



In this Newsletter

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Dear Coaches,

Quote of the week:

“To give oneself is the only way of becoming oneself.”

~Earl Nightingale, on service.

#SwimBiz Conference is Back! Sponsorship, Social Media, Customer Service and More to Ride the Olympic Wave in 2016

How can your swim team ride the Olympic wave? Whether you want to grow membership, build sponsor revenue, improve customer service or grow your social media efforts, the #SwimBiz conference is the perfect way to prepare for the Olympic year and beyond.

The second-annual #SwimBiz: Social Media, Sponsorship and Swimming marketing conference will be held in Colorado Springs, **Thursday, March 31 – Saturday, April 2.**

#SwimBiz 2016 will feature a keynote workshop from the Ritz-Carlton Leadership Center, one of the world's most renowned brands for customer service. They will share their tested principles of customer service and apply actionable lessons for your swim team. Memorable service can generate word-of-mouth and help you stand out in a landscape that is more competitive than ever for youth sports participation.

“As a sport, we spend so much time focused on the pool and performance, but this conference is designed to turn our back to the pool and promote the team business,” said Matt Farrell, USA Swimming Chief Marketing Officer. “If teams want to capitalize on Olympic excitement locally, this is a must-attend event.”

Signature #SwimBiz Events

- The Ritz-Carlton Leadership Center – a keynote dedicated to creating memorable customer service experiences that ANY swim team can apply.
- The Last Gold – an exclusive sneak peek at the USA Swimming-produced documentary spotlighting the 1976 women's U.S. Olympic Team and the East German doping scandal. The film is set for release later in the summer of 2016.
- Olympic Experience – a first-hand experience trying an Olympic or Paralympic sport and looking at it through the eyes of a newbie parent. Then take your new perspective and apply it to how a new parent views joining your swim team.
- The Pitch – an all-star panel will hear live, direct pitches from attendees on-site and decide who has the best idea for a 2016 marketing idea to grow participation.
- #SwimBiz Team Marketing Awards – we will recognize the best local marketing and promotional efforts in the sport. Teams will nominate their best marketing campaigns and a panel of experts will decide winners for the Awards Dinner. Acceptance speeches are 140 characters or less! Seriously.
- Food Trucks – back by popular demand this fun event has great food and is a perfect social to meet fellow attendees!

#SwimBiz Session Topics

Below are some of the all-new, featured topics planned as part of the 2016 conference:

- Promoting your coaches in the community (without feeling like you're bragging)
- Developing a social media calendar for your team
- Marketing in your community with small budgets
- Giving sponsors what they want
- Crafting your team's image
- Sponsorship ideas for your next event – big or small



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Sponsored by:

- Generating news coverage
- Simple tools to update social media and create video content
- Implementing the SwimToday campaign
- Case studies from your swim team peers
- More than 15 sessions planned!

Schedule

Thursday, March 31

9 am – 12 pm Olympic Experience (Optional)

12:45 – 4 pm Presentations

- Including our Keynote: The Ritz-Carlton Leadership Center, Memorable Customer Service

5 – 7:30 pm Food Truck Social

7:30 – 9 pm Viewing of the Last Gold

Friday, April 1

8:30 – 12 pm Presentations

12 – 1 pm Lunch

1 – 5 pm Presentations

6 - 8 pm #SwimBiz Team Marketing Awards at the Pinery at the Hill

Saturday, April 2

8:30 – 12:30 pm Presentations

11:30 am Lunch

12:30 End of Conference

Registration

For more details on #SwimBiz and to register now, please visit:

www.usaswimming.org/swimbiz

Share It

Register and then share it using the #SwimBiz hashtag. (If you don't know what that means, then we look forward to seeing you in the front row!)

Selection Procedures for the 2016 Junior Pan Pacific Championships

By Mitch Dalton, National Junior Team Director

The [selection procedures](#) for the 2016 Junior Pan Pacific Championships are now posted online.

Please click on the link for full details regarding selection procedures.

The team will be chosen based on the final placings from Olympic Trials.

An important point, the Pan Pac Nations have changed the age qualifications to birth year rather than birth date.

Therefore, all athletes must be between the ages of 13-18 years as of December 31, 2016.

(i.e., born in 1998, 1999, 2000, 2001, 2002, or 2003.)

Swimming in the News

After being named SI SportsKid of the Year two weeks ago, Reece Whitley of Penn Charter Aquatic Club attended the Sports Illustrated Sportsperson of the Year banquet in NYC. Fellow Philadelphian Will Smith was a part of the program and [Will saluted Reece](#) in his remarks to the crowd. Reece also walked the red carpet and met the SI Sportsperson of the Year Serena Williams.

Last week, Michael Phelps was interviewed by Joe Buck on the "Undeniable Show" that aired on Audience Network. It is a DirecTV-only channel (Ch. 239) An outtake of the show may be [found here](#).

The Prodigy: Katie Ladecky

By Casey Barrett, Esquire.com, December 16, 2015

In swimming, the Ready Room is the place where spirits are broken and races are often won or lost before the athletes touch water. It's a small room off the pool deck where the top eight finalists are called to gather twenty minutes before their race. For Katie Ladecky, the world record holder in the 400, 800, and 1500-meter freestyle, it is a time of frightening focus.

[Read more here:](#)

Go Swim Video – Backstroke – Tennessee Breakouts

By Glenn Mills, GOSwim

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

[Go Swim Video](#)

Forward thinking is about trying new things that sometimes appear more radical. This past week at the University of Tennessee and Tennessee Aquatics, Coach's Matt Kredich and Marshall Goldman showed us their version of the backstroke breakout.

Why do it:

Maintaining as much speed as possible during the transition from the underwater to swimming, can make you faster.

How to do it:

- 1 - Initiate your underwaters like you normally do.
- 2 - Instead of starting to take a pull with your bottom arm, give a quick "sweep" pull over the top of your body with your top arm.
- 3 - Continue that arm into the recovery and take your first pull with the other arm.

How to do it really well (the fine points):

This isn't as much about the TOP arm as you may think. By sweeping the top arm quickly, close to the body, you'll realize the additional benefit of a better bodyline with the extending arm.

A couple other quick details are, this is not a traditional "pull" with the top arm, but rather a cross-body sweep. Trying to "catch" too much, can roll the swimmer over too far and break the bodyline. In addition, really focus on the next three strokes, not just the first one. Doing this correctly allows for consistent momentum through those first three strokes... which carries more speed into the rest of the length.

Use this as inspiration to invent other ways to maintain momentum into your swimming.

Doping Control Update

Did you REALIZE that safety issues exist with the use of #supplements?

Here is another good link for supplements/doping.

[Explore the risks.](#)

What Every Swimmer Needs To Know About Cold Tubs

By Dan McCarthy, USA Swimming High Performance Consultant

Some teams fill a hotel bathtub with ice water, others use a kiddie-pool. The USA Swimming National Team has a mobile ice bath system which circulates and cools the

water. Using an ice bath for recovery (or Cold Water Immersion as it is known in the literature) is one of those practices with vocal supporters and critics. There are things Cold Water Immersion can do and things that it cannot. The key to perhaps gaining an advantage from Cold Water Immersion is knowing the best way to use it.

Research suggests that Cold Water Immersion may help reduce Delayed Onset Muscle Soreness (DOMS) after intense exercise, and in turn may improve sleep quality as well. Cold Water Immersion cannot reverse muscle tissue damage; nor can it increase red blood cell count or speed the synthesis of protein into muscle tissue. Its best use is to help decrease the discomfort and pain associated with muscle-damaging training and competition.

There are only two guidelines for using [Cold Water Immersion](#):

Seven High Performance Strategies That Lead To Gold!

By Dr. Jim Bauman, special contributor

- 1.GAME/BATTLE PLAN
- 2.PERSPECTIVE
- 3.PLYABILITY

In previous articles, we talked about the services and role of a sport psychologist in swimming, and the first two of seven High Performance Strategies (Game/Battle Plans and Perspective). This article will briefly describe the third strategy – Plyability.

Nearly every athlete in every sport has been introduced to the idea of “mental toughness” and how apparently necessary that characteristic is to success. Mental toughness is one of those vaguely explained and often misunderstood concepts in the language of sport. One of the more popular descriptions of how you demonstrate mental toughness is your “unshakeable perseverance and conviction toward some goal or objective in spite of pressure or adversity.” That could be a good description of what happens when someone is mentally tough, but it doesn’t answer the question of what it is! So, what is it and does mental toughness accurately describe that special characteristic so necessary for success in any elite career? Whatever it is, we have not made much progress in clearly defining or measuring it.

[Learn more here:](#)

I Make A Difference, But I Can't Do It Alone

By Barry Posner at TEDxUniversityofNevada

Barry Posner is the Accolti Endowed Professor of Leadership at the Leavey School of Business, Santa Clara University. In this talk he discusses two truths from his book with co-author Jim Kouzes, "The Truth About Leadership;" you make a difference and you can't do it alone.

[Watch the TedTalk here:](#)

Positive Coaching Alliance Top Ten Resources for 2015

A series of great talks.

[Learn more here:](#)