



## CLUB DEVELOPMENT

usaswimming.org

### TABLE OF CONTENTS

Dear Coach,

1. NEW Age Group Top 100 Times List
2. Coaches Education on the Website
3. Let's Work Together to Get Drowning Numbers on Oprah
4. Leadership Coach TM
5. Motivational Video on Swimutopia
6. ASCA Learn To Swim Business Conference
7. Tips on Better Communication

Quote of the Week:

"Before you can win, you have to believe you are worthy." - Mike Ditka

#### **The All Time Top 100 list**

A working document of the age group top 100 times has been updated. We have also put together a working goal table of the 100<sup>th</sup> -place swim. If you have any questions [please let us know](#).

All of the lists can be found in the [Times Section](#) at USA Swimming.org

#### **New Articles on the Web site!**

**Parents – [Understanding Growth & Development](#)**

**Coaches – [The Why's & Hows of Parent Education](#)**

**Clubs – [Business Structures](#)**

#### **Greetings, Make a Splash and Partners in Swimming!**

The US Swim School Association and NDPA (National Drowning Prevention Alliance) are asking for our help in the OPRAH CAMPAIGN. We'd love to get the water safety message on her show, so the plan is to make at least 10,000 contacts (email/letters) in the next 3 weeks — **January 24 - February 14**.

Information is below. Please forward to everyone you know who will help spread the water safety message!

**Greetings!**

The NDPA, the U.S. Swim School Association and other drowning prevention organizations are campaigning to have the drowning epidemic in America highlighted on the Oprah Winfrey Show during this, her last season. It is our hope that drowning prevention will be impacted by the 'Oprah Effect." In order to make this happen YOU will have to participate!

**GOAL:** Saturation. Let's give Oprah 10,000 e-mails and/or letters with our plea.

**TIME:** Send your emails and/or letters between **January 24-February 14**

**HOW:**

- Use the letter link below or the pre-written email text to contact The Oprah Winfrey Show (letters and contact information below)
- Enlist your staff to do the same
- Promote this campaign within your swim school, underscore your lifesaving message and have your customers send the email and letter, too
- Recruit as many people as you can; family, friends, facebook friends, etc. This is for anyone involved in drowning prevention, aquatics, or water safety.
- Post this message on Facebook and Twitter

1. *To submit electronically:*

Follow this link to submit Show Ideas:

[https://www.oprah.com/ownshow/plug\\_form.html?plug\\_id=216](https://www.oprah.com/ownshow/plug_form.html?plug_id=216)

Use the text below to fill in the "Your Message" box. Be sure to leave **America's Drowning Epidemic** as your first line.

**America's Drowning Epidemic**

Please highlight the vital topic of water safety and drowning prevention on the Oprah Show while it still airs on a national network. Every day an average of 10 people die from drowning in this country, most of these victims are under the age of 14, male and minority. 58% of African American children and 56% of Hispanic children don't know how to swim and neither do their parents. Every year, nearly 3500 people drown nationwide. Doesn't that deserve some national attention? Check out this fact sheet for confirmation from the CDC on the incidence of drowning in America.

**The Center for Disease Control Unintentional Drowning Fact Sheet**

<http://www.cdc.gov/HomeandRecreationalSafety/Water-Safety/waterinjuries-factsheet.html>

Alloting a portion of your show to this critically important topic could have a significant impact on these harrowing statistics. There are so many myths to be dispelled about how, when and where people drown. Please use your voice to save and educate millions of people.

2. *To submit via mail [click on this link](#) and copy letter*

This a great chance to get our message heard. Remember, there is power in numbers. Let the Oprah Campaign begin!

Sincerely,

Kristin Goffman

NDPAExecutiveDirector

### ***The Leadership Coach TM***

#### Learn From Rejection

One of the truly sad aspects of today's society is that people file so many lawsuits. And one of the most unfortunate situations is the fact that employers are afraid to share with job applicants why they were not hired. The companies are afraid of being sued. The result is that people go from interview to interview and never learn why they were rejected or how they can improve.

Our company was founded 35 years ago. We have interviewed more than 10,000 applicants. Only about 10 percent have been accepted. Yet all of those who were rejected have had the opportunity to call me, and to spend 20 to 30 minutes with me going over their interviews. We discuss what went well and what could have been done better and answer any questions they might have.

Sure, there is the odd person who tells us we made a big mistake by not hiring him or her. But those types of calls have just confirmed that we made the right decision to reject them.

The overall result has been positive. Some of our best employees eventually went through a second interview with our company. And many others have said that the call helped them succeed in their next interview with someone else.

*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 Sportravel Media zone.*

#### **Check out this Motivational Video on Swimutopia**

[http://www.swimutopia.com/useruploads/MrUtopia/video\\_articles/2010/11/15/The-Best-Motivation-Video.php](http://www.swimutopia.com/useruploads/MrUtopia/video_articles/2010/11/15/The-Best-Motivation-Video.php)

**2011 ASCA Learn to Swim Business Conference**  
**"Fueling Your Swim School's Future"**  
**Ft. Lauderdale, FL -March 11-12, 2011**

## **PRE-CONFERENCE WORKSHOP**

Friday March 11, 2011 (12:00-5:00)

*“Systems For My Business: What are they? Why Should I bother? How should I do it?”*

Join us for this exclusive opportunity to take an in-depth, focused look into applying systems to “your” learn to swim business. Take away practical tools to help you start building the systems that can take your business to the next level! Space is limited for this exclusive workshop so register early.

Presenter - Dave Dubois – With over 20 years in learn to swim, Dave has experienced all aspects of the industry from teaching, to management, to large scale systems development. Over an 8 year period, Dave provided program evaluation, curriculum development, training process and systems development and onsite training delivery to organizations around the world. Dave loves working to improve the experience for all those involved in learn to swim.

## **BEST BUSINESS IDEAS CONTEST**

*Enter today!* The Best Business Ideas Contest winner will receive a FINIS Teaching Platform! This is an \$800 Value and a quality addition to any swim school! Send your ideas in with your registration today! All attendees will receive a take home copy of all ideas submitted)

## **CONFERENCE PROGRAM**

Friday March 11, 2011

- 6:00-7:00pm - Dave Dubois: “Carlisle Swimming: A look inside one of the worlds most successful swim schools”
- 7:15-8:15PM - Rose Cholewinski/Panel: “Developing customers for life by being involved in your community”

Saturday March 12, 2011

- 9:00-10:00 Dave Dubois: “Branding beyond your logo”
- 10:15-11:15 Mary Reilly-Magee: “Developing Leaders”
- 11:25-12:00 Dave Dubois/Panel: “Living the water safety message in our swim schools”
- 12:00-1:30 Lunch Break (on your own)
- 1:30-2:30 Dave Dubois: “Teacher training essentials”
- 2:30-3:30 Rose Cholewinski: “Continually fueling your team and empowering
- 3:45-4:45 Mary Reilly-Magee: “Leadership lessons from the deep end – How I got it right and
- what I got wrong”
- 5:00-6:15 Dave Dubois: “Everything I needed to learn, I learned at The Swim School”
- 6:15 Best Business Ideas Contest WINNER!

## CONFERENCE SPEAKERS

*Rose Cholewinski:* Rose resides in Davis, CA where she managed a struggling learn to swim business at the Davis Athletic Club. In ten years, the summer only program grew from approximately 50 children to a year-round program that peaked at 1000 plus swimmers. In 2008, she expanded her SwimAmerica program roots by opening a stand-alone indoor pool that provides year-round lessons, birthday parties and school break camps. Rose is an active member of the local Chamber of Commerce and has served on its Board of Directors. Rose is currently a member of the American Swimming Coaches Association and is a Director on the Board of the United States Swim School Association.

*Mary Reilly-Magee:* Mary has spent the last 26 years teaching swimming to the young and old of San Antonio Texas. In 2006 the first Love to Swim School opened it's doors, offering warm water, warm air and pools designed specifically for teaching with comfort for parents and observers. In 2007 Love to Swim School added Tumble to their child-centered offerings. In 2009 the second Love to Swim and Tumble School was opened. Mary won a prestigious Stevie Award for Best Entrepreneur in 2010. Mary serves as the current Vice President and President elect of the U.S. Swim School Association.

*Dave Dubois:* With all of Dave's business experience, he still considers himself a teacher at heart. Dave established Water Works, the only full-time learn to swim focused consultancy in the world. Dave's degree in visual communications has provided unique perspectives on the marketing and commercial side of the business.

Host Hotel is the Crowne Plaza-Ft. Lauderdale, FL at the Sawgrass Mills Outlet Mall  
13400 West Sunrise Blvd, Sunrise, FL 33323, 954-851-1020  
Room Rate \$139 use code "ASCA" for discounted rate

## REGISTER BY FEBRUARY 15<sup>TH</sup> AND SAVE!!!

- 1<sup>st</sup> attendee \$150
- 2<sup>nd</sup> and 3<sup>rd</sup> \$75
- Each additional \$50
- Pre Conference Workshop \$299

After February 15<sup>th</sup> add \$50 per registration

To register contact Julie Nitti at [jnitti@swimmingcoach.org](mailto:jnitti@swimmingcoach.org) or call our toll free number 1-800-356-2722.

For more information click on the link below

[http://www.swimamerica.org/clinics/Conference\\_flyer.pdf](http://www.swimamerica.org/clinics/Conference_flyer.pdf)

## **Beyond Information: How to Connect with and Influence Audiences**

By Gary Genard

Speeches and presentations offer uniquely rich opportunities to connect with and influence audiences. Every talk, pitch, lecture, or presentation is an occasion to change how people think, feel, and behave—or should be. Time and attention are extremely valuable commodities listeners spend in the hope that their investment will pay off handsomely. It's our responsibility as speakers to meet that demand.

Yet too many of us approach presentations from a weak starting point, believing that our job is to convey information. Even presentations that aim to educate, however, are not primarily delivering information, but only using information to accomplish a purpose. We really should be out to change people's thoughts and behavior, never simply regurgitating facts, reading bullet points aloud, or expounding upon data in brightly colored graphs. When we make this mistake and think in terms of merely delivering information, "content" becomes king. The chances then become very good that we'll spend most of our preparation time collecting data of various kinds.

**For the rest of the article:**

<http://www.publicspeakinginternational.com/articles/beyond-information-how-to-connect-with-and-influence-audiences.html>

**Peter Clark**

Sport Development Consultant

Eastern Zone

USA Swimming

719-866-3561 Direct line

719-330-0743 Cell

719-866-4669 Fax

719-866-4578 USA Swimming office

1 Olympic Plaza

Colorado Spring, Colorado 80909

[pclark@usaswimming.org](mailto:pclark@usaswimming.org)



*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 Coach's Blast e-mails is to make coaches aware of potential resources available.*

**IMPORTANT REMINDER:** USA Swimming reminds all member organizations and coaches that you are responsible for complying with applicable copyright laws regarding publication and distribution of printed materials, including internet content. If you have any concerns about whether material you seek to reprint is covered by copyright law, we encourage you to contact the author and obtain permission or otherwise seek appropriate counsel regarding the use of the materials.

