



## CLUB DEVELOPMENT

usaswimming.org

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Dear Coach,

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Quote for the week:

*“Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending.”*

Unknown

### AUSTIN GRAND PRIX TO BE WEBCAST LIVE ON USASWIMMING.ORG

The 2011 Austin Grand Prix will be webcast live this weekend on <http://www.usaswimming.org/webcasts>

The meet, featuring some of America's top swimmers, will be held Friday through Sunday at Lee and Joe Jamail Texas Swim Center at the University of Texas.

### Making a Difference Stories needed!

USASwimming.org is looking for stories about individuals, clubs, coaches, parents, etc., who are making a difference in their communities, giving back to charity and helping change the world. Please send ideas and contact information to Mike Watkins at [miwatkins@yahoo.com](mailto:miwatkins@yahoo.com). No story too small – everything matters.

Here is a link to past stories.

<http://www.swimnetwork.com/news/cp-gives-back.aspx>

### New Articles on the Website!

Coaches, do you know we post new educational articles on the website every week? Check these out...

#### Coaching Mental Skills –

<http://www.usaswimming.org/DesktopDefault.aspx?TabId=1780&Alias=Rainbow&Lang=en>

#### Coaching Athletes – Tapering, Part 1-

<http://www.usaswimming.org/DesktopDefault.aspx?TabId=1683&Alias=Rainbow&Lang=en>

## Parents – Getting Parents on the Team –

<http://www.usaswimming.org/DesktopDefault.aspx?TabId=1702&Alias=Rainbow&Lang=en>

### The Tipping Point

By Malcolm Gladwell

Little things can make a big difference.

In the book, Malcolm Gladwell looks at why major changes happen in our society. He looks at personality types such as the pollinators, connectors, mavens and salesman and discusses how these folks change our society and make those changes stick. It provides a great deal of food for thought for coaches about how to sell your team and may make you look at your parents and athletes differently.

Reviewed by Dave Thomas recommended by Juan Caraveo

### Richard "Dick" Winters

"Find that peace within yourself, that peace and quiet and confidence that you can pass on to others, so that they know that you are honest and you are fair and will help them, no matter what, when the chips are down." - Dick Winters (1918 -2011)

For the story of an amazing American hero:

[http://news.yahoo.com/s/yblog\\_thelookout/20110110/ts\\_yblog\\_thelookout/dick-winters-wwii-hero-chronicled-in-band-of-brothers-dies](http://news.yahoo.com/s/yblog_thelookout/20110110/ts_yblog_thelookout/dick-winters-wwii-hero-chronicled-in-band-of-brothers-dies)

### ***The Leadership Coach*** <sup>TM</sup>

Signing an Autograph

Recently, I found an old autograph book that contained signatures of the Toronto Maple Leafs hockey team in 1955. I can clearly read every signature. I remember leaning over the boards during the warm-up calling out each player by name (no glass partitions in those days), and each player would come over and take their time signing their name.

Contrast this with two years ago when I took my then 12-year-old daughter to the World Team Tennis finals in Newport Beach, California. After the final match was over, my daughter took her oversized tennis ball to get the winning team members' autographs. I looked at it afterwards – not one letter was recognizable.

As we were leaving, I noticed a very long line of more than 100 children waiting to get an autograph from Billie Jean King. My daughter had done a class paper on her that year, so she decided to stand in line. When she finally got to meet Billie Jean, she was thrilled. And when my daughter showed me the autograph, every letter was perfectly clear. Why can't athletes take more time to show respect when signing their name?

*The Leadership Coach* is Peter Burwash, President of Peter Burwash International, a company that manages tennis instruction programs at top resorts in more than 30 countries around the world. "Reprinted from SportsTravel magazine." For more information, visit [www.SportsTravelMagazine.com](http://www.SportsTravelMagazine.com) He can be reached at [leadershipcoach@scheiderpublishing.com](mailto:leadershipcoach@scheiderpublishing.com), and his books are available at the

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