could be the first woman to dunk a ball, I was capable of going as far as I worked for.

[Read more here:](#)