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Dear Coaches,

Quote of the week:

"To be a champion, you have to believe in yourself when nobody else will."
~Sugar Ray Robinson

President's Message

By Jim Sheehan, November 2014

Over the past several years, there have been reports in the media about incidents of child sexual abuse in USA Swimming. Another recent article points to a number of incidents in the past, pre-dating our Safe Sport program. As a result, as is frequently done, it provides a very incomplete look at how we examine any complaint alleging that a member has violated our Code of Conduct.

It is important to fill in those blanks and provide an update on our program.

We acknowledge the past and have learned so much through our work that we now understand the issues of abuse much clearer and have learned to better address this horrific problem. One child hurt is one too many.

We responded to the needs of our members, and specifically our athletes, with the implementation of our Safe Sport program in 2010. Safe Sport is an essential part of our responsibility to our 400,000 members through continued introduction of new programming, educational tools and outreach efforts.

Many have rated our program as the "gold standard" of youth-serving protection programs. But we haven't stopped there and we work tirelessly to continually advance the protection for all our members.

The process works successfully to address and sanction violations consistently. There are many survivors we do not read about in news stories who can share how our organization played a key role in helping them through a difficult time in their lives.

In 2013, USA Swimming commissioned a study of our Safe Sport program by an outside organization so that we would have an unvarnished analysis of where we are and where we should be heading. We contracted with Victor Vieth, Founder and Senior Director at the Gunderson National Child Protection Training Center, and he provided his report to us in early 2014.

Victor validated much of our work, and we wanted to hear about what we could do to get even better. The report contained 39 recommendations, which were reviewed by an internal task force to identify the most effective and efficient way to implement them. Some required legislation and were approved at our House of Delegates during the September convention.

A few required a task force to specifically manage the implementation to ensure it was done right. One will report to the Board of Directors at the November meeting and another will do the same early 2015.

Out of the 39 recommendations, 38 are being adopted in a phased plan. Fifteen, including the launch of SwimAssist, our new victim's assistance fund, will be implemented in 2015 and the rest are being addressed in the coming year.

We are proud of our Safe Sport program and are committed to the never-ending efforts to keep our children safe so they can enjoy our favorite sport. The 'bad guys' are those who gain the trust of our children and manipulate relationships to abuse them. We must work collectively to keep our children safe from harm.



Randy Julian

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Jim Sheehan
USA Swimming President

Pathways to Success

The Chuck Wielgus Blog

I like long-term relationships. Whether it's with family, friends or professional colleagues, time together is something I value greatly.

In business, relationships are paramount for success. My father gave me some advice that stuck: don't do business with your friends, but make friends with everyone you do business with. I've always tried to maintain professional and friendly relationships with all of our business partners, donors and friends of the sport.

When it comes to working at USA Swimming, I regularly advise staff members that there are three ways to have a long career with our NGB: solve problems; generate new revenue; take us to new places.

Like our Build, Promote, Achieve model, these tenets are transferable to other organizations as well.

Just walking the halls, I see people solve problems every day. It could be something as simple as correcting a time in the SWIMS database system, as nimble as improving a situation at an event or as nuanced as helping a club with a special insurance need. Every time an employee solves a problem, it helps members.

[Read more:](#)

USA Swimming Futures Championship Time Standards Announced

[Click here for standards:](#)

Answering Questions about Butterfly

By Matt Barbini, USA Swimming National Team High Performance Consultant

Within each stroke, technical variation between individuals is a given, and butterfly is no exception. For the most part, no two athletes' techniques are the same, and there is no necessarily "right" way to swim fast.

For example, the depth of your press, sharpness of your catch, and width of your pull will all be determined to some extent by genetic characteristics such as flexibility and shoulder mobility. This can make teaching and learning butterfly challenging; what works for one athlete might not work for another.

So, when swimmers and coaches ask certain individually-specific questions about butterfly technique, rather than saying, "It depends," I try to help them focus on aspects of the stroke that are simple, repeatable, and universal (mostly).

How wide should my entry be, and where should I start my catch?

In general, I advocate for a narrower entry, but swimmers with a deep press may find themselves naturally entering and catching wider. The key is not where your hands enter, but how well you establish your catch. See below for examples of two very different entry and catch positions.

[Read more:](#)

Five Things Parents Should Know About Energy Drinks

[Please share this important article](#) with your athletes and the parents of your athletes!

USA Swimming Signs GoSwim as Official Technique Video Supplier

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

Designed to make it easy and affordable for coaches to show proper technique videos to swimmers, GoSwim's subscription platform and new mobile application give coaches a simple, inexpensive way to teach swim technique.

"GoSwim offers a deep library of technical videos that benefit swimmers of all ages and abilities," said Frank Busch, National Team Director at USA Swimming. "Coaches can easily access the footage on or off deck and USA Swimming staff can use the videos for education in presentations to enhance our competitive success."

Thousands of archived videos are a click away from the USASwimming.org homepage. Each week, USA Swimming will offer a highlighted technical spotlight video to its members.

"It's a great honor to be selected as a content provider to USA Swimming," said Glenn Mills, co-founder of GoSwim. "For more than 10 years, we've been filming some of the country's greatest swimmers, capturing the things they do – that every swimmer can learn to do. By working with USA Swimming, we can now make all of that stellar swim technique – thousands of video clips – available to swimmers and coaches at every level of the sport."

In GoSwim's soon-to-be-released Deckshots app, coaches can safely and securely upload swimming footage of individual swimmers in just a few clicks. The swimmer can then compare their technique to other swimmers on the GoSwim platform.

Staying Calm Under Pressure: Stay In Your Body And Let Your Story Go!

By Dr. Alan Goldberg, Sport Psychologist, Author, Competitive Advantage

As a group, athletes tend to get too caught up in their thoughts before and during their performances. Beforehand, they worry about messing up, not coming through in the clutch, what others might say if they lose, getting beaten by a specific opponent, making sure they execute correctly, and the list goes on and on. During the performance, they think about mistakes made, who may be watching and what they might think of them, how nervous they are, what they need to do mechanics or strategy-wise or any of the "what if's, (what if I choke?, fall apart,? lose?, etc.)."

The bottom line is that athletes regularly tend to over-think. This over thinking is one of the primary factors that generates a ton of performance-disrupting anxiety and stress. The athlete who chokes a lot is the athlete who over-thinks.

So, what to do about all of this noise in your head?

[Read more:](#)

Ten Behaviors That Could Kill Your Career

By Jack Welch, Executive Chairman, Jack Welch Management Institute at Strayer University, LinkedIn, November 10, 2014

Careers rarely follow a smooth, linear trajectory. If you're experiencing a stalled or faltering career — and most of us do at some point or another — take a good look in the mirror. Are you guilty of exhibiting any of these common behaviors? These ten career-killing pitfalls can mean the difference between an upward ride and a downward spiral at work. If you recognize your own behaviors here, make it your mission to change them — before you have to. In time, you're likely to see your career move from a stall to a soar.

[Read more:](#)

The Eight Signs Of A Bad Leader

By Bernard Marr, Best-Selling Author, Keynote Speaker and Consultant, LinkedIn, November 6, 2014

It's an interesting conundrum. Say you're a manager, a senior-level executive, or a human resources employee; your job is to be a leader, yes, but also to pick out leaders, to select who will be promoted, given extra responsibility, head up a project or team. How do you know who will make a great leader in a given circumstance?

There are loads of articles floating around about attributes that make great leaders great, but what makes a poor leader? We can all pick them out after the fact (hindsight is 20/20 after all), but what traits set these people apart even before they assume a leadership role?

I propose that any one or more of the following traits would be a red flag that a person might not be ready for a leadership position:

[Read more:](#)

What You Need for an Effective Website

By Vivian Giang, Freelance writer/editor/producer, Various online and print publications, November 2014

Your company's website should be just as strong, if not stronger, than your services or products.

[Here's what you need to help make that happen.](#)

