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Dear Coaches,

Quote of the week:

“Success is the child of audacity.”

~Benjamin Disraeli

Rental Car Discount and Insurance Available to Member Clubs

This communication is provided as a reminder that USA Swimming has extended its negotiated rental car, van and SUV pricing with National Car Rental and Enterprise Rent-A-Car to all USA Swimming Member Clubs. This discounted rate is valid during USA Swimming sanctioned events, meets, practices or approved social events. Save travel dollars by taking advantage of this special opportunity.

Quick Facts:

- Program discount code for Enterprise and National: XZ12940
- This negotiated pricing includes full insurance (CDW with \$0/deductible and Liability of \$100,000/300,000/50,000)
- Additional driver fee is WAIVED for all business type rentals.
- Pricing is negotiated for Enterprise Rent-A-Car and National locations on AND off Airport.
- Program extends nationwide and in Canada (pricing in Canada does not include insurance)

[Additional Information:](#)

[The booking instructions document is available at:](#)



Win a Trip to U.S. Olympic Trials Through Deck Pass Sweeps!

Deck Pass Sweeps is giving you the chance to win a trip of a lifetime to the U.S. Olympic Trials – Swimming in Omaha, Nebraska! The grand prize winner will receive a trip for two for five days and four nights to see the best of the best compete for a spot on the 2016 U.S. Olympic Swim Team.

HOW DO YOU WIN?

There are three ways to enter to win:

1. Sign-up for USA Swimming's official app Deck Pass! Anyone can register for a Deck Pass account, just create an account through the mobile app or www.usaswimming.org
2. If you already have Deck Pass, opt-in to the contest by visiting www.usaswimming.org/deckpasssweeps and fill out the form! (Don't forget to sign in!)
3. Scan the QR code on our home page with your Deck Pass patch scanner and you've been entered!

The grand prize winner will be selected May 1, 2016. Official contest rules and regulations can be [found here](#).



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Sponsored by:

Energy Drinks and Sports Drinks By USADA

There is a difference between energy drinks and sports drinks.

It is easy to get confused about the difference between energy drinks and sports drinks. Sport drinks contain electrolytes and carbohydrates to rehydrate you and provide fuel after exercise. Energy drinks, on the other hand, may or may not contain electrolytes, but they always contain a large dose of stimulants.

Energy drinks and sport drinks are simply marketing terms that companies use to target sales and tell consumers more about their product. Sometimes, manufacturers of energy drinks deliberately try to make their product seem like a sport drink to avoid close scrutiny by consumers. The truth is that the same drink can be marketed in different ways, and depending on the choice of the company, the product will fall under different regulations. This determines what information a company has to disclose to you about the product. What aren't they telling you?

Learn more here:

2016 Build A Pool Conferences Are Now Ready for Registration

REGIONAL BUILD A POOL CONFERENCES

In an effort to make the conferences more convenient and economical, we have scheduled six regional Build-a-Pool Conferences with a variety of dates and locations to choose from. These 1 & ½ day workshop style events are conducted by our Facilities Development staff. To date we estimate these conferences have been an important part of over 129 new facilities being commissioned. Our professional providers have played a major part in these successes. Attendees receive a 8 gig flash drive with all materials presented plus lots of supporting information.

The format offers information about:

- Programming pools for financial sustainability
- Renovating and upgrading/changing existing pools
- Expanding or adding on to pools
- Designing and building new facilities

Who Attends the Build a Pool Conference?

The average attendance for the Build a Pool Conferences is 25 to 30 attendees. Attendees are coaches, parent board members, city council members, school superintendents, architects and engineers who want to start developing a plan for their dream pool. We present concepts 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.

Workshop objectives
Attendees will be able to...

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

Click on the link to register for the Build A Pool Conference of choice...

Rosemont, IL- April 22-23, 2016 in conjunction with the Aquatic Therapy Rehab Institute

[Hotel Information](#)

[Information & Registration Page](#)

Missoula, MT- June 11-12, 2016 in conjunction with Montana Swimming

[Information & Registration Page](#)

Ft. Lauderdale, FL- September 10-11, 2016- In conjunction with ASCA World Clinic

[Hotel Information](#)

[Information & Registration Page](#)

Nashville, TN - October 22-23, 2016 in conjunction with WAHC (World Aquatic Health Conference)

[Hotel Information](#)

[Information and Registration](#)

Morgantown, WV - November 12-13, 2016- in conjunction with West Virginia University

[Information & Registration Page](#)

Make a Splash Regional Summit

Join the USA Swimming Foundation at the Make a Splash Regional Summit in San Diego, CA. The Summit will be taking place in conjunction with the Association of Aquatics Professionals Conference and you will have the chance to:

- Hear about community transformation through youth sports from Joel Lopez, the current coach of the team that inspired Disney film McFarland USA
- Learn how to promote your program using social media through Berna Anat, from Instagram.
- See how you can benefit from the new partnership between the USA Swimming Foundation and John Wayne Cancer Foundation And MORE!

For details and to register, [click here](#):

How Is a Nonprofit Different from a For-Profit Business?

Getting Beyond the Myths

By Joanne Fritz, Nonprofit Charitable Orgs Expert, October 2015

It's astonishing that one of the most frequent questions about forming a nonprofit comes from business owners who wonder if, since their business is not profitable, they can turn it into a nonprofit.

The term "nonprofit" is unfortunate because it leads to a vast misunderstanding of what charitable organizations do, and the role they play in our society. It's not about having or not having a profit.

[What makes an organization a nonprofit is that:](#)

Foam Rolling for Performance and Recovery

By Sean Kratchman and Brian Jones, PHD, CSCS, NSCA-CPT

Self-myofascial release (SMR) through the use of foam rolling or other implements is a time and cost-efficient method of increasing performance and recovery. Foam rollers and massage sticks allow individuals to apply manual therapy on themselves, making them portable and affordable forms of therapy.

[Full Article:](#)

This article provided courtesy of the National Strength and Conditioning Association (NSCA).

Six Ways To Be A Servant-Leader

By bailee@spokanehoopfest.net, January 29, 2016

For the last ten years, I've been lucky enough to play basketball on Sundays with the ultimate servant leader. He makes everyone around him better with his encouragement, intensity, constructive feedback and love for the game. He's made a huge impact on my life as a teammate, friend and mentor. And by the way... he also happens to be the NBA's all-time leader in steals and assists.

Robert Greenleaf coined the word and has a simple test to determine if you're a servant leader: "Do those served grow as persons? Do they, while being served, become healthier, wiser, freer, more autonomous, more likely themselves to become servants?"

To watch John Stockton on the court is to see servant leadership in action. Anyone that's paying attention in the gym becomes wiser because of the way he plays. His teammates grow in confidence through his words and are more likely to become servant leaders because of the way he serves others.

Although not all of us have the court awareness and vision to drop no-look passes in the League, we all have the ability impact our team through leadership.

[Learn more here:](#)

NCAA Survey Finds Many Athletes Regret Specialization

By Coach and Athletic Director.com, January 25, 2016

Among the findings in this year's NCAA GOALS study was that many college student-athletes regret specializing in a single sport when they were younger.

NCAAResults from the 2015 GOALS Study of the Student-Athlete Experience were revealed at this year's NCAA Convention. This is the third time in the last 10 years the NCAA has conducted the survey, which studies the experiences and well-being of current student-athletes.

Part of the study examined youth sports experiences among NCAA student-athletes. It found many athletes — especially those in hockey and soccer — began specializing before the age of 12.

[Learn more here:](#)

Learn How to Say That Dirty 2-letter Word

By Harvey Mackay, Harveymckay.com, January 28, 2016

The other day I was with a friend who was telling me how stressed he was. He felt everyone wanted a piece of him and he was spread too thin. He didn't want to disappoint people, especially family. I told him he needed to learn how to say no.

Like most of us, he had no idea how to gracefully but firmly decline requests.

Why is it so hard? It's just a tiny two-letter word that is tremendously liberating. So why do we feel so guilty saying no? Do you recognize these descriptions paraphrased from Michelle Tullier's "The Complete Idiot's Guide to Overcoming Procrastination"?

Some people have a great sense of duty and obligation. They feel like they have to say yes to almost anything they are asked to do – and end up feeling resentful and burned out. Remember, taking care of yourself is important, too.

[Learn more here:](#)