



CLUB DEVELOPMENT

usaswimming.org

Dear Coach,

1. Interpretation of article 102.9
2. National Junior Team / National Youth Team information from Jack Roach
3. Ruby speaks about what your tone tells your customers.
4. Interesting books to read.
5. A QBQ quick note on personal responsibility.

On March 18, 2009, an interpretation of Article 102.9 was issued which stated that the use of more than one swimsuit during competition is prohibited. Based upon the significant number of questions that have been received since issuing the interpretation, it has become apparent there is a great deal of confusion about the intent and purpose of the restriction. The attachment is meant to clarify the intent of the interpretation and the manner in which it should be enforced.

Dear Coaches,

As we get ready for the summer season I wanted to send you some information regarding the USA Swimming National Youth Team. First, you will notice a change in the name. We have changed the name from National Junior Team to National Youth Team to coincide with other national swimming federations.

As I am sure you have heard by now USA Swimming will be sending a Youth Team to the FINA World Cup competitions in November this year. This will serve as the major Youth Team competition for the 2009- 2010 Youth Team. The selection criteria is attached, if you have trouble opening the document it can also be found at usaswimming.org.

Each year USA Swimming will be selecting a National Youth Team just like is selects a National Team. This criteria is also attached and can be found at usaswimming.org. In order to qualify for the Youth Team you must be 18 and under at the time of the international competition and not be entering college in the fall. The top six swimmers in Olympic events from the ConocoPhillips Nationals and World Championship Trials in July, the U.S. Open and Junior Nationals in August will be considered for selection. Each of the Youth Team members will also have the opportunity to participate in a International competition in Vancouver, BC each May. For this competition each swimmer will be asked to pay \$750.00 to help defray the cost of the competition. All arrangements will still be made by USA Swimming.

To help you with your quad planning the following is a Youth Team Quad Plan for 2009- 2012. Please feel free to contact me if you have any more questions and I hope you all have a great summer.

May 20-25, 2009	Vancouver British Columbia
November 8-16, 2009	World Cup Meets Stockholm, Sweden and Berlin, Germany.
May, 2010 TBA	Vancouver, British Columbia
August, 2010 TBA	Junior Pan Pacific Championships Maui.
May, 2011 TBA	Vancouver, British Columbia
August, 2011 TBA	FINA World Youth Championships. Lima, Peru (FINA rules: males must be 16-18 years old and girls 15- 17)
May, 2012 TBA	Vancouver, British Columbia
August, 2012 TBA	Junior Pan Pacific Championships. TBA

Jack Roach
National Youth Team Head Coach
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"What is your Tone Telling your Customers?"

By Ruby Newell-Legner

Mae West said, "It's not what you say - It's how you say it!"

She reminds us that our voice is one of the most important tools we have and nowhere is that more true than in customer service.

The tone we choose can create a positive or negative impression in everything we say.

A few years ago, as we contemplated a variety of services for our new home, we called many companies to inquire about their offerings. One particular company was Ranger American, an organization that installed and monitored security systems. I chuckled each time I called because the person on the other end of the phone said. "It's a great day at Ranger American!" but quite frankly it sure didn't sound like it! It sounded more like someone had said, "I'm answering the phone this way because someone told me to." Out of necessity, the receptionist welcomed each caller with that phrase but did not sell any of the positive notions the greeting intended.

Think about these three common phrases we hear from someone in customer service. Depending on the tone and the voice inflexion, it can either be a sincere remark or come across as a sarcastic sentiment:

"Is everything ok?"
"May I help you?"
"Welcome back!"

Our tone of voice will let our customers know if we like our job and if we care.

Results of a recent AMDOCS study show that 80% of today's consumers would rather go to the dentist, sit in a traffic jam or pay their taxes than deal with an UNhelpful customer service representative.

Think how easily it can be to be perceived as "unhelpful".

Variations in tone can leave a range of perceptions:

Helpful to disinterested
Focused to scattered
Patient to bored
Polite to annoyed
Compassionate to disrespectful
Confident to unsure
Sincere to sarcastic
Alive to comatose

So the next time you coach an employee, don't just teach them what to say...teach them how to say it! When their tone is in sync with their words, they will help form a positive impression for your entire business.

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Recommended Books:

Death by Meeting by Patrick Lencioni
The 5 dysfunctions of a team by Patrick Lencioni
Overcoming the 5 dysfunctions of a team by Patrick Lencioni
The 3 signs of a miserable job by Patrick Lencioni

The 3 Big Questions for a Frantic Family by Patrick Lencioni
The 4 Obsessions of an Extraordinary Executive by Patrick Lencioni
The 5 temptations of a CEO by Patrick Lencioni

How to run better meetings
How teams fail and what to do about it
More of the same
How to create a better environment for staff and volunteers
Help for your busy life and family
How to better lead and manage people

The 5 pitfalls of leaders and how to overcome them

QBQ! (The Question Behind the Question) QuickNote

Please visit the new <http://www.QBQ.com> site today!

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Father Power: Dads, Sons, and 3 QBQ! Lessons

Story #1 by Rick Cranston, longtime Miller family friend

“Man up!”

In 1966 my four buddies and I decided to deface the white exterior of the new gym the city of Wessington, South Dakota had built. We used black chalk on the white wall *and* we put our initials on it! Essentially, we signed our work. At 10, I just didn't realize posting a big “RC” would be so incriminating. But it was, and our dads quickly busted us for our mischief. And our fathers just happened to be the school superintendent (mine), the mayor, the cop, the preacher, and the storekeeper. The result? A lesson of personal responsibility that sticks with me to this day. The next Saturday, we were lined up inside the gym that we had vandalized and my dad calmly—that was the scariest part—explained there are consequences for actions. We then received one literal “slap on the wrist” (it was the ‘60’s, after all)—and at 53, I sometimes think I can *still* feel the sting of that ruler. Then, we were brought outside to spend the *entire* day cleaning and repainting the building in plain view of the entire town! Bottom line, we were forced to “man-up” long before it was a political and cultural buzz word. What stays with me the most is this lesson: **Don't run from your problems. Face them head on. Take personal accountability.**

Story #2 by John Miller, The QBQ! Guy

“Know Thy Priorities”

It was a beautiful 1974 August evening in rural Danby, NY, when this high-energy 16-year-old left the firemen's fundraising bar-b-q dinner and hurried down to the Danby IGA grocery store. Chuck, the manager, was in and I sold hard, assuring him I could do the job and do it well. My short-term dream was to serve as the “box boy” and earn \$2.19/hour! After closing my first sale, I sprinted back to the fire station, bursting in on a small circle of men. I saw Mr. Moore, Mr. Geuther, and Mr. Fred Thayer, my *Sunday school* teacher, visiting with my dad, Pastor Jimmy Miller. I interrupted the conversation, saying, “Dad, I got the job at the IGA! The guy hired me!!!” Congratulations came quickly and my father said, “That's terrific, Johnny. When will you be working?” Without thinking, I blurted out, “Every day after school and *Sunday mornings!*” My dad's friends politely backed away, now leaving me alone with The Reverend, who sternly informed me, “You will not work Sundays. That's church day.” “But, Dad, I know Sunday's are for church, but” My protests fell on deaf ears—and rightly so—as he instructed, “No buts. You go back to the store right this minute and tell your new boss you can't help him out on Sundays.” With one last gasp, I muttered, “He'll never hire me now.” But I went as told—and I

still got the job. The lesson: **Priorities aren't really priorities unless you stand by them.**

Story #3 by Steve Curtin, friend of QBQ, Inc., and speaker on customer service - <http://www.stevecurtin.com>

“People Who Throw Stones ... ”

Peter, a late-twenties participant in one of my training courses, shared with the class that when he was 12 he “had words” with another boy after school. He also threw a small rock and struck the kid between the eyes, sending him home crying. Later, Peter’s father got a call from the other dad, who explained his son had received stitches. When he hung up, he confronted Peter and said, “Get your coat.” When Peter asked where they were going, his dad responded, “Tomorrow you will apologize, but now we’re going back to where you threw the rock.” When they arrived, Peter’s dad instructed him to find the stone he’d thrown. Disbelieving, Peter exclaimed, “Dad, it was a small rock. There are hundreds of rocks out here!” “Well, you have two hours of daylight left and if you don’t find it by dark, we can return at sunrise,” he was told. Within an hour, Peter found the rock—the *exact* rock he’d thrown. His father then said, “I want you to carry that rock at all times as a reminder of your responsibility to others—and yourself—to make the best choices.” After Peter was done sharing in my class, people were visibly moved. What happened next, though, produced a collective gasp. After a pause, with an obvious sense of humility, Peter reached into his pants’ pocket and removed a small stone—the *one he’d thrown 15 years earlier*. **Clearly, it was a powerful reminder of a father’s lesson in personal accountability.**

John G. Miller

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Check out USA Swimming's new Club Recognition program. Follow the blueprint to develop a strong, stable, financially sound and athletically productive organization. See www.usaswimming.org/ClubRecognition