
2012 Volume 5

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Dear Coaches,

Quote of the week.

“The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge.”

- Martin Luther King

The Gold Medal Dining Experience

Are you looking for the perfect Valentine's gift? On Saturday, Feb. 11, join the USA Swimming Foundation for a Gold Medal Dining Experience, presented by All-Clad in New York City. The event will feature two-time Olympic gold medalist and food enthusiast Garrett Weber-Gale. Join Garrett as he assists the following chefs to create the meal of a lifetime: David Bouley (Renowned New York Restaurateur), Tom Colicchio (Top Chef), Daniel Boulud (chef/owner of one of the “ten best restaurants in the world”), Daniel Humm (“Best Chef: NYC”), and Florian Bellanger (Cupcake Wars). The evening's event will feature Olympian Rowdy Gaines as emcee.

USA Swimming members and U.S. Masters Swimming Members may purchase event tickets for a reduced rate of \$1,250, while supplies last.

Buy your ticket now! Please contact [Mariah Pearl Cunnick](#) or call [719.866.3614](tel:719.866.3614)



Three Things You Need To Know About Dietary Supplements

By Alicia Kendig, MS, RD, CSSD // USOC Sports Dietician & Athlete Lab Coordinator, Russell Mark // USA Swimming High Performance Consultant, Dan McCarthy// USA Swimming High Performance Consultant, Stacy Michael-Miller// USA Swimming Athlete Services Manager

USA Swimming does not endorse the use of dietary supplements and encourages athletes to first practice proper nutrition through a complete and balanced diet. Yet there are still many pressures for athletes to take a supplement. Many supplement companies prey on potential consumers' compulsion for a “quick fix” in order to make money. Here are three things you need to know.

[For the rest of the article click here.](#)



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Travel and Swimming Fast: Staying Safe

Having your wallet or other valuables stolen is a major setback and inconvenience while in your hometown. Imagine the challenge you would face if this happened while traveling around the country or world. After the research and careful planning you have put into your trip the last thing you'd want to deal with is losing your wallet, passport or other valuables to a thief. Staying safe while traveling is another key piece to the travel game plan.

[For the rest of the article click here.](#)

New on the Web - Coach Education

[When Should You Implement the Dolphin Kick in the Breaststroke Pullout?](#)

Since the introduction of the dolphin kick within the breaststroke underwater pull, there have been many questions as to how and where it should be implemented

[Ask the Dryland Coach Fixing the Flaws Part Two: Statics and Strength.](#)

By Mike Mejia, M.S., C.S.C.S

In the last installment of our series on self-assessment exercises (Fixing the Flaws Part I), we focused on drills to help correct any imbalances you may have uncovered doing the reach, roll and lift test. This time around, we'll cover what to do to combat any deviations from proper form you may have experienced while doing the wall slide.

[Handling Difficult Situations With Parents.](#)

Learn more about how to deal with difficult parent situations. Find out strategies to help deal with common problems.

[Helping Your Athlete During Taper.](#)

Every swimmer looks forward to the championship season, including that exciting and welcome relief called "taper." Swimmers adjust to reduced training volume and emphasis on meet performance at the end of a season. For most swimmers, this adjustment is both physical and mental.

[Assessment of the Club](#)

To find out more about how to assess your club look at the link above.

Helping Prevent Shoulder Injuries

By Ian McMahan, MA, ATC, PES

Swimmers, like athletes who throw a lot, put a great deal of stress on their shoulders with thousands of yards in the pool each day. Can these injuries be prevented? No amount of exercise can ever guarantee staying injury-free, but keeping the important muscles of the shoulder strong can greatly decrease the chances of problems in the future.

[For the rest of the article click here.](#)

New Project Planning & Development

Facilities Flash: Lease to Own Options

One of the most challenging steps in the project development process is for an individual or small business to raise enough capital to qualify for a loan. We've all heard that only those who don't need money can borrow it. There is a good amount of truth in that statement. Gaining equity is difficult. How many of you have the \$300,000.00+ necessary to borrow

\$900,000.00?

[For the rest of the article click here.](#)

2012 Advanced Breaststroke Clinic

By ASCA

THIS CLINIC is exclusively focused on coaching Breaststroke. Coach Marsh has coached a long progression of world class breaststroke athlete.

Speakers:

Coach John Leonard – American Swimming Coaches Association
Wrote and teaches the ASCA Level 2 Stroke School and works daily on creating new teaching methods for young age group swimmers. John is an active coach with his age group team, SwimFast, in south Florida.

Coach David Marsh – SwimMAC
David Marsh is the current CEO/Director of Coaching at SwimMAC Carolina in Charlotte, N.C. He has been in this role since 2007. Prior to joining SwimMAC he was the men's and women's swimming coach at Auburn University. After becoming head coach in 1990, Marsh led the men's team to seven NCAA national championships (1997, 1999, 2003, 2004, 2005, 2006, and 2007) and the women's team to five national championships (2002, 2003, 2004, 2006, 2007). He finished his coaching career at Auburn at the conclusion of the 2007 season, after which he became the Head Elite Coach and CEO of the United States Olympic Committee Center of Excellence with SwimMAC Carolina. The internationally-known coach has coached 24 Olympians from 11 different countries.

Sunday February 12, 2012

Sheraton Reston Hotel
11810 Sunrise Valley Drive
Reston, VA. 20191
For hotel reservations: call [1-800-561-9186](tel:1-800-561-9186)

Clinic Schedule:

8:30 AM Check in
9:00 AM History of Breaststroke via video Coach John Leonard..... 1hr.
10:00 AM Technique and Training of Breaststroke Coach David Marsh.....2hr.
Noon Lunch Break.....1hr.
1:00 PM Technique and Training of Breaststroke Coach David Marsh.....2hr.
3:00 PM Teaching Breaststroke to Novice Swimmers Coach John Leonard.....1hr.
4:00 PM Modern Teaching Skills Coach John Leonard.....:45 min.

To Register call ASCA at [1-800-356-2722](tel:1-800-356-2722)

The Leadership Coach

By Peter Burwash

Champions Adjust

In last month's Leadership Coach column, I wrote about Golden Anderson, the football coach at Carmel (California) High School. Although his team lost in the sectional finals, the team's two previous games are classic examples of how to prepare a team for adversity.

I had the privilege of sitting next to Golden on the trips to those games. It was raining quite hard as we arrived at the stadium for the quarterfinals. Golden's comment: "This is fantastic." The next week in the semifinals, the field was barely visible due to fog. As the bus entered the stadium, Golden's comment was, "This is terrific."

Some coaches are just plain positive and put on a veneer of confidence. In Golden's case, he knew he had to prepare his team to deal with whatever they were handed. There are no excuses in Golden Anderson's locker room. Having sat in on many press conferences in tennis, I am amazed at how often players blame the sun, the heat, the wind or balls for their

loss. But the playing field in sport is level – both players and both teams deal with challenges and adversities equally in a game. As Billie Jean King said, “Champions adjust.” Coach Anderson has taught his players to do just that.

The Leadership Coach provides inspirational thoughts on leadership in sports and business. 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. The Leadership Coach can be reached at LeadershipCoach@SchneiderPublishing.com and his books are available through the SportsTravel Bookstore.

How to Find Happiness at Work

By Jon Gordon

Happiness.
Zappos believes in delivering it.
Coke wants you to open it.
Countless books try to help you achieve it
Research demonstrates that you are more productive with it.
And yet the truth is that so few people feel it at work.
Why?

[For the rest of the article click here.](#)

Start the Day with a Positive Attitude

By Nido R. Qubein, President of High Point University

When you open your eyes in the morning, you set the tone for the day. Think of the words “alarm clock.” Alarm has a negative connotation. What do you think of when you hear fire, theft, smoke or police alarms? So, why would you want to wake up in the morning to an “alarm clock?”


Change the name to an “opportunity” clock. It may seem like a small change, but when you wake up, you’ll start your attitude off right by thinking, “what a great day!”

What happens instead is that some people love another five minutes in an unconscious state by hitting the snooze button. Then, they drag themselves to the window, open the drapes and say, “Good Lord, it’s morning again.”

Will that day be positive and filled with opportunities? With that attitude, one has already made a choice about what kind of day it will be. Why is all of this important to success in your life?

This book excerpt taken from Seven Choices for Success and Significance by Nido Qubein President of High Point University.

The book can be found at:
[Simple Truths, LLC](#)



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