

## 2011 Volume 30

USA Swimming <pclark@usaswimming.org>

Sat, Aug 27, 2011 at 11:50 AM



### COACHING CONNECTION

A CLUB DEVELOPMENT SERVICE

HOME

NEWS

MEMBER RESOURCES

TRAINING

EVENTS

TIMES

#### In this Newsletter Volume 30 - 08/27/2011

1. IMPORTANT! Pre-Employment Screening Program Launches Next Week
2. Club Excellence Update
3. Navy SEALs Fitness Challenge
4. Coach Education Articles New to USA Swimming
5. New and Improved Coaches Education Landing Page
6. What do Athletes Believe? What drives their Behaviors? Performance Environment Values Poll
7. Recognizing Insecurity
8. U.S.O.C. Olympic Coach Magazine
9. The Pyramid of Open Water Success Webinar
10. Coaches Can Become Significant Influences in Moral Guidance for Athletes

## Dear Coaches,

#### Quote of the week:

**"Excellence is not an act but a habit. The things you do the most are the things you will do best."**

**-Marva Collins**

### IMPORTANT! Pre-employment Screening Program Launches Next Week

At the 2010 U.S.A.S. Convention, the U.S.A. Swimming House of Delegates approved a series of rules designed to enhance the Athlete Protection Program. One of these measures was Article 502.6.8 which requires clubs to comply with USA Swimming's Pre-employment Screening Procedures for New Employees. The pre-employment screening program is designed to help clubs do a thorough job of screening all new coaches and employees who are required to become U.S.A. Swimming members. Under the policy clubs must check with references and previous employers and verify information provided on the job application. Clubs may also use the recommended screening vendors to vet new coach employees.

As of August 31, 2011, all member clubs are required to conduct pre-employment screening on their new employees who are required to be USA Swimming members by USA Swimming rules. Clubs must represent to USA Swimming that this step has been completed. Those who fail to complete this step stand to lose their USA Swimming sanctioning.

The new program will be formally announced next week. General Information and a list of Frequently Asked Questions will be distributed to all clubs via U.S. Mail. Information will also be available on the USA Swimming website at this [special link](#): (The link will be active the week of August 29). We look forward to the addition of this program to our overall Athlete Protection efforts.



### 2012 Club Excellence Program Update

Please be aware that several changes have been made to the 2012 program including an earlier timeline. The 2012 Club Excellence program will launch the end of next week. Information outlining all of the changes is available at the [Club Excellence Page](#). It is important to note that applications for the 2012 program will be done online. Following is the time line for the 2012 program:



**Peter Clark**  
 Sport Development  
 Consultant  
 Eastern Zone  
 USA Swimming  
[719-866-3561](tel:719-866-3561) Direct  
[719-330-0743](tel:719-330-0743) Cell  
[719-866-4669](tel:719-866-4669) Fax  
[719-866-4578](tel:719-866-4578) Office  
 1 Olympic Plaza  
 Colorado Spring,  
 Colorado 80909  
[email](#)



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September 1, 2011	2012 program announcement online and information sent to all USA Swimming clubs
October 21, 2011	Deadline for applications from clubs to USA Swimming
December 16, 2011	Club rankings announced by USA Swimming &  Grant applications sent to all qualifying clubs (Gold and Silver)
February 24, 2012	Deadline for grant applications to USA Swimming from qualifying clubs
April 20, 2012	Grant awards announced by USA Swimming

## Navy SEALS Fitness Challenge

U.S.A. Swimming is planning the Fall SEAL Fitness Challenge schedule and we are looking for teams to host the events. The SEAL Fitness Challenge is an overall test of athleticism and training that includes a 500-yard swim followed by two minutes each of push-ups and sit-ups, as many pull-ups as a participant can complete and a 1.5 mile run for time. The Challenge is a fun way to test your athletes' dry land abilities and to appeal to the athletes' competitive side. All scores from the Challenge are posted on the USA Swimming website allowing your athletes to compare themselves to other participants locally and around the country.

If you are interested in hosting a SEAL Fitness Challenge, you can find information about the event at the link below. The link leads to the Operations Manual to conduct a SEAL Fitness Challenge event.

We ask that events host 75 or more participants at each site. If your club is not this big, we'd ask that you open your event to other local clubs in your area.

Please direct questions to your Sport Development Consultant or feel free to send an email to [Amanda Bryant](#)

[Navy SEAL Fitness Challenge Information](#)

## Coach Education Articles New to USA Swimming

[Coaching Clinics On Demand-Categorized Webinar Archives](#)

[Goal Setting & Mental Preparation](#)

[Race Strategy in Open Water – Part 2](#)

Club Excellence Swimmer Profile: [Christina Moran from Dynamo Swim Club](#)

## New and Improved Coaches Education Landing Page

USA Swimming has made finding articles and coach information easier. [Click here](#) to check it out:

## What do Athletes Believe? What drives their Behaviors?

## Performance Environment Values Poll

by Wayne Goldsmith

Lots of Clubs and Coaches talk about the underpinning "values" system in their organization.

Values are the "fuel" – the driving force behind the beliefs and behaviors of athletes (and indeed coaches, staff, management and the Board) in the D.A.T.E. – [Daily Athlete Training Environment](#).

Get the values system right and the Club will succeed.

Get it wrong and the Club will fall victim to the three Cs: [Controversy, Conflict and Crisis](#).

[Vote here for the Values Poll](#): Page down to get to poll,

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## Recognizing Insecurity

by Peter Burwash

The intuitive leader is someone who quickly recognizes insecurity in people. Insecurity is perhaps the single most important character attribute that people have to conquer. So many other qualities can be improved if insecurity goes away.

What are some of the symptoms of Insecurity? The first is that the person has an insatiable desire to talk about themselves, to tell everybody what they have accomplished. They need to be the center of attention. The football player who goes across the goal line and does a fancy dance instead of going and thanking the lineman who helped him get there shows a strong sense of insecurity.

People with off-the-charts egos are very insecure. There is a fine line between confidence and overconfidence. Great leadership is a delicate balance between humility and self-confidence. Or in other words, you have the confidence that you can do things but you are just not on your own CNN.

In a job interview, one of the best things a leader can do is find out what people are insecure about and then help build their confidence level so they will be a complete and integral part of the team.

*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 Sports Travel magazine." For more information, visit [www.SportsTravelMagazine.com](http://www.SportsTravelMagazine.com) He can be reached at Leadership Coach, and his books are available at the Sporttravel Media zone.*

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## The U.S.O.C. Olympic Coach Magazine

A variety of interesting articles from a variety of sports within the Olympic family. [Click here](#) for the magazine:

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## The Pyramid of Open Water Success Webinar

In this free hour-long webinar, Open Water Swimming author Steven Munatones, a renowned marathon swimmer, coach, and commentator, will discuss his Pyramid for Open Water Success.

The webinar will outline each step of the pyramid:

- Base training
- Speed training
- Distance tolerance
- Race specific training
- Skills training
- Open water acclimatization
- Tactical knowledge

Join Steven as he shares his insights and expertise on preparing for, training for, and competing in open-water events. For more details [click here](#):

This webinar will take place Thursday, September 1, 2011, from 1:00 pm to 2:00 pm Eastern.

[Register now!](#)

Start Time:

- 1:00 pm Eastern
- 12:00 pm Central
- 11:00 am Mountain
- 10:00 am Pacific

About the presenter

Steven Munatones is a former professional marathon swimmer and a renowned coach. He has served as the national team coach at the 2001, 2003, 2005, and 2007 World Swimming Championships and the 2004 World Open Water Swimming Championships. In addition, he serves as editor in chief of the Daily News of Open Water Swimming and created the Open Water Swimming Dictionary.

Munatones manages the International Marathon Swimming Hall of Fame Web site and served as the NBC commentator for the men's and women's 10K marathon swim during the 2008 Beijing Olympics. During the Games he provided his expertise on the sport to a variety of media, including NBC-TV, Universal Sports, Wall Street Journal, National Public Radio, USA Today, New York Times, National Geographic magazine, and the Associated Press. His writing has appeared in Swimming World, Australia Swimming, and USMS Swimmer. He annually publishes the World's Top 100 Open Water Swims and America's Top 50 Open Water Swims. He also created the most popular Web sites on open-water swimming, including [www.openwatersource.com](http://www.openwatersource.com) and [www.10Kswim.com](http://www.10Kswim.com).

He is also on the FINA Technical Open Water Swimming Committee that serves as the world's governing body of the sport and provides information and guidance to the Amateur Swimming Union of the Americas, USA Swimming, and U.S. Masters Swimming.

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## Coaches Can Become Significant Influences in Moral Guidance for Athletes

**Ohio State And Miami Football Scandals Highlight Coaching Research**

**By Dan Peterson**

Former Ohio State head football coach Jim Tressel seemed to be a role model for achieving on-field success with a high level of character. Two-time National Coach of the Year, Larry Coker and former player Randy Shannon also were thought to provide moral leadership while winning national championships during their tenure as head coaches for the University of Miami.

Yet, both storied football programs now find themselves in the middle of NCAA investigations for major rule violations. Reports of players trading memorabilia for cash or discounts, receiving cash and "entertainment" from boosters, and at least one of these coaches admitting to lying about their knowledge of these events has triggered a frenzy of discussion on what's wrong with college athletics.


As head coaches often claim at their post-scandal press conferences, the buck stops with them as they have overall responsibility for the program and its players. Being in the hot seat requires a coach that can provide the balance between ultra-competitive, "win now"

demands of fans and boosters and long-term development of players' skills and character. Several recent research initiatives have looked at this unique role and how to walk that fine line.

Before arriving on a big-time college campus, elite athletes are exposed to multiple coaches. Certainly, these coaches influence the player's knowledge and skill level in their sport, but exercise science researchers at Concordia University in Montreal have documented a link between coaches and players in moral and ethical development.

Through interviews with elite coaches and athletes, Sandra Peláez and Simon Bacon found that after parents, coaches can become significant influences in moral guidance for athletes.

[For the rest of the story go here:](#)



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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