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Dear Coaches,

Quote of the week:

“Treat all women with chivalry- The respect of your fellows is worth more than applause- Understand and sympathize with those who are less fortunate than you are- Make up your own mind but respect the opinions of others- Don’t think a thing wrong just because someone tells you so- Think it out yourself, guided by the advice of those whom you respect- Hold your head high and your mind open, you can always learn”

Extracts from Willard Straight’s letter to his son.

USA Swimming Releases First-Ever Spanish Version of Swim Essentials Video Series

Latest educational resource provided by Diversity and Inclusion Team

USA Swimming has released its first-ever Spanish version of its Swim Essentials instructional video series. The videos provide basic teaching techniques for the four main strokes and starts and turns to help coaches in their athlete development.

The videos show new and experienced age group coaches the basic stroke, drill and skill progressions to use with their swimmers. Coaches can learn from actual practice situations and study the cues to help swimmers master the essentials of the sport. Coaches can use these for staff education sessions and athlete instruction.

“Adding Swimming Essentials in Spanish is a tool we know the community of Spanish-speaking coaches and teams will find valuable,” said Juan Caraveo, USA Swimming Diversity & Inclusion Consultant. “We look forward to the video’s impact on the professional development of Spanish-speaking coaches, which in turn will raise the level of swimming performance by their athletes.”

Jesse Vassallo, U.S. Olympic swimmer and Head Age Group Coach for Fort Lauderdale Aquatics, narrates the Swim Essentials in Spanish. Vassallo was a member of both the 1980 (boycotted) and 1984 US Olympic Team and in 1997, was inducted into the International Swimming Hall of Fame.

“I truly believe that everyone should learn to swim and there is no other sport like competitive swimming,” said Vassallo. “The educational tools that USA Swimming provides build exceptional character.”

Included is a special feature by Ileana Lochte, mother of 11-time Olympic medalist Ryan Lochte. Ileana was born in Cuba and grew up in Long Beach, NY, where she joined the local swim team and was a lifeguard at the state park. She recalls how language barriers affected swim knowledge and increased the fear of water for many who did not speak English.

“Swim Essentials being released in Spanish is significant because it goes back to the basics by focusing on the importance of reaching out to all,” Said Ileana. “It’s about educating in a manner where people can clearly understand and what better way to do that than to put the materials in their own language.”

Additional features include:

- Bonus footage for drill and stroke progressions for all four competitive strokes
- Basic progressions and instruction for competitive starts and turns
- Real age group athletes
- Incredible underwater footage
- Live coaching during real practices
- Multiple camera angles for all strokes and drills





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Sponsored by:

The Swim Essentials video series in Spanish can be [found here](#).

Single-Day Tickets for 2016 U.S. Olympic Team Trials – Swimming On Sale Monday February 22nd

With the 2016 U.S. Olympic Team Trials – Swimming on track for record-setting attendance, single-day tickets for the June 26-July 3 event will go on sale Monday, Feb. 22 at 10 a.m. Central at ticketmaster.com and the CenturyLink Center Omaha box office.

Single-day tickets are good for admittance to each day’s preliminary and finals sessions. Tickets for Sunday, June 26, through Saturday, July 2 are \$70 or \$55 each, depending on location. Single-day tickets for Sunday, July 3, are \$50 or \$40 for the day’s only session.

After record sales of all-session and four-day ticket packages, fewer than 1,200 tickets remain for each of the eight days.

“We believe each day will sell out, so there’s a sense of urgency for fans to get tickets to watch in-person as America’s top swimmers compete for a 2016 Olympic Games roster spot,” said Mike Unger, USA Swimming Assistant Executive Director. “Fans can be assured that each day will feature exciting races to claim Olympic roster spots, and we’ve added in some new in-arena surprises for this year.”

“We continue to see extremely strong demand for 2016 Swim Trials tickets with less than 1,200 remaining for each day,” said Harold Cliff, President of the Omaha Sports Commission. “We expect single day tickets to sell out quickly, ensuring Omaha will set another new attendance record.”

More than 167,000 fans attended the 2012 Olympic Trials in Omaha, up from 160,000-plus spectators in 2008.

Tickets to the 2016 U.S. Olympic Team Trials – Swimming can be purchased through any Ticketmaster outlet nationwide or online at ticketmaster.com. Tickets also can be

purchased at the CenturyLink Center box office or by calling [800-745-3000](tel:800-745-3000) [800-745-3000](tel:800-745-3000) FREE FREE. VISA, a long-standing supporter of USA Swimming, is the exclusive method of purchase.

[Click here for links to order:](#)

The Nature of Information in the Age of the Internet

By John Leonard, ASCA Executive Director, February 2016

There has never been a time more difficult to be a swimming coach. Let alone a doctor, lawyer, journalist, a general, or an Indian Chief. Or any other profession that relies on Credibility.

The finest thing in our lives for finding “information” is also the WORST thing for finding accurate, contextual information.

Information without context, is the “Devil.” [Continue here:](#)

Energy Conservation and Management for High Performance

By Dr. Jim Bauman, special contributor

- 1.GAME/BATTLE PLAN
- 2.PERSPECTIVE
- 3.PLYABILITY
- 4.ENERGY MANAGEMENT

In previous articles, we talked about the services and role of a sport psychologist in swimming, and three of the seven High Performance Strategies. This article will briefly describe the fourth strategy – ENERGY CONSERVATION AND MANAGEMENT.

Swimming is an endurance sport. Endurance athletes need a lot of fuel (calories) to train and compete. Therefore, it is important to know the best fuel and how much fuel you need to meet the demands of your events. These are great questions for your nutritionist and they are helpful resources for how to “fuel for sport.” However, another important consideration is HOW DO YOU SPEND YOUR FUEL and ARE YOU SPENDING IT WISELY? Who helps you with this?

[Learn more here:](#)

Update on #SwimBiz Conference

USA Swimming would like to invite you to its second-annual marketing conference, #SwimBiz: Social Media, Sponsorship & Swimming, scheduled for March 31-April 2.

#SwimBiz will focus on growing participation, increasing revenue and promoting the sport. This year's conference will feature a keynote workshop from the [Ritz-Carlton Leadership Center](#), one of the world's most renowned brands for customer service. 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. The keynote will be followed by a food truck tasting event at the Colorado Springs Marriott and a showing of the swimming documentary The Last Gold. There will be presentations on social media, branding, sponsorship and local promotion for clubs with speakers from AT&T, the U.S. Olympic Committee, media agencies, swim clubs and more.

Topics Include:

- The Ritz-Carlton Leadership Center: Memorable Customer Service
- Splitting Image: Embracing the Roles of Coach and the Face of Your Team in the Community
- #ManCrushMonday to #ThrowbackThursday: Developing a Creative Social Media Calendar For Your Team
- Olympic Fever: Getting Sick Results from SwimToday This Summer
- Are You Going Out Looking Like That? Cultivating Your Team's Image, Image-by-Image
- Gossiping for Good: How to Put Your Swim Parents' Mouths to Work to Grow Your Team
- Millennials and Mobile: How the Next Generation of Swim Team Parents Think & Look Differently
- No Bull: Sponsorship Lessons from the Professional Bull Riders
- #HumbleBrag: How Even the Selfless Social Hermit Can Succeed in a Selfie Society
- Case Study: How Texas Ford Aquatics Sold Naming Rights to a Facility it Doesn't Even Own

U.S. Olympic Experience at the Olympic Training Center

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 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.

Fitter Faster Sharks and Minnows Tank

A chance to earn a \$3,000 grant for your club will be on the line, as [Fitter Faster Swim Tour](#) presents the Sharks & Minnows Tank at the 2016 #SwimBiz Conference. An all-star marketing panel will hear live, direct pitches from #SwimBiz attendees on-site and decide who has the best idea to grow participation during this summer's Olympic period. A pitch of 500 word or less must be submitted to USA Swimming by 5pm on Friday,

March 18 with your team's idea to grow participation in the sport. Six clubs will be chosen to make a brief pitch of 5 minutes or less followed by a 5-minute question and answer session to the Fitter Faster Sharks & Minnows Tank panel in front of the #SwimBiz audience.

For more details about the session and entry, please [click here](#).

#SwimBiz Club Marketing Awards

#SwimBiz Club Marketing Awards Nominations are now open for the [#SwimBiz Club Marketing Awards!](#)

We want to hear about the best and the brightest promotional efforts from the swimming community. Through a combination of online voting and a panel of industry professionals, USA Swimming member clubs will be recognized in six categories for marketing excellence.

- Best Use of Social Media: This award recognizes a club that has the best content or campaign on social media across any social network such as Twitter, Facebook, Instagram, Pinterest or Vine. Tell us about your growth, or how your club used social media in a creative way to support your club's business.
- Best in Sponsorship: This award acknowledges a club who has the most unique strategy to bring in sponsorships and financial support to the club. Tell us about how your creative approach to sponsorship helped land a new partner, improve the meet experience or just raised dollars for your club.
- Best in Fundraising: This award recognizes a club that created a unique fundraising program. Tell us about how your team rallied behind a cause, supported a local organization or just thought beyond the bake sale to raise funds for your own club.
- Best in Multicultural Marketing: This award recognizes a club that planned a successful marketing or outreach campaign specifically-targeted at a multicultural audience to invite them to the sport of swimming and your team.
- The SwimToday Award: This award recognizes a club that designed a marketing based program that grows the sport whether it is attracting new members or engaging existing swimmers with incentive programs that keep them engaged. Think "outside the pool" for this one!
- Marketing Club of the Year: This the signature award of the conference and the year to reward marketing excellence! This award is a combination of all the previous awards. Any submission above will be qualified for the Marketing Club of the Year. Tell us about how your club distinguished itself from the rest in terms of innovation and creativity to promote your club and the sport of swimming. Awards will be given based on the size of year-round membership in your club with three levels:
 - o 1-150 Swimmers
 - o 151-300 Swimmers
 - o 301+

Nominations must be submitted through an [email application](#) to USA Swimming by 5 p.m. Mountain Standard Time on Tuesday, March 15. The awards will be presented at the #SwimBiz Club Marketing Awards in Colorado Springs on April 1. Acceptance speeches should be 140 characters or less and include the #SwimBiz hashtag. Recipients will read the acceptance "speech" at the awards dinner and USA Swimming will immediately post on social media with pictures of the winners!

For the full #SwimBiz schedule, registration details, and the awards applications [visit here](#):

We look forward to seeing you at the conference!

Rio: Six Months Out Analysis

18 Weeks until Olympic Trials

[Day 1:](#)

[Day 2:](#)

[Day 3:](#)

[Day 4:](#)

[Day 5:](#)

[Day 6:](#)

[Day 7:](#)

[Day 8:](#)

Five Nutrition Myths for the Growing Swimmer that Won't Die

By Jill Castle, MS, RDN

Certain tenets of nutrition are tried and true, backed by the research, and used in practical and effective ways. Take, for instance, the evidence on protein distribution in athletes. Research continues to unfold, building a stronger case for even protein distribution throughout the day, and athletes can translate this evidence into their day-to-day eating.

Other beliefs about nutrition are just that – beliefs. They are not necessarily based in science, rather based in social proof. ("I'm doing it and it works!") Or, the science has evolved to reveal new knowledge, but the folks won't let the old myth die.

[Here are a few](#) of those nutrition myths that just won't die:

USA Swimming Releases African American Resource Guide

USA Swimming has published the organization's first-ever African-American Cultural Inclusion Resource Guide. This handbook will provide educational resources and opportunities for community engagement and programming. It is the beginning of a series that will include similar handbooks focused on Hispanic/Latino, LGBTQ, Asian-American and Native American communities.

This is one of many projects the organization's Diversity & Inclusion team uses to create a culture of inclusion and opportunity for people of diverse backgrounds, including but not limited to race, age, income, ethnicity, religion, gender expression and sexual orientation. By providing educational tools at all levels via staff, LSCs, coaches and athletes, USA Swimming is creating deeper relationships with and providing meaningful resources to underrepresented communities.

[Learn more here:](#)

How to Raise a Creative Child. Step One: Back Off

By Adam Grant, NY Times, January 30, 2016

THEY learn to read at age 2, play Bach at 4, breeze through calculus at 6, and speak foreign languages fluently by 8. Their classmates shudder with envy; their parents rejoice at winning the lottery. But to paraphrase T. S. Eliot, their careers tend to end not with a bang, but with a whimper.

Consider the nation's most prestigious award for scientifically gifted high school students, the Westinghouse Science Talent Search, called the Super Bowl of science by one American president. From its inception in 1942 until 1994, the search recognized more than 2000 precocious teenagers as finalists. But just 1 percent ended up making the National Academy of Sciences, and just eight have won Nobel Prizes. For every Lisa Randall who revolutionizes theoretical physics, there are many dozens who fall far short of their potential.

[Learn more:](#)

Greatness

A Lesson on Leadership

By David Marquet, US Navy

[Watch the video here:](#)