

2017 USAS Convention, Dallas, Texas

Coach Mentoring Workshop (Wednesday September 13, 2017)

Staff from USA Swimming explained the Coach Mentoring Grant Program application process and how they have \$60,000 budgeted for 2018. An LSC can receive a grant for up to \$4,000 but the LSC must support at least 50% of the money requested. Dates of importance are proposals are due by December 1, 2017 and LSC rewards are announced December 18, 2017. They also had a few examples of what to use the grants for and had a few LSC's there to explain what they have done.

The first presentation was from Maryland Swimming. Maryland created and incentivized program to get clubs to participate. Participants could take part in one on one conversations where they sought out a coach and went over a number of different topics to help mentor the coach. They also offered roundtable conversations that took place at the end of the session at Age Group meets and explained it kind of like speed dating where different topics were discussed at different tables and people could move from table to table to take in different topics. They also had money for continuing education where they brought in speakers to the LSC and paid for coaches to attend out of LSC camps and clinics.

They have a point system where points are awarded for attending a roundtable discussion. 1 point is equal to \$25. They can also receive 1 point for a one on one where the mentor coach also receives 1 point. Teams must fill out a scorecard which the LSC office maintains. I cannot remember the maximum amount a club can earn in a year. But he broke it down by year. In 2013-2014 they funded \$15,500 to clubs only with the one on one mentoring offered. In 2014-2015 they funded \$29,300 with one on one with mentors from other LSC's offered. In 2015-2016 they funded \$43,700 when they added roundtables and continuing education reimbursement. In 2016-2017 they said they have about 38 teams participating so far.

Indiana swimming also presented. In 2014 over two weekends 3 Indiana clubs hosted coaches from Illinois LSC. Five Illinois clubs hosted coaches from Indiana LSC.

First Rodeo? ConvEd First Timers Corral (Wednesday September 13, 2017)

I attended this class and immediately we were given a number which led to a table of strangers. I was placed in a table with people from Gulf Swimming, Niagara Swimming, South Carolina and one other LSC. In this class they helped us figure out the schedule and how to use the website that had the schedule on it. Then there was also a game but my team was not very competitive so we did not do well. They also gave us a Lingo Bingo card which was to be used at the House of Delegates meeting.

Introducing Children Into Competitive Swimming for Long-Term Success (Thursday September 14, 2017)

The first presenter was Beth Winkowski from Dynamo Swim Club. She started off the presentation explaining the group structure of Dynamo and how each group has a gold track and a green track. One interesting thing is swimmers are placed in groups based on grade of school rather than age. She then put up an interesting table that showed a top 16 ranked 10 & Under only 11% were still ranked as a 17-18, for 11-12 was at 21%, 13-14 was at 36%, and 15-16 was at 48%. She then went over early maturation vs. late maturation. Then she said another statistic which said that 50% of the top swimmers develop after their junior year of high school.

She then went over that Atlanta has a huge summer league situation with 15-20 different leagues and 20,000+ summer leagues swimmers. So 85% of their tryouts had previous competitive swimming experience. The Junior swimming program which was a program that they developed to bridge between swim lessons and summer league to their competitive team was started in 2005. In 2006 they had 80 athletes at Chamblee. In 2011 they added Alpharetta and in 2017 they had over 300 swimmers registered to the junior program. Approximately 10% transition to the team a year. The Junior program brought in over \$250,000 in revenue in 2016.

Overview of the Junior Program

- Chamblee- 1 lead coach and 1 assistant coach (offered August 1-March 31)
- Alpharetta- 1 administrator/ 1 coach (offered year round)
- Junior swimmers have an annual registration fee and pay month to month but must opt out
- Guppies (minimum age of 5)
 - Must swim freestyle and backstroke
 - Practice offered 1 or 2 days a week
 - 12 swimmers
- Seahorse
 - Basic fundamentals of all 4 strokes
 - Practice offered 2 days a week
 - 21 swimmers
- Dolphin
 - Focus on stroke refinement and intro to training and flip turns
 - Practice offered 2 days a week
 - 24 swimmers
- Sharks
 - Primarily middle school students
 - Practice 2 days a week
 - 26 swimmers

There is no Junior program for high school aged swimmers. On the team you are allowed to choose practice days where as in the Juniors practice days are assigned. Emphasis on teaching before training and no competition offered for Juniors

The next presenters were Norm Wright and Chad Rehkamp from the Northern Kentucky Clippers and they went over the new Clipper Development Model. The four outcomes that they want to reach by following this model are:

- Grow both the general swimmer populations as well as the pool of elite athletes
- Develop the fundamental skill that transfer between all levels of the Clippers
- Provide an appropriate avenue to fulfill an individual's swimming potential
- Continue to create generation that love swimming and transfers that passion to the next generation

They put up a chart showing that growth was on the decline so something needed to change and for a while they had more 13 and older swimmers then 12 and under.

Changed the group names to:

- Exploring (8 and Under)
 - Provide a safe, inclusive environment where new families can **Explore** the sport
 - Parents and swimmers have a complete understanding of all aspects of the sport
- Learning (9-10)
 - **Teaching** all aspects of competitive swimming and what it means to be a Clipper
 - The family has been provided an opportunity to participate in all aspects of the Clippers
- Dreaming (11-12)
 - Instill a **Vision** for what swimming can provide and what can be accomplished at the highest level
 - Swimmers and parents understand that it is more important to envision success than it is to achieve it at this age
- Planning (13-14)
 - Solidify the ability to arrange the **Future** based on a specific design
 - Swimmers are able to **Plan** long term and know the path that they need to take
- Achieving (14 & Older and in High School)
 - Reaching to attain the highest level desired with effort and/or courage
 - Measuring the student-athletes by their ability to plan and achieve desired goals
- Performing (15 & Older- Invited High School Athletes)
 - Carrying out, accomplishing, or fulfilling a swimmer's function
 - Swimmers are able to carry out their duties to the team and themselves

They have 3 different sessions offered. Session 1- September 9-December 3. Session 2- December 4-March 18. Session 3- March 19-July 22. Families are able to register for a single session, 2 sessions or the full year. Performing group must register annually.

#SwimBiz: Oh Snap! Tips, Tricks and Trends in Social Media (Thursday September 14, 2017)

- SwimBiz was started in 2015 and they hold a yearly conference in Coloradoprings

- Snapchat
 - Why?
 - In the moment
 - No social pressure
 - Quick and Easy
 - You know who's watching
 - 60% of snapchat users are 13-24
 - 63% of snapchat users are 18-34
 - It is the 3rd largest used form of social media
 - Nothing disappears on the internet
 - Story?
 - Series of photos and videos
 - Disappears in 24 hours
 - 1-10 seconds per snap
 - Now can add links
 - Geo-Filters
 - Location based filters
 - Low cost of \$5 per 20,000 square feet
 - Can be used for meets or special occasions
 - Gain exposure from swimmers adding to their stories

An Open Forum on Technical Suits in Age Group Swimming (Thursday September 14, 2017)

This was an interesting discussion on technical suits in USA Swimming. The consultant that USA Swimming hired Stu Isaacs was in attendance. LSC's that confirmed that they have legislation on technical suits are Southern California, Arkansas has one but they postponed it until they see the results of the USA Swimming study, Mid-Atlantic passed for 10 & Unders, and Pacific Northwest said that they would wait and see. Bosie YMCA and Bolles Swim Club were examples brought up of clubs that have policies or guidelines for suits. It was interesting to hear the differing opinions throughout the room from different parts of the country. Representatives from Southern California talked about what they do at their meets to enforce the rules. It was also interesting to hear what some coaches think of as a technical suit.

Western Zone Business Meeting (Thursday September 14, 2017)

The meeting started with talk of how the Age Group Meets and Senior Meets went. Then the budget was discussed. Kent Yoshiwara was asked to present for Diversity and Inclusion. Some of the things brought up are the Western Zone Diversity Select Camp will be held in San Diego in 2018. They are also trying to start a Western Zone Diversity all star team to compete in the Black History Invitational Swim Meet in Washington DC. Oregon bid for the Age Group Meet in 2019, Central California bid for the Senior meet in 2019, and Southern California bid for the Open Water meet in 2019. The last thing was the three candidates (Dale Ammon, Denna Culpepper, and Jim Patterson) running for

Zone Director non-coach all introduced themselves for the election to be held the next night.

Mind/Body Connection: Let's Talk about Mental Health (Friday September 15, 2017)

The speakers in this presentation were Chuck Batchelor, Allison Schmitt and Dr. Lenny Wiersma

- Transitioning
 - Transitions can be stressful and can trigger emotions
 - Used aging up from 12 to 13 as an example. A very successful 12 year old can be faced with challenges that they are not mentally prepared for.
 - Can't always prepare for things but sometimes need to work through it. Talking through it with the parents and athlete can help.
 - Transitioning from club to club can be stressful when swimming at a meet with old team present.
 - Some athletes that seem the happiest can be the ones going through the most stress
 - Allison said speaking with Chuck about how she felt was a transition on the plane. Allowed her to open up to a psychologist because she opened up to him and helped her realize she needed help
 - Social media can be fraud because it allows people to hide how they are truly feeling
 - Recommended if you are going to seek help to do so with someone with a sports background
 - Sometimes it's better for athletes to slow down. Are they mentally ready?
 - Think of your identity like a puzzle. Every part of what you do is a piece of this puzzle
 - Humans are fearful of change is what makes transitioning difficult
- LTAD Model for sport.
- USOC American Development Model
- Swimming specific ADM USA Swimming has developed
- Show up to workout and give it your all. Not doing so is not beneficial to your teammates or athletes. Try to pick people up and be positive
- Analogy: 1 million dollars today or a penny that doubles each day for 30 days
- NASCAR as an example for coming back from an injury. You aren't going off your path this is only a "pit stop"

Western Zone Business Meeting #2 (Friday September 15, 2017)

In this meeting we were able to ask the candidates questions. Our athlete rep Brandon did a great job asking them about their stance on Diversity. The three meets were awarded, and Dale Ammon won Zone Director. They also voted to have a 3 week window for the age group meet which passed.