



**In this Newsletter**  
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## Dear Club President,

An archive of previous editions can be [found here](#):

**Quote of the Month:**

**“The reason people find it so hard to be happy is that they always see the past better than it was, the present worse than it is, and the future less resolved than it will be.”**

**~Marcel Pagnol, novelist, playwright and filmmaker**

## 2016 U.S. Olympic Team Trials – Swimming All-Session Tickets on Sale Now

In one year approximately 1,400 swimmers will compete at the 2016 U.S. Olympic Team Trials – Swimming in the quest to become a member of the 2016 U.S. Olympic Team, and tickets to attend the nation’s biggest domestic swimming competition are now on sale.

All-session tickets for the 15-session, eight-day event, which will take place June 26-July 3, 2016, at the CenturyLink Center Omaha, may be purchased through any Ticketmaster outlet nationwide or online at [ticketmaster.com](http://ticketmaster.com). Tickets also can be purchased at the CenturyLink Center box office or by calling 800-745-3000 FREE. VISA, a long-standing supporter of USA Swimming, is the exclusive method of online purchase.

Ticket prices are \$550, \$450 or \$350 for the 15 sessions, which include seven morning preliminary sessions and eight evening finals. All-session tickets are transferable between family and friends and guarantee the same seat for each session. Other ticket packages and single event tickets will be offered closer to the event.

More than 100 fans will enjoy the view of a lifetime, with a Victory Row seat directly on the pool deck. The limited quantity tickets are priced at \$1,100 each for an all-session pass.

**EVENT DETAILS:**

What: 2016 U.S. Olympic Team Trials – Swimming

Where: CenturyLink Center Omaha, in Omaha, Nebraska

When: June 26-July 3, 2016

Tickets: All-session tickets (15 sessions) on sale now through any Ticketmaster outlet, including [ticketmaster.com](http://ticketmaster.com)

Prices: \$350-\$550 based on location; \$1,100 for Victory Row pool deck seats

More Information: [usaswimming.org/trials](http://usaswimming.org/trials)

“The U.S. Olympic Swimming Trials are a showcase for the best of our sport, with some of the world’s greatest athletes performing at their peak,” said Mike Unger, USA Swimming’s assistant executive director. “Between the fan-friendly in-arena atmosphere and our interactive Aqua Zone on site, this truly is a can’t-miss event.”

The eight-day Trials competition serves as the sole qualifier for pool swimmers on the U.S. Olympic Team for the 2016 Olympic Games in Rio de Janeiro, Brazil. Athletes will earn a spot on the U.S. Olympic Team roster at each of the eight finals sessions.

The 2016 Trials will mark the third consecutive Olympic cycle that the Omaha Sports



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Commission will host the Olympic Trials for swimming in Omaha. Nebraska's largest city was granted the bid in April 2013, after successful events as the home of the 2008 and 2012 Olympic Trials.

More than 167,000 fans were in attendance for the 2012 U.S. Olympic Team Trials – Swimming in Omaha. NBC Sports televised the eight days of competition live, and the event earned a nomination in the “Sports Event of the Year” category of the illustrious Sports Business Awards.

“The U.S. Olympic Swimming Trials have become one of the country’s greatest sporting events, and Omaha is committed to once again set a new standard,” said Harold Cliff, Omaha Sports Commission president. “We intend to provide athletes, families and friends the perfect swimming environment, while surpassing the attendance record we set in 2012.”

[For more click here:](#)

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## Safe Sport Launches Online Anti-Bullying Training

USA Swimming and its [Safe Sport](#) program are committed to fostering a fun, healthy, and safe environment for all of its members. To help increase awareness and reduce the risk of abuse, Safe Sport has launched a new online course to help parents and coaches identify and address bullying behaviors.

The [online program](#) is free for USA Swimming non-athlete members. It can be accessed [here](#).

Lessons include:

- How to define bullying
- Why bullying is a problem
- What the different types of bullying are
- How bullying happens
- How to prevent an athlete from being bullied
- How to manage conflict between the individuals involved

Bullying behaviors lead to a negative team environment if not handled properly and quickly. Unfortunately, they can be alarmingly normal in youth sports settings.

[Read more:](#)

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## A Great Board Orientation Tool

Swim clubs are businesses that need to operate on sound business principles. Mastering the “dry” side of club activities can be as important as success in the “wet” side. USA Swimming has many resources available to help our clubs run successful businesses. A relatively new resource for Board-governed non-profit organizations is the ...

Club Leadership School 101 Online Course (CLBMS 101)

CLBMS 101 is an introduction to Club Leadership. The 101 course is divided into four lessons:

1. The Big Picture
2. Starting a Club
3. Leading and Running Your Club
4. Evaluating Your Club

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In addition to providing basic education regarding non-profit governance principles, this course provides a great tool to use as part of your annual Board orientation.

[Register here](#) for the online course and print a completion certificate at the end of the course.

The CLBMS 101 online course takes about one hour to complete and is free of charge to all participants. All club leaders are encouraged to take advantage of this FREE educational opportunity.

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## Upcoming Free Webinars

By BoardSource, July 2015

As a part of USA Swimming's ongoing efforts to provide leadership and skill-building resources that support and strengthen swim clubs and each of you as leaders, we are pleased to offer you a complimentary annual membership with BoardSource. This yearly membership normally would cost you \$99/year per person. This membership is recommended for both the Head Coach and all Board of Director members.

If you're not already familiar with BoardSource, it is widely recognized as the leading organization promoting exceptional nonprofit governance and board service. BoardSource membership is a year-round educational resource that helps to connect, engage, inform, guide, counsel, and support a community of thousands of nonprofit leaders from across the country.

Your complimentary BoardSource membership includes access to over 170 downloadable governance documents, a monthly newsletter and access to their free monthly webinars on important issues facing board leaders.

It's very simple to activate your membership! [Just visit here](#) and complete the membership registration form.

### [Social Media for Your Consulting Practice](#)

Wednesday, July 22 | 2:00 – 3:00 pm ET

When it comes to social media and business, change is the only constant. With new tools popping up on a regular basis, keeping up can be a daunting task. Consultant Emily Davis is here to help. She will tell us how she has used social media to build her own business as well as share social media plans she has developed for other consultants.

Visit our Training Calendar for a [full listing](#) of our upcoming webinars and trainings. There's more where this came from!

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## IRS Plans to Begin Releasing Electronic Nonprofit Tax Forms Next Year

By Suzanne Perry, *The Chronicle of Philanthropy*, June 30, 2015

The Internal Revenue Service said today it is working on a technology that should allow it to release electronic versions of Form 990 tax filings by early 2016, a move that would make it far easier for the public to search for information about nonprofit finances and operations.

The announcement follows a court ruling that ordered the agency to produce nine nonprofit tax forms in machine-readable format in a legal battle with Public.Resource.Org, an open-records advocacy group headed by Carl Malamud.

"The IRS has been actively considering how to incorporate new technology into its exempt-organization-return processing capabilities in order to better support the exempt organizations and those who use the Forms 990 data," it said in a statement.

[Read more:](#)

## Swim-A-Thon Update

Earn money, have fun and compete for a club visit from two-time Olympian Elizabeth Beisel!

Your club could earn a chance at winning a personal visit from two-time Olympian, Elizabeth Beisel by hosting a USA Swimming Foundation Swim-a-Thon™ between December 2014 and November 2015. Last years' gold medal contest club winners, Seward Tsunami Swim Club, Charles River Aquatics Dragons, Mt. Hood Aquatics and Rose Bowl Aquatics received a stellar prize package and an entry into our grand prize contest drawing, with Rose Bowl Aquatics walking away as winner of a personal club visit from Olympic gold medalist Connor Dwyer! The benefits and participant incentive awards you receive by hosting a Swim-a-Thon are incredible. But more importantly, thanks to a robust online fundraising platform offered by our fundraising partner, TeamUnify, teams are raising far more money than ever before! [Visit here](#) to schedule a chat with a TeamUnify representative.

Furthermore, the USA Swimming Foundation is honored to announce the current top ten Swim-a-Thon™ teams which are being recognized for earning the highest gross revenue as of June 25th 2015! Teams that have yet to finish their Swim-a-Thons, these are your top competitors! Get excited and good luck!

1. LA Crawfish Aquatics	\$95,000.00
2. VA Nova of Virginia Aquatics Inc	\$87,277.04
3. GU The Woodlands Swim Team	\$80,351.65
4. GU Katy Aquatics	\$72,079.70
5. PN King Aquatic Club	\$66,871.84
6. OZ Clayton Shaw Park Tideriders	\$56,708.73
7. IN Carmel Swim Club	\$48,021.05
8. OR Hillsboro Swim Team	\$42,332.93
9. CA Team Santa Monica	\$41,721.05
10. GU Swim Streamline at Northampton	\$35,719.01

It is not too late to get involved and create your own Swim-a-Thon! Check out USA Swimming Foundation's Swim-a-Thon™ today at [www.usaswimmingfoundation.org/SAT](http://www.usaswimmingfoundation.org/SAT) and get started on your way to earning money and prizes the fun way, the Swim-a-Thon way!

## Insurance Information

As you know, whenever an accident happens at a USA Swimming sanctioned event (practice, meet, dryland training, etc.), personnel from the location where that accident happened are required to file a [Report of Occurrence](#) with USA Swimming. A coach, official or club personnel should submit the form. It SHOULD NOT be submitted by the parent of the injured party or by the injured party themselves. You may want to bookmark [www.usaswimming.org/ROO](http://www.usaswimming.org/ROO) for easy reference.

We realize there are times you are at a pool and do not have internet access at the time. We suggest you print a few draft copies of the [form from the website](#) to keep on hand. When an accident occurs, note the details of the accident on the draft copy and then

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when you get access to a computer, you can enter the details from the hard copy in the online form. Please do not submit hard copy forms to USA Swimming. It will delay claims processing.

Please contact [Risk Management](#) at USA Swimming if you have any questions.

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## Discounted Rental Cars

We have added the Enterprise and National Car Rental Programs to our [website](#). It is under Club Insurance/Benefits-Travel-Rental Car Discount.

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## How to Find and Sell to Your Target Market

By Marilyn Guille, [aboutmoney.com](#) July 2015

When I teach small business classes on marketing strategy, I often ask participants the question, "Who are your customers? Who will buy your product?" I am often surprised that otherwise savvy small business people either have no idea who will buy from them, or they assume that 'everyone' will.

Assumptions like this can lead to wrong decisions, wrong pricing, wrong marketing strategy – and ultimately, business failure.

[Learn more here:](#)

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## The Art of Swim Parenting

By Gary Hall, Sr. [The Race Club Blog](#), June 2015

Being a swim parent is not easy. If it were, we would likely have 2 million registered USA Swimming members, rather than half a million. Swim parents have to be unselfish, dedicated, loving, committed and invested to help their children succeed in the sport. In this day and age, how many parents will sit on a hot bleacher or in a chlorine filled natatorium or behind a starting block, timing all weekend, for the pleasure of watching their child swim for a few minutes? Or how many children today would rather be sitting around for the same duration in the same environment waiting to race when they could be in their air-conditioned home in front of their large screen television playing Minecraft or Game of War?

Those are some of the challenges that face the sport of swimming, as well as every other sport in America. What about you as a swim parent? What challenges do you face in order to see your child truly enjoy swimming and derive the most benefit from the sport?

[Read more:](#)

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The material in this e-mail is provided for educational and informational purposes only and does not constitute a recommendation or endorsement with respect to any company or product. One of the objectives of the USA Swimming Club Development News is to make coaches aware of potential resources available.

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