

# Newsletter

## COACHING BOYS

[ BY ASCA FELLOWS XI ]

### ASCA FELLOWS XI – EXECUTIVE SUMMARY

The ASCA Board asked the Class of Fellows XI to put their findings into just a few words . . . and the WORD was “RESPECT.” Young men of all ages craved respect from their coaches, their peers and their parents for their efforts in our sport.

The way to keep the Boys involved, motivated and “going” . . . RESPECT.

The key coaching ingredient for Boys – “RESPECT.”

The foundation of successful interaction between male peers in Swimming? “RESPECT.”

More on this later in the year when we publish the entire Fellows XI research project. For now, the Executive Summary as it was presented to the ASCA Board of Directors in September.



John Leonard

### FELLOWS XI

Ad'm Dusenbury

Kristyn Evans

Michael Galindo

Craig Harris

Casey Hnatiuk

Ross Lannan

Matthew McDonough

Justin Morin

Meaghan Murphy

Mike O'Connor

Manny Perez

Chris Sheppard

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Fort Lauderdale, FL 33309  
954.563.4930 | Toll Free 1.800.356.2722 | Fax 954.563.9813  
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## WHY THE ASCA FELLOWS INITIATED A STUDY ON BOYS SWIMMING?

The state of young male swimmer is not what it was ten years ago. The number of collegiate opportunities is diminishing, team cohesion is evasive and although the numbers of male athletes are up, their commitment to training and consistent hard work is limited. In order to understand the current state of the male athlete – and how to coach them in a manner that encourages growth and vitality in the sport of swimming – it is necessary to consider the development of cognitive structures, societal impact and theories that govern psychosocial maturation.

The most important factor that has influenced and shaped the Fellows XI research is the multi-faceted impact of respect and how the concept of respect permeates the team-coach-athlete dynamic. Over the past decade, due to the great advances in education, the impact of Title IX and various shifts in the national culture, gender equality has evolved into an understanding that all individuals should be treated homogeneously (aka – genetically equal). However, it is a biological fact that males are different than females. Hundreds of years ago, the sex/gender differences ensured the continuation of our species. In today's society, the very difference that ensured the survival of the human race must be treated equally (i.e., the same) in order to avoid gender discrimination. The result of this drive towards sameness has been a cultural shift in communication, education and coaching that favors the needs of females. Should it be a

surprise that females are thriving and men are floundering? One of the most common complaints of coaches and educators is the lack of respect children have for adults today, but where is the respect for the uniqueness of the male child and his needs?

## WHAT IS THE GOAL OF THIS STUDY ON BOYS SWIMMING?

Swimming coaches know what it takes to prepare an athlete to swim fast. The hard part isn't developing the training formula; it's dealing with the inherent complexity of humanity. What is the intangible key that makes a swimmer tick? What is the "it" that causes one male swimmer to develop an excellent work ethic in one environment, yet completely leave the sport in another? In many ways, Fellows' XI is attempting to do what Jean Piaget did for Psychometric testing over 50 years ago. While Piaget's colleagues worked on developing various IQ battery tests to equate final answers with comparative intelligence, Piaget investigated the underlying cognitive structure to discover "why" a person acts or responds a certain way. Similarly, this project seeks to discover the underlying "why" or "what" that ignites the male athlete and the "how" of coaching towards ignition.

There is no universal answer, or even enough answers, to satisfy all of the questions the swimming community has been asking for many years. The arguments, ideas and findings found within the body of work attempt to stand on the shoulders of theoretical and philosophical giants that – until now – have not been applied to the world of coaching. Just as the fields of psychology, political science

and social work have developed numerous theories of the "whats" and "whys" that govern humanity, so this project begins a framework for action and research in three distinct areas of coaching boys: Obtain (recruiting male athletes to the sport of swimming), Train (the physical and mental aspects best suited for male athletes at various ages) and Retain (encouraging continued investment in the sport of swimming throughout the male athlete's life-cycle).

## WHAT CONCLUSIONS MAY BE DRAWN FROM THE STUDY?

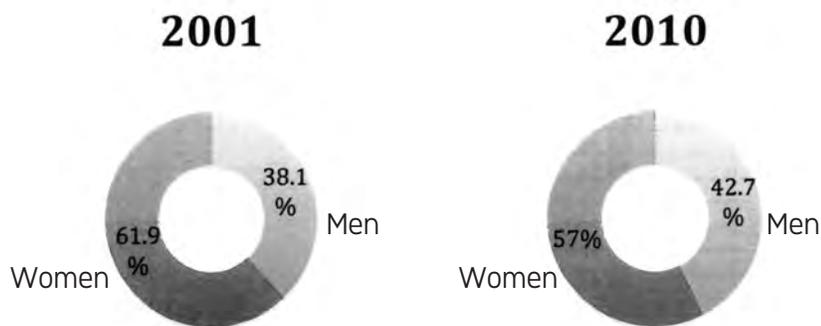
Through the use of questionnaires, meetings, interviews, phone calls and the elaborated efforts of online research, Fellows XI collected a wealth of knowledge, information and insight that directly contributed to the construction and design of the pages to follow. Novice and veteran coaches were asked to share their experience and understanding of what it takes to obtain boys in our sport, train them to their truest potential and retain them to become not only leaders (coaches/professionals) but to maintain a healthy, active lifestyle throughout their life. This study will explore in various details, the effects of what we, as a swimming community, have done, and will do, to develop our young boys into the leaders of men tomorrow.

The Fellow's Athlete Questionnaire was designed as a pilot survey aimed at collecting information straight from the subject population. While much work is needed to develop a valid, standardized instrument, preliminary findings indicate that, although male swimmers respect their coaches, there is little

to no respect for their peers. The importance of group cohesion, motivation and individual success is well known and documented in areas of business, project management and group psychology. It is understood – thanks to research by C. Garcia (1994) – that male athletes are generally more “ego” or “self” oriented, in the male approach to “win(ning) at all costs,” they are more apt to break rules and blame others for failure<sup>1</sup>

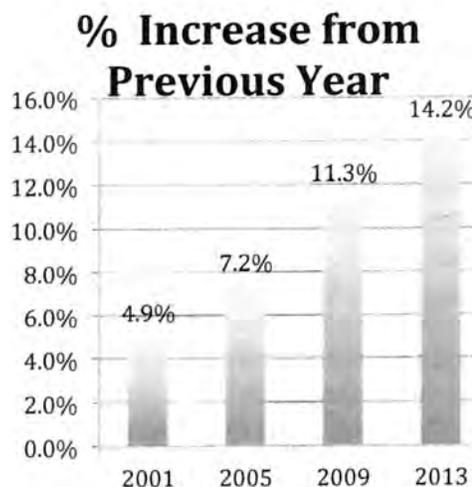
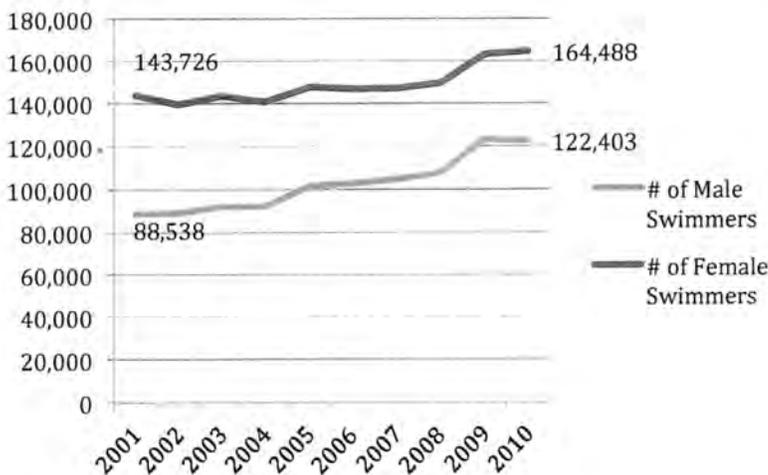
<sup>1</sup> Garcia, C. (1994). Gender differences in young children’s interactions when learning fundamental motor skills. *Research Quarterly for Exercise and Sport*, 66 (3), 247-255.

## Swimmers Registered with USA Swimming



### NOTABLE POINTS OF INTEREST:

1. The Olympics accounts for more than 72% of why male swimmers register.
2. Males are outpacing females in registration, however they are still outnumbered by more than 42,000.



## 2010 Year-round Athlete Membership Retention Rate

Age	% of Total Female Ath	% of Total Male Ath	% of Total Ath
8 & Under	3.3%	3.2%	3.3%
9	4.4%	4.0%	4.2%
10	6.6%	6.0%	6.4%
11	8.0%	7.0%	7.5%
12	8.7%	7.6%	8.2%
13	8.4%	7.4%	8.0%
14	8.0%	7.4%	7.7%
15	6.6%	6.4%	6.5%
16	5.5%	5.8%	5.6%
17	4.5%	5.4%	4.9%
18	3.3%	4.3%	3.7%
19 & Over	2.7%	4.3%	3.4%
<b>Total</b>	<b>70.0%</b>	<b>68.8%</b>	<b>69.4%</b>

Number of year-round athletes that have been registered for 5 or more consecutive years – **66,468**

Number of year-round athletes that have been registered for 10 or more consecutive years – **10,334**

### Retention Rates:

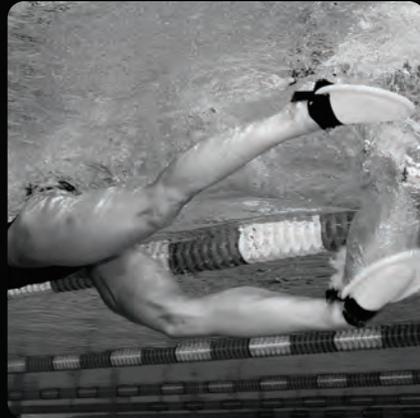
Female 70.0%  
 Male 68.8%  
 Overall 69.4%



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## 2010 Individual Season Athlete Membership

Age	New Female	Renew Female	Total Female	New Male	Renew Male	Total Male	Grand Total
8 & Under	231	41	272	139	34	173	445
9	106	38	144	76	30	106	250
10	91	62	153	70	28	98	251
11	88	60	148	58	38	96	244
12	56	51	107	48	49	97	204
13	59	53	112	51	31	82	194
14	32	62	94	26	32	58	152
15	28	65	93	57	38	95	188
16	33	50	83	50	43	93	176
17	18	45	63	21	46	67	130
18	6	36	42	13	31	44	86
19 & Over	5	94	99	10	80	90	189
<b>Total</b>	<b>753</b>	<b>657</b>	<b>1,410</b>	<b>619</b>	<b>480</b>	<b>1,099</b>	<b>2,509</b>

New membership is defined as someone who has not been registered since 1994. Renewed membership is defined as someone who prior to registering for 2012 had been registered as any membership type in any year since 1994. Ages are calculated as of December 31, 2010.

## THE BOTTOM LINE

### To Obtain or Recruit Male Swimmers:

1. The club must furnish a safe and friendly environment that caters to boys and their physiological development (Dryland, cross-training, etc., opportunities)
2. Friends (neighbors, schoolmates, teammates from other sports, family, etc.)
3. A Respectable Male Coach and/or leader that implies a good set of morals and ethics
4. Example: "Why do male swimmers choose specific [collegiate] programs?" The answer is universal from the youngest of male swimmers to the oldest (the 6-degrees of why males swim on a team):
  - a. "I like the coach"
  - b. "I have friends on the team"
  - c. "I feel like I can be successful with this type of program"

### To Effectively Train Male Swimmers to their Truest Potential:

1. Racing (on all forms: relays, kick sets, underwater streamline kicking, etc.)
  2. Separate girls and boys
  3. Accountability! Boys must be coached with a FIRM but FAIR hand at all times. Refer to the Military Philosophy
  4. Cross-Train (weights, running, cycling, etc.)
- a. Strong male bonding within the training group and/or team
2. Other Sport Opportunities:
    - a. Open Water
    - b. Triathlons
    - c. Water Polo
    - d. Masters
  3. Reward System:
    - a. Firm Praise
    - b. Pleasing People (being the Hero; pleasing family, coach and team)
    - c. Self-Efficacy . . . is the measure of one's own competence to complete tasks and reach goals.\* •

### To Retain Male Swimmers:

1. Leadership retains male swimmers:
  - a. Positive Male Role Model (coach, teammate, local hero)
  - b. Leader(s) within the training group and/or team

\*Ormrod, J. E. (2006). Educational psychology: Developing learners (5th ed.). Upper Saddle River, N.J.: Pearson/Merrill Prentice Hall.



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# ASCA COACH OF THE YEAR FINALISTS 2012



2012 ASCA COACH OF THE YEAR  
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NORTH BALTIMORE AQUATIC CLUB

## BOB BOWMAN

### Michael Phelps

100 fly	gold
200 fly	silver
200 IM	gold
400 FR	silver
800 FR	gold
400 MR	gold

### Allison Schmitt

200 Fr	gold . . . AR/OR
400 Fr	silver . . . AR
400 FR	bronze . . . AR
800 FR	gold . . . OR
400 MR	gold . . . WR/ AR/OR

## RICK DEMONT

### Matt Gevers

100 Ba	gold . . . OR
400 MR	gold

## DAVE DURDEN

### Nathan Adrian

100 Fr	gold
400 FR	silver
400 MR	gold



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## TERI MCKEEVER

### Dana Vollmer

100 fly gold... WR/  
AR/OR

800 FR gold... OR

400 MR gold... WR/  
AR/OR

### Caitlin Leverenz

200 IM bronze... AR

## DAVE SALO

### Rebecca Soni

100 Br silver

200 Br gold... WR/  
AR/OR

400 MR gold... WR/  
AR/OR

### Ricky Berens

800 FR gold

## Jessica Harty

400 FR bronze... AR

## TODD SCHMITZ

### Missy Franklin

100 Ba gold... AR

200 BA gold... WR/  
AR/OR

400 FR bronze... AR

800 FR gold... OR

400 MR gold... WR/  
AR/OR

## YURI SUGUIYAMA

### Katie Ledecky

800 Fr gold... AR

## GREG TROY

### Ryan Lochte

200 Ba bronze

200 IM silver

400 IM gold

400 FR silver

800 FR gold

### Conor Dwyer

800 FR gold

### Peter Vanderkaay

400 Fr bronze

### Elizabeth Beisel

400 IM silver

200 Ba bronze

## JON URBANCEK

### Tyler Clary

200 Ba gold... OR •



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# OBITUARY

## YALE COACH PHIL MORIARTY PASSES AWAY

Long-time Yale swimming and Hale of Fame coach Phil Moriarty passed away peacefully yesterday, he was 98 years old.

Phil Moriarty' grew up in New Haven, Connecticut in the shadows of Yale University Carnegie Pool. He was a self-described "pool rat" who occasionally trained as a high school swimmer under Yale's legendary coach Bob Kiphuth. He started out as a team towel boy and go-fer for Kiphuth and the Yale swimmers. His first paid position came with the opening of the Kiphuth designed "Exhibition Pool" in the Payne Whitney Gymnasium, in 1932. In 1939 he was appointed as the assistant varsity swim coach. With Bob Kiphuth's retirement in 1959, he took over and remained head coach until 1976. Although the Head Swim Coach for only 17 years, Moriarty handled the Yale divers for 37 years. His diving-coaching career climaxed when he was the U.S. Olympic Diving Coach in Rome (1960) after playing a major coaching role with Olympic Springboard Champions "Skippy" Browning (1952) and Bobby Clotworthy (1956).

As a swim coach, Moriarty turned out many world record holders and Olympic champions; Steve Clark, Don Schollander and John Nelson are included in that group. Moriarty was named 1971 NCAA Coach of the Year, and won the 1974 Fred Cady Diving Coaches Award. He was also inducted into the International Swimming

"HE DID SO MUCH FOR OUR BELOVED SPORT OF SWIMMING"

— GARY HALL, SR

Hall of Fame, in 1980. In 1969, the Yale Swimming Alumni established the Phil Moriarty Award to annually recognize a senior member of the team who has contributed immeasurably to the Yale swimming tradition by his dedication and personal achievement. Another Phil Moriarty Award was established in 1976 by the Eastern Interscholastic Swimming Association to annually recognize the swimmer scoring the most points in the Eastern Seaboard Meet.

He authored two books: Springboard Diving, 1960 and Father and Son Swimming Book, 1970, wrote many articles about swimming. In his retirement years, he self-published several volumes of poetry and prose, stayed involved with the Yale Swimming Association, directing his energies towards fund raising to build a new facility for future Yale Swimmers and communicated with a large network of friends. He lived an active and independent life in Fr. Pierce, Florida until three weeks ago.

"Phil was still an active member of ISHOF's honoree selection committee," said Bruce Wigo, who last spoke with Phil shortly before the start of the Olympic Games. "Every time I spoke with Phil I learned something. He was a living encyclopedia of swimming history and I will miss our conversations."

"He was instrumental in teaching me how to be a mature, self-reliant swimmer – and both a gracious winner and a gracious loser," said ISHOF honoree Steve Clark. 1960 & 1964 Olympian.

"Phil was always very kind to me . . . and I appreciated his friendship. He did so much for our beloved sport of swimming," said ISHOF honoree and 3x Olympian Gary Hall, Sr.

Phil Moriarty died on Sunday, shortly after being flown to his childhood and long-time "home" in New Haven, Connecticut, in the company of his children, Ellen, Richard and Phillip, Jr. •

# US WRITES BULK OF THE BOOK OF LONDON 2012

[ BY CRAIG LORD ]

SWIMNEWS

Michael Phelps will press no more into uncharted waters but the Stars and Stripes in which he sped will continue to set the standard in the race pool: that was the message, loud and clear, from the aquatic superpower at London 2012 - 30 medals in all, 16 of them gold - the best since a boycotted 1984 at home in Los Angeles.

Not a single final went without an American, while 18 individual finals in 26 went with two Americans in the mix, the men and women both achieving that in nine races. There were eight wins each for men and women, while the male maelstrom included two medal winners in the same final three times and the female force one final that produced two medals for the US.

China, thrice, Japan, four times, France, Brazil and the Netherlands were the other countries who put two swimmers in the same final but make no mistake: the USA, led by team director Frank Busch, with coaches Gregg Troy and Teri McKeever at the helm of the genders, dominated, winning almost a third of all medals, outdoing the whole of Europe combined, the whole of Asia combined. You can

read more on that in the next edition of SwimNews Magazine.

A measure of American aspiration is to be found in the perception that Ryan Lochte "failed". He did no such thing. He intended to do better than two gold, two silver and a bronze but lest we forget, that tally rates him fourth best nation on the medals table.

The detail of the US success is as striking as the overall picture when compared to the strike rate of rivals.

Take the numbers below, that show how the US, with China next best and the Netherlands and South Africa (the latter two at a wholly different level, the Dutch success confined to a small number of people and events) steps up when many a nation, including France, Australia, Britain, Japan, Germany and Russia Germany, Britain, Russia, step down, most of their swimmers swimming slower (and considerably so in some cases) at the Games than they did at domestic trials held several months before.

If ever there was a case for other nations to want to learn old lessons from the US it is right there in the

facts and figures of London 2012: the superpower held its trials a month out - so close to the Games that it needed FINA dispensation to avoid being in default of the London 2012 entry date - and prospered, as it has so often in the past using the same model.

The longer season, the greater frequency of racing in training time (but with specific purpose to racing nonetheless) and the critical last month in which a team comes together and readies itself to race the world - intending to be better than ever at the most important of moments - are some of the headers on a range of topics than the rest of the world has long gazed at and wondered. Often, as with late trials, most of the world has said "no, not for us" - and they've said that Olympic cycle after Olympic cycle ... and lost.

Here's a sense (the picture more complex than the numbers) of where the battle was won and lost taking a sample of nations across all solo events:

- First figure: swimmers who swam faster at Games (in best round they achieved) than they did at domestic trials or equivalent
- Second figure: swimmers who swam slower at Games (in best round they achieved) than they did at domestic trials or equivalent

- Netherlands Men: 8, 1;  
Women: 6, 2
- Germany Men: 3, 16;  
Women: 2, 7
- France Men: 4, 9;  
Women: 5, 7
- South Africa Men: 10, 2;  
Women: 6, 2
- Japan Men: 5, 9;  
Women: 3, 14
- Canada Men: 9, 4;  
Women: 8, 12
- Russia Men: 4, 13;  
Women: 8, 5

## The nations with the big number up front stepped up; those with the big number at the back stepped down:

- USA: 32, 18
- CHN: 23, 17
- AUS: 12, 39
- GBR: 9, 40
- NED: 14, 3
- GER: 5, 23
- FRA: 9, 16
- RSA: 16, 4
- JPN: 8, 23
- CAN: 17, 16
- RUS: 12, 18

## Gender breakdown of those figures:

- USA Men: 17, 9;  
Women: 15, 9
- China Men: 11, 9;  
Women: 12, 8
- Australia Men: 5, 20;  
Women: 7, 19
- Great Britain Men: 5, 19;  
Women: 4, 21

There is a big difference between the aims of nations, some opting for centralised programmes that target success across the board in all events, others placing much more emphasis on the few who can deliver big prizes.

Owing to the numbers on their teams, the cases of Australia and Britain stand out as the prime examples of teams with high expectations borne of early trials that simply could not replicate the speed that it took to get to the Games at the Games proper. Both have launched reviews.

Australia, with 6 silver among 10 medals, did not live up to previous results and suffers pockets of weakness where once it enjoyed towering strength (men's distance freestyle, for example). Weakness is a relative term when talking of Australian results: their rate of success remains one that most nations have reason to be envious of.

One of the key issues for Australia is not one that is easy to resolve, neither financially nor diplomatically: China is paying Australian coaches to defeat

Australia and provide itself with much-needed credibility, though the relationship is very much part time, with little, if any, chance of reciprocal arrangements and access to all aspects of Chinese national and provincial programmes.

The strategy has worked a treat for China ... the arrangement has worked well for the bank balances of a few in Australia but not for Australian swimming as a whole. That coaches wish to have greater financial rewards for their work is understandable. US colleges and post-college programmes are stocked with overseas swimmers, some of whom go on to defeat Americans on the big occasions. Long-term, Americans gain from such arrangements (and not only financially), attitude and response important to that conclusion.

China celebrated its best Olympics of post-pariah days. Questions remain, the majority of victories won in a very particular way: with a back-end that super-fit rivals at the very top of their game and clocking best-ever textiles times that rival or beat the best in shiny suits simply cannot replicate (in some cases by vast margins). Answers that hang on "they work harder" don't wash any more than the same answer washed when the GDR delivered it.

Hard work alone does not explain how Ye Shiwen, 16, can finish a 400IM in world record pace coming home faster than half the men's final and an average of 3sec faster on freestyle than the average of the rest of the best 6 women in the world at any event in the past six years, including the shiny suits era.

Among other Chinese oddities were selections that appeared to make little sense in the round: Ye

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Shiwen won the 200IM at trials with Zheng Rongrong on 2:12.18 and in third place on 2:13.17. 22-year-old Li Jiaying. Li, among those who spends time at Miami in Australia, got the trip to London and clocked 2:12.69 in semis. Similarly, Zhao Jin finished third at China trials behind Sun Ye and Liu Xiaoyu. Sun did not swim the 100m in London and was more than 3sec off best in the 200m. Best in China over 200m backstroke at nationals and the sole sub-2:10 swimmer in China this season, Yu Yaping did not race in London.

Eighth at China nationals over 50m free, Zhu Qianwei, 22, finished the season 5th best from her nation as the only dash swimmer for China in London. Among those faster at trials was 16-year-old Li Zhesi, who tested positive for EPO in June (no case has yet reached FINA). In the 400m freestyle, 15-year-old Xin Xin finished second at China nationals in 4:05.93, a time that remains the second best in China this year - but she did not race the 400m in London, 400IM bronze medallist Li Xuanxu entered instead, and over 800m Xin, on 8:22.76 in April, clocked 8:40.88 in London.

If China has stepped up since it was an Olympic host, things can only get better for Britain. When it considers the question of how to convert 23 places in finals (third best of the meet) to podium places and halt a tradition of having more swimmers step down at the big meet than step up, it must cast its net far and wide, be prepared to stare long and hard in a mirror - and decide what it wants: big success for a few or big teams on which most continue to under perform when the heat is on.

Comparison with other sports has been the big theme in British media coverage of why the

swimmers “let us down” when “our greatest team” stepped up and delivered the best Games Britain has ever had, only the US and China boasting more gold. Look at cycling, say the papers. Yes, do look at cycling but understand how cycling’s result came about and then ask: is that what we want in swimming.

The performance head of British cycling, David Brailsford, is cut in the mould of Bill Sweetenham to some extent: he is tough in the sense that he is clear when it comes to “we want to win - and this is what it will take - and there will be victims along the way”. He is hands-on management, he runs an excellence centre at which you must be based and at which you must follow the regime set if you want to survive and receive support. There is no compromise, no stone is left unturned: the book of Brailsford could well be read as the book of Sweetenham - and there are those in the pool who would no more welcome Brailsford’s message than they did Sweetenham’s.

Britain got better, much better, taking that route under Sweetenham. And then some decided it was all too much. There has been a softening of resolve in some important respects. If two sets of trials introduced softness and weakness in the system in Olympic year, it is debatable whether there was a national plan for a home Games effort in the sense that where British swimmers trained and competed and when was left to home programmes to decide in the wake of Olympic trials in March. Clearly, much fine work has been done, standards in Britain high across the board among women and improving among men - but just as clearly, in those last few critical months to a home Games, many got

something wrong at the moment that demanded they get it right.

There are many layers of issues. Far too many of Britain’s top hopes were busy scribbling diaries for the national media, busy building profiles before they had a profile, so to speak. Then there is understanding and attitude. One fifth placer appeared on television two weeks after the swimming was done in London to tell the British public that his team had done well and that he was happy with what he had achieved.

Fine, if that is genuinely how he felt but not fine at all when the viewers have contributed to £25m of funding leading up to the Games and expected a swimmer who was third in the world when London won the bid to at least hold his ground and not fall shy of the podium. If swimming is a profession for swimmers, the protagonists need to understand that there is a responsibility to deliver - and 5th doesn’t cut it.

High performance is a complex issue but the lessons and models are out there and the fundamental intention is simple: to do your best (and aim for that to mean you win). The vast majority of British swimmers did not do their best at a home Games - and none won. Michael Scott, the performance director, described that position as “good just not great”.

Good goes too far in terms of an overall result poor enough (across five Olympic aquatic disciplines) for the only man to have been at the helm of the programme throughout all the hiring of directors and head coaches and the whole journey from 1996 to 2012, the chief executive of British Swimming David Sparkes, to consider his position as the head of the highest

publicly funded, most heftily staffed swimming federation in the world. Were British Swimming a FTSE company, he would be called on to fall on his sword.

Sparkes gave head coach Denis Pursley a telling off in late 2008 after the American spoke the truth on shiny suits. A bad move on the CEO's part. Pursley remained pretty silent for the rest of his stay in Britain even though there were times when his expertise and opinion on things would have been most valued. He stayed silent to the end, leaving Britain with not a word said to the media. Perhaps we will hear something of his views in the impending review.

Like many around the globe, British swimmers have embraced the tools of their age, including social media such as Facebook and Twitter, platforms that allow us to read that a 50-plus 100m free effort at the Olympics is perceived as a "great swim" when clearly it was anything but.

Twitter also allows us all to know that what swimmer A did with funding (and that may well be private sponsorship) X was to buy an "amazing" BMW... "and here I am in it, cool, eh?!" (not the precise caption under the photo for all to see but not far off).

[I hasten to add to this file - given the misunderstanding that comment led to in Britain - yes, swimmers need transport, but practicality may be better than luxury if you want to keep a hungry edge alive and kicking... and perception is important - add "look at me and my car" to "look at my disappointing place at the Games" and it is not hard to see that those who helped fund British Swimming to the tune of many millions might well be a touch disappointed. The

biographies of British swimmers are full of "Olympic gold, world record" ambition ... great - but how, when and why that turned into "I'm happy to have done the best I could today" through smiles in the media mixed zone are questions that require answers if Britain is to get better. Michael Scott said the smiles were a facade, an attempt to keep spirits up in public, while behind the scenes tears were flowing. It might have been better to show those tears so that the British public had a better understanding of what it meant for British swimmers to swim at a home Games and just how devastating some of them were to fall shy of best and shy of everything they'd worked for. Meanwhile, tweeting "just had the best two weeks of my life" after failing to make a semi-final amidst a truly disappointing show does not really give the impression that the swimmer (and they were not alone) understood the wider picture and the debate that will now ensue and the loss of funding that is likely to result from it all].

The point of funding should be to facilitate excellence not provide luxury and feed an over-egged self-perception the wrong side of earning the only rewards that count: medals, gold the key that unlocks the door to everlasting status, recognition and reward beyond the water.

If Britain has some soul-searching to do, then Germany is in a woeful place, with very few making finals and a host of results that reflect underlying problems in the system back home: for example, not a single women even swam in any event of 400m or more. There has been great upheaval in Germany, the DSV unable to settle on a model that works, with coaches coming and

going. Time, perhaps, for some running the show to consider their positions and leave performance to those who understand it.

For France, London 2012 will go down as a roaring success - and for some it was just that, without question. Gaul beyond Nice and a few others was less impressive, with many a race going without a French swimmer at all.

Pockets of weakness are to be found in all programmes, of course, the Dutch and South African show on the medals table masking a great deal of work to be done in the majority of events on the programme, while Japan had no man in any solo freestyle events at London 2012 and her women continued a trend of under performing at the big meet away from domestic events.

The next edition of the SwimNews Magazine will carry in-depth coverage and analysis of the events of London 2012 from the whole team, with a diary of the view from deckside from Julia Wilkinson. [Subscribe here for content that does not appear online.](#)

The World Rankings, tirelessly updated by Nick Thierry, are still full of the stuff of shiny suits but excellent inroads have been made. Meanwhile, here is our Book of London 2012, contemporary race-by-race reports from Karin Helmstaedt and Craig Lord as events wrote themselves into history. •

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# LETTER TO EDITOR

## HIGH SCHOOL VS CLUB SWIMMING

[ FROM TARN THOMPSON ]

I read the article by Zaq Harrison and believe it to be sound and informative. However, I would like to advance the merits of his experience for further discussion and resolve.

First off, like most things in life the, this is about choices, and, making an informed decision about the choice to swim H.S. vs Club. If the choice is made available. I am an ASCA level 4 coach. I have, and still, coach at all various levels. I am presently in my 4th year of building a year round program. I am also actively involved as a 2nd year Coach for a H.S. program in my area, which happens to be central Florida area. I am also helping build a new Masters program in the area as well. The point is, I believe myself to be well versed in having a point of view, supported by years of experience at working with various swim groups, and their levels of commitment and participation in the sport of competitive swimming.

I am always guided by the simple practice and principle of: If you do what's right for the individual swimmer/student athlete, and take care of their needs and interest first and foremost, the choice is no longer a conflict, but rather an informed decision that weighs the pro and con of what is given and or taken away in the process. But the decision is final and without recourse to the detriment of either Club or H.S.

swimming. This is what we want our student athletes to understand, take ownership of the process and determine what is the best course of action for the individual.

In my discussion with most coaches there is common ground that puts the need of the swimmer first and not in conflict with their Club and or High School peer group. The real issue takes on a different measure when we are faced with issues that pertain to "coaches" that are not professional. These are "coaches" that are teachers, and or volunteers, that have no accreditation, and frankly, in my mind should not be coaching. That is not to say that their heart is not in the right place. But their ignorance of the process of year round swimming closes the door of opportunity to year round swimmers when they mandate strict requirements, that actually impede the ability of the team. In the long term or with respect to the "big picture," that type of coach is robbing the team of growth and success. Hence the team never flourishes and basically is non competitive at higher levels of competition. Never advancing the agenda, and forever a seasonal movement that looks like competitive swimming. If such is the case then there is no decision for the elite year round athlete.

The needs of the coach were served based on the perception

of team requirements. The year round swimmers needs and considerations were never considered in this scenario.

If we consider first and foremost what is in the best interest of our student athletes, then there is no Club vs H.S. swimming. There is only common ground from which to establish the Team requirements of all athletes during H.S. season. First of all every one should recognize that when you swim High School, you represent that school and that team and its colors. So how can a coach make it work. Normally, a universal common ground of professional courtesy and respect should be given to each coach. No matter what the background. Whether it is a professional coach to professional coach, or a non professional coach (not accredited and or certified) communicating to a professional. This is where it needs to start. We are stewards over young peoples lives. If we keep this in mind, putting the needs of the student athlete first, the issue will resolve itself.

As a year round coach that coaches High School as well, you could argue that I am in conflict with myself. I have swimmers that swim High School that come from another year round program in the area. But I consider their needs as much I would want my swimmers needs to be met during the season. What I offer is



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an opportunity to be part of the High School team while maintaining their training regiment with their year round coach. My son was never offered this opportunity and chose to stay with his club team. I do not want to see kids like my son be forced into a position like this. It is not good for the individual swimmer, team and/or school. So, I have a simple policy in place. Swim with your High School teammates at least once a week, more if you like and especially the day before meets, so we can do line ups, they can interact and help the team with leadership and experience. As a result though they can never be a Captain. Neither do we recognize High Point and or MVP. We swim together. You earn a letter by putting the Team first. You do so by representing your school colors. Everyone is the same net asset value. You earn by working and competing together. You do not letter if you are resume building. The team has a 90% attendance requirement and

make every effort to compete at all meets. If a member subordinates these simple requirements to other programs (not swimming). They will not letter. The club swimmer is attending practice at 90 to 100% by being a year round swimmer. He is in it to compete . . . let them compete. If a swimmer finds this is too much to ask of them, then two questions come to mind. One, the swimmer was never interested in being part of the team. Therefore, he should not COMETE FOR THE TEAM. Two, is the student athlete being misguided as to the opportunities that are present. Leadership, respect, recognition, school representation, exposure for the school, team success, and what about just having fun, and feeling good about contributing to your schools history, legacy and overall success. In this circumstance removing the barriers and allowing the student athlete to make an informed decision is in the best interest of all without

detriment to either Club and/or High School. Mutual respect in the process has been served to all parties in the process. School, coach, parent, and student athlete can weigh the choices. Let the athlete choose, and we guide the process, as we are stewards mentoring over the character and growth of young civic minded student-athletes. I reference them as student athletes because education and academics are a priority when considering the privilege to compete.

Giving up High School swimming does not guarantee competitive success or scholarship. Putting the needs of the student athlete will simplify the process if all engaged with the premise of putting the needs of the student athlete first. The conflict starts with ignorance and lack of education about the process and the requirements to be successful in competitive swimming. Respect and mutual courtesy giving across the board to all that are in the care, custody and control of young student athletes is the foundation of coaching, less we are coaching for ulterior motives. That can only foster resentment and what I refer to as manipulative control over the process at the expense of the student athlete, and their choice, not ours, to decide. Let's give them a choice. Let them make a decision, let them take ownership over the process. And, let them compete, and enjoy the fruits of their hard work, and dedication to their craft. Case in point, Missy Franklin.

In closing, thank you Zaq for sparking interest in this topic. We as professional coaches must marshal this process and develop a mandate that can be ascribed to. Perhaps universally. But when the needs of the individual athlete are put first. It is very difficult to make a wrong decision. And we can all feel good about that, regardless of our position, and or point of view. •

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# LETTER TO THE EDITOR

[ BY JAN PRINS ]

## DR. JAN PRINS, JOURNAL OF SWIMMING RESEARCH” WAS THE RECIPIENT OF THE “OUSLEY AWARD FOR SPECIAL SERVICE TO THE ASCA.

Last weekend I had the privilege of addressing attendees at the ASCA “Annual Awards Banquet,” part of the festivities associated with the 2012 World Coaches Clinic, in Las Vegas. While I was afforded the opportunity to talk about the progress we have made with the new on-line version of the Journal of Swimming Research (JSR), it also allowed me to make a few observations on the success of ASCA as vehicle for ongoing coaches’ education.

JSR is sponsored and hosted by ASCA. The primary focus of JSR, is research related to

competitive swimming, and is the only journal, to my knowledge, that requires all submissions to include a separate write-up titled “Coaching Applications.” For this, authors are required to explain in easy-to-understand, practical terms, how their work can be applied to coaching and teaching, to make swimming research “reader friendly” to coaches.

The “Coaching Applications” manuscripts ties in with the mission of ASCA, to provide education and a means of certification for swimming coaches, worldwide. ASCA does

this admirably. Director, John Leonard, Guy Edson, and their fine staff, are to be congratulated on the superb job they are doing.

As JSR provides an avenue for us to connect science and coaching, it was heartening to hear this theme reiterated by more than a few speakers at this year’s Clinic. Coach Bill Sweetenham presented the “Counsilman Lecture,” and in his unique fashion, reminded us all of that we have no choice . . . if we want to stay ahead of the competition, we need to put in the effort . . . which includes keeping up with on-going changes

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3. On backstroke: Keep your head still and enter with your pinky first.
4. On breaststroke: Work to perfect the timing of your pull and kick.
5. On butterfly: Work to find a rhythm and build that into your stroke.
6. Believe in your coaches and your training regimen.
7. Fitness and nutrition are important. What you do outside of the pool counts!
8. Use starts and turns to your advantage. Think of turns as something to perfect and get ahead, not a place to rest.
9. Always have fun and enjoy the process.
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in the areas of sciences related to swimming and its allied fields of interest. A useful reminder is to allocate some time on a regular basis to what can be looked on as “essential reading.” Dedicated 30 minutes a day to this and enjoy the surge in creativity that invariably accompanies new knowledge. On a more somber note, the absence of staying abreast with scientific progress can lead to unpleasant consequences, particularly if we have difficulty explaining technicalities to our increasingly knowledgeable swimmers.

Coincidentally, an article appeared in the on-line publication, “Scientific American Weekly Review,” that included a paragraph with I quoted that evening. With numerous subsequent requests for copies of this quote, I would like to share it with the rest of our membership:

“Worse than simple ignorance, naïve ideas about science lead people to make bad decisions with confidence. And in a world where many high-stakes issues fundamentally boil down to science, this is clearly a problem” – Jason Castro. “Your Scientific Reasoning Is More Flawed Than You Think. New concepts don’t replace incorrect ones: they just learn to live together.” Scientific American Weekly Review; Aug 21, 2012.

However, I believe we are the right track. I say this with confidence because of what took place one evening during the conference . . . and is a clear example of how coaches view their job . . . I was part of a group of seven coaches who succumbed to the temptation to detour via the casinos, on our walk back from dinner. It was eleven o’clock at night . . . while one of the groups

was playing the tables, the rest of us found ourselves standing in the aisles of a packed gaming room . . . as far removed from the pool as could have been imagined . . . so what do you suppose the topic of a heated discussion, lasting over an hour was . . . “What should the primary coaching focus be when a swimmer first reports to his or her new collegiate team . . . stroke mechanics, building an aerobic base, or working hard in the weight room?”

While I would have given a lot to read the minds of the folks standing within earshot, throwing us incredulous looks, the overpowering thought through my mind was that if anyone had any doubts about the health of our sport and American swimming in particular, they should have been with us that night! •



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# TEN REASONS WINNERS KEEP WINNING ASIDE FROM SKILL

[ BY ROSABETH MOSS KANTER ]

HARVARD BUSINESS REVIEW

Whether the game involves competing every four years in the Olympics or every day in a business, winning brings advantages that make it easier to keep winning.

To understand sustainable success, I compared perpetual winners with long-term losers in professional and amateur sports and then matched the findings to business case studies for my book *Confidence*. The sports were a comprehensive mix including women's soccer, men's and women's college basketball, major league baseball, U.S. football, international cricket, and North American ice hockey.

I found that winners gain ten important advantages as a result of victory — and that smart leaders can cultivate and build on these advantages to make the next success possible.

## 1. Good mood.

Clearly everyone feels good about winning, while emotions sag at failure. Emotions affect performance. Positive moods produce physical energy and the resilience to persist after setbacks. While losers use any excuse to stop, winners sometimes play on even while injured, lifted by a kind of winners' high. Moreover, psychologists find that

moods are contagious. Winners' exhilaration is infectious. Losers' gloom can be toxic.

## 2. Attractive situation.

Whether at children's soccer games or in the office, losers go home early. Winners stick around. My studies show that there is less absenteeism or tardiness in organizations known for their successes. There is also more solidarity, because people spend more time together feeling good about what they can accomplish. More time together brings more chances for information-sharing and mentoring.

## 3. Learning.

Losers get defensive and don't want to hear about their many failings, so they avoid feedback. Winners are more likely to voluntarily discuss mistakes and accept negative feedback, because they are comfortable that they can win. Because they are confident about the possibility of winning, they see practicing as a route to a positive outcome, not as a punishment. For athletes, practice matters. Winning is often found in mastery of the details. As a former student found in studies of swimmers who did and didn't qualify for the Olympics, excellence consists of

examining and improving many small processes and routines.

## 4. Freedom to focus.

As every golfer and tennis player knows, you must keep your eye on the ball. Losers often punish themselves in their heads. Winners have fewer distractions. Golf pro Tiger Woods won nearly every championship until hit with personal problems of his own making, which was followed by losses on the golf course.

## 5. Positive culture of mutual respect.

For anyone who plays on a team, winning makes it easier to respect and listen to one another, because after all, if you win together, then the presumption is that everyone is a good player. Winners can maintain high aspirations and act generously toward others. Losers are more likely to blame others and disdain them as mediocre, creating a culture of finger-pointing and infighting.

## 6. Solid support system.

Behind every high performance athlete or team is a cadre of coaches, friends, and fans that fuel motivation. Winning enlarges

the circle of backers. Losing erodes support. For instance, the cheerleaders for one perpetually losing college football team used to leave the stadium at half-time. When even their cheerleaders feel they won't win, how can athletes gear up for the next try?

## 7. Better press.

It's not just the buzz at time of victory that separates winners from losers, it's also the more favorable story about the past and future. Winning provides a halo that makes everything seem to glow. Losing causes observers and analysts to probe for reasons in a rewritten version of the past that makes continuing losses seem inevitable.

## 8. Invitations to the best parties.

Really. Winners get invited to the White House, Buckingham

Palace, key conferences or exhibitions. They gain access to networks and relationships that confer benefits that maintain winners' momentum, such as early information or better deals. Who invites the losers?

## 9. Self-determination.

Winners have more control over their own destiny. "Why tamper with success?" we often say. Winners are left alone, getting a free pass on reviews (occasionally tragically, as at Penn State, where locker room abuse went uninvestigated). Losers get attention of the negative kind. They are encumbered with "help" — special committees, audits, reviews, frequent visitors. Enough of that, and losers spend their time in meetings instead of practicing and improving performance.

## 10. Continuity.

Lose too often, and heads roll. New coaches, new strategies — like HP's lurching between hardware and software or Yahoo's parade of exiting CEOs. High turnover consumes time and attention. More time spent getting people on board leaves little time to fully execute any particular game plan. It's hard to start winning again until the situation stabilizes. Winners have the luxury implementing long-term strategies and planning for orderly succession.

Winning streaks eventually end because winners can get overconfident, slipping into arrogance or complacency, or because the competition gets better. But leaders can build on the advantages of winners to encourage a positive spirit, disciplined focus, mutual respect, lots of practice on the details, and lasting support systems that can make successes and comebacks more likely. •

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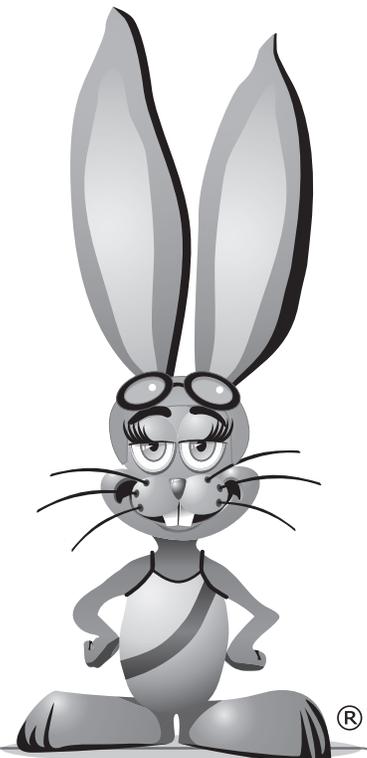


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# Where Does It End?

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