

Newsletter

TIME FOR ASCA BOARD NOMINATIONS

Annual ASCA Board Elections are conducted at the ASCA World Clinic during the Business Meeting of the ASCA. This year, Friday, Sept. 7 – 10:30-11:15 AM.

Five Board Members are elected each year.

THE 2012 NOMINEES TO DATE ARE:

Coach Mike Bottom

Coach Don Heidary

Coach Ira Klein

Coach Matt Kredich

Coach Steve Morsilli

Coach Jim Tierney

Additional Nominations are welcome. To Nominate a coach, once that coach has given approval for their name to be placed, in nomination, contact Executive Director John Leonard at JLeonard@swimmingcoach.org Please send a brief bio and a brief “statement of purpose” to indicate what the candidate would like to work on/achieve on the ASCA Board of Directors.

Nominations are open up to and including at the ASCA Business meeting. •

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ASCA Newsletter

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LETTER TO THE EDITOR

[FROM HALL OF FAMER DICK JOCHUMS]

I read with great interest the March newsletter, specifically your views on the needs for what new coaches need to know and also your last view on "aspiring to stay the same." Well said and well done in my view. My wish is that some of you guys would go back to my first presentation in 1974 where I laid out my philosophy, my program, and on what coaching really should be about.

A statement that I've made over and over again is that the job of a coach is to put himself out of business. The swimmer's trip is one a good coach is allowed to share, and if there is real success,

the coach may have helped his/her swimmer with their trip but was never the key to it. Credit for both success or failure always belongs to the swimmer. A coach who learns to help people with their dream with a really good program can help, but until the swimmer is willing to dream and them make the dream a reality each and every workout, a coach is useless.

John, as for your son, have him understand specificity, the only proven scientific fact about actual training that really does work. To learn to teach stroke I sat with all kinds of folks to really learn

about physical movement, dancers, military drill instructors, experts in the physically disadvantaged etc., etc., etc. I learned to make my swimmers verbally tell me what they were doing, in other words, once again I made them responsible for the machine they were going to race with.

I promised myself I wouldn't do what I have just done, but what you wrote did inspire me to put in my two-bits. Sorry for this.

Keep up the good work!

Jochums

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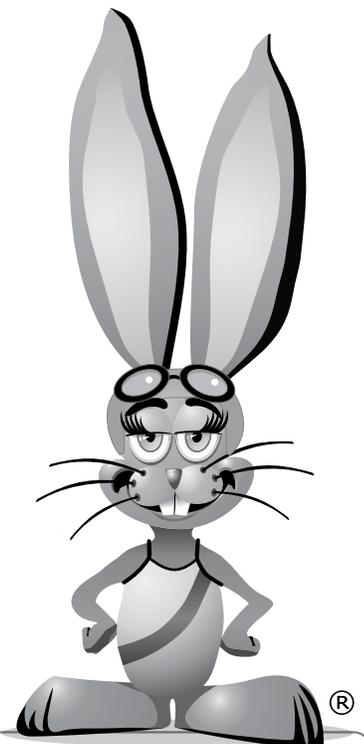
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PHELPS AND THE FUTURE OF SWIMMING

[BY CRAIG LORD]

SWIM NEWS – SWIMNEWS.COM

Much talk of London 2012 marking the retirement of the greatest Olympian in history, Michael Phelps, after the swimmer told the US TV show 60 Minutes: “Once I retire, I’m retiring. I’m done.”

It might be wiser to talk in terms of London being only his Olympic swan song, however, if FINA plans for a professional circuit that would lift the sport and its stars into a new financial league come to fruition.

SwimNews understands that work is in progress to get such a circuit off the ground in time to catch the Phelps vs Lochte wave well ahead of Rio 2016. While Phelps’s 60 Minutes interview appeared to close the door on his mother’s hope of a trip to Rio in 2016, a road show including fat fees for the two US giants of the race pool and others at the very pointy end of the sport, would be the kind of promotion for swimming that Phelps would be willing to sign up to, according to American sources.

“He’ll carry on swimming for a while after London if the conditions are right,” one reliable source told SwimNews. August 4 this year may well be the end of it all, of course. And who could blame him if it was...

Meanwhile, FINA’s executive director Cornel Marculescu has been keen to set up a professional circuit, one that may replace the current World Cup, for some years now. The time would be ripe in the period between London 2012 and Rio 2016 to have a pro-tour rise from the ashes of the current calendar chaos.

That there is a mood for change in the swimming community has been obvious for some time, with suggestions for how swimming could improve its offer to a wider audience coming from several quarters at a time when federations appear bent on adding to the heap with no consideration for the need to clear out the clutter.

European body LEN succumbed of late to the pressure of FINA having moved its world s/c championships to a regular December slot and reduced its own continental winter s/c showcase from an annual affair to a championship held every two years instead. At the same time it voted to add mixed relays to its race schedule even though there is no official recognition of such things in FINA rules (just as there is no official recognition for 4x50km relays, which have resulted in myriad calls to world records for

years now, even though there are no world records over 4x50m).

Bodies such as LEN and FINA were created to champion standardisation yet today those involved in the running of both organisations prefer to challenge the notion and substance of standardisation by ad-hoc votes too often held before proper discussion and debate has taken place in the forum that counts when it comes to organising world swimming: FINA. History tells us why LEN sometimes goes about its business in that fashion: it is successful, some of the shape-changing decisions taken at continental level later adopted by the international federation.

As FINA now considers the merits of a pro-tour, it ought also to take into account the wider discussion going on in the swimming world. In his latest newsletter to Australian coaches, Bill Sweetenham, who organises regular meetings of the leaders of all Olympic sports Down Under, calls on the swim community to consider change and be open to it.

Sweetenham writes: “I believe world swimming is at a crossroads. Even the greatest supporter of the World Cup concept knows



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unconditionally that the ‘use-by’ date arrived several years ago. The World Cups have had their time and they were very productive when all nations were enthused about them in their early years of operation. However, they have grown tired with all countries taking a different approach to them with many different levels of athlete and in various states of preparedness. The only advantage World Cups now offer is that they can be a tool for coaches and athletes to gain experience in performing fast in heats. Given that most do not take this opportunity, they need to be removed but more importantly, replaced with something better.”

Nor do the World Short-Course Championships truly cut the mustard, Sweetenham believes. They are, he asserts, “rarely if ever taken seriously by the world’s best athletes and/or the world’s best teams”, in part because the event had long been used as a chance to “blood” young athletes, a trend itself knocked by “the opportunity to blood new athletes in an overcrowded (and many of them questionable) amount of meets in terms of number of options with the many global youth meets”.

Where do we go from here, and what do we do to take our sport forward, asks Sweetenham.

He considers the case of cricket in Australia, the sport having had to reinvent itself “about every seven years”. Say Sweetenham: “Re-inventing and re-branding every six to eight years is an extremely successful corporate model”.

Swimming has been slow to buy into “the concept of being part of the entertainment industry”. Sports that had “embraced the combination of the business world and entertainment world now

enjoy by far and away the largest share of the world media exposure and as such have a dominant possession of national and global sponsorship opportunities”.

Sweetenham then screams the danger in the midst of his argument that “Swimming desperately needs to embrace all of the above”. The importance of the two major events in swimming, the Olympic Games and FINA World Long-Course Championships, was compromised by the “introduction of the greatly enhanced high tech racing costumes ... this easy option appealed to many who still pay the price for seeking shortcuts”.

He asks his readers whether they feel such booster apparel and the skew of such suits will make it back into the sport at some point, particularly if commercial interests in favour of such things hold sway in the shaping of the sport. That would be the wrong way to go, Sweetenham suggests.

He points to a second danger: “... the overwhelming embracing of the anaerobic or reverse-cycle periodisation approach to training all types of athletes”. He explains: “This increased volume and intensity of short distance, high intensity and very specific race speed and race pace training exposure has delivered many benefits to the sprint fraternity of world swimming but at a massive cost to the performance of 200 metre and up events on national and international scenes.”

Sweetenham concludes: “Without being disrespectful to any coach or any athlete, we have got it wrong. We don’t want the new suits. The vast majority of coaches and athletes are trying to prepare the world’s best swimmers for 200 metre and up events using

enhanced costumes and sprint based and anaerobic approach type training for endurance based athletes. Coaches across the world continually tell me that the Y generation athlete of today is unwilling to do “the work” required for endurance based performance.”

He begs to differ and notes that he watched the Australian Olympic Trials in March “with several mixed emotions”. Former mentor to Tracy Wickham, whose world championship 400m free record stood from 1978 to 2007, and coach too to Olympic champion Michelle Ford in Moscow, Sweetenham added: “In the women’s 800 freestyle, I thought back to 1977 and 1978 where I coached two young ladies who would have placed first and second in this event at these 2012 Trials.

“Not only did these two people not enjoy any type of government or national body funding, they had to pay for everything themselves, they wore nylon costumes, very ordinary cork type lane lines, no sports science or sports medicine, very poor nutritional advice, and understood that recovery was something you did in hospital after a major operation.

“They had no training or competition biomechanical analysis. They thought that lactate was something found in milk but they did have great attitude, tremendous work ethic, kicked adversity and excuses out of the training environment on a daily basis, and understood that psychologists were for people living in nut farms. They produced excellence, character and attitude in massive doses on a daily basis.

“As a coach and trainer, I understood that I was personally accountable and responsible for

“ONCE I RETIRE, I’M RETIRING.
I’M DONE.”

– MICHAEL PHELPS

their strength and conditioning, their psychology, their skills and technique and their well-being. We trained exceptionally hard and none of them had sore shoulders or injuries. Yes, we have moved on professionally in many areas but without retaining many of the positive and significant attributes and values of the past.”

He notes that he also coached a boy back in those early days who would have won the 1500m at recent trials with a time from 30-plus years ago, the haunt of Sun Yang and Chinese teammates prepared in Australian - on the foundation of a strong work ethic shaped by cultural norms under threat in the west these days and not only in sport - to a point beyond the scope of the current generation in that country unmentioned but hanging heavy in the air.

Sweetenham reflects on the fact that at the Australian age-group championships this year many in the 14-15 group were faster than the 16-17 year olds. There is a need, he says, to “re-commit to the values of dedicated, committed and ‘measured’ endurance work and ‘skilled’ aerobic work whilst embracing as well the new developments for sprint based swimmers of anaerobic work”.

He then returns to his main point. “Will this talent and commitment be polluted by the re-introduction of new suits and compromised preparation at world long course and Olympic level? What will our competition and athletes look like in 2024?”

Sweetenham’s recommendation is clear: “The appropriate events contained within the Olympics and the World Long Course Championships be preserved as sacred and never be compromised due to performance enhanced costumes or drugs (blood doping, etc.) and/or compromised coaching which seeks easy options from inappropriate training application to all athletes. I want my grandchildren to be able to join a programme which continues to teach and respect the values of dedication, commitment and hard work without the temptation of shortcuts. I want this to be the main reward that they achieve for being part of the competitive swimming environment.”

World swimming, he urges, “must embrace a corporate and entertainment opportunity and re-invent the World Cups and World Short Course Championships to a world series type event which provides opportunity for events

not covered in the Olympic or World Long Course format such as 1,000 metre distance.

“This means removing for these competitions only, the 800 Freestyle for women and 1500 Freestyle for men and replacing them with 1000 metre events for both. This world series should include 4X50 Freestyle and medley relays and the 100 IM. These events should vary across a 3 or 4 world series competition format conducted with only a couple of days between them and it could be based on a limited entry format and on a team points score rather than individual gold medals.

“It could address an A Final and a B Final, rather than a semi-final. Countries could change 4 or 5 swimmers at any of the series in order to address the format. The USA could be divided into an East Coast team and a West Coast team. This would provide a great domestic competition for them. It would also even up the competition for the rest of the world.”

He emphasises that his initial suggestions for change in swimming “may not be the answer” but calls for debate to rage and decisions to be taken. “We desperately need change and a new stimulus so put your thinking caps on and challenge your lateral thinking. Ask the athletes what they think? They have great ideas and we should listen.”

Sweetenham closes with a hope: that his letter “stimulates, challenges and encourages progressive thinking”.

FINA should give the man a call and get him to a table - alongside representatives of the World Swimming Coaches Association and related bodies such as the American Swimming Coaches

Association - as it considers the next move, the balance between holding hands with corporate backers and maintaining a keen sense of responsibility to the sport of swimming and the well-being of the athletes who flow it paramount.

Shaping the future purely on politics and money, particularly in the current world climate, will no longer do. The FINA director Marculescu has long sought to balance such things, his record of having overseen a massive sea-change in the professionalisation of the sport and the financial rewards available to the chief protagonists, the swimmers, one of the big lines written into the book of swimming history these past 30 years.

The suits decision of 2009, the USA at the helm of the move to set things right, offers evidence of how FINA as the world body in charge of the show, understands well the need to keep the beauty and unique nature of swimming alive regardless of the temptations of a fat wallet, real or, as was the case with shiny suits, false.

In one respect, FINA remains out of synch with its parish: performances are perceived and talked of far and wide in the sport in terms of "textile bests", the need to do that as obvious as the world being round was to those who believed Galileo. The thread of swimming history was severed. There was a way of mending it in quick time. If the current mindset prevails, the world of swim times will remain apparently flat for a while yet.

Phelps, Lochte, and the likes of their respective coaches Bob Bowman and Gregg Troy, are examples of getting that balance right. Their successes in the pool, in life and in terms of the

managers who work with them and the sponsorship commitment and financial rewards that came about as a result of their talent and dedication to honouring that talent, serve as role models for the future of the sport.

On 60 Minutes, Phelps told the audience: "I've been able to go to all these amazing cities in my travels and I haven't been able to see them at all. I see the hotel and I see the pool. That's it. And (after the Olympics) I'm just going to go and do whatever I want to do."

That may include a role in a future Pro-Tour, either as a swimmer or a figurehead and promoter. Debbie Phelps may yet get her wish of being in Rio in 2016 - but the seat next to her will not only be filled by her daughter but her son too. "We'll go

watch," said Phelps of Rio. "Once I retire, I'm retiring. I'm done."

Bowman put it at 50-50 when it came to Phelps making it to London 2012. "It was hard, because I didn't know if the passion or the fire was still inside of me," Phelps told the programme. "And it took awhile for me to actually realise it myself. Bob couldn't tell me, my mom couldn't tell me. They couldn't help me find it."

He found it and is now in line to make the US team once more, an honour that automatically makes him a gold-medal contender once more. How many would he get, Bowman was asked. "I don't know," said the maestro. "That's up to him."

It always has been - and the rate of delivery has been like no other in history, regardless of what unfolds in London 2012. •



FIN TIP
SHORT OR LONG BLADES

Even though there are a variety of fins out there, they can be classified into two general categories: short and long blade. The type of fin you use is all about preference, and there are evident advantages for each blade length

The advantage of a short blade fin is the legs can cycle fast enough to keep up with a normal arm stroke rate. This allows you to maintain a six beat kick without fatiguing prematurely. The goal for short blade fins is to make it possible to keep both arms and legs aggressively engaged in swimming.

As blade length or blade stiffness increases, resistance to the kicking movement increases. The legs take away more blood and oxygen flow from the arms, which results in a drop off in stroke rate and the swimmer slowing down. The same fin that lets one swimmer keep the legs aggressively involved can bring cramps and failure to another; the difference being ankle range of motion.

There ultimately is no right and wrong fin, you just need to determine your end goal.



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6 selected as 2012 ASCA Fellows

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- Joel Elber – Southeastern Swim Club (Indiana)
- Jon MacColl – Queens University of Charlotte (North Carolina)
- Mickey Murad – Rancho San Dieguito Swim Team (California)
- Rodrigo Pereira – City of Plano Swimmers (Texas)
- Danielle Strader-Bordi – Salvation Army Krocs (Pennsylvania)
- Sam Wensman – Club Wolverine (Michigan)

swimming coaches, designed to foster the future coach-leaders of American Swimming. The program annually takes a select group of coaches and pairs them with a mentor coach to work on a year-long project. For the 2012 class, the Fellows will be looking into how existing profession sports tours/leagues developed, researching strategies for possible Swimming implementation.

The ASCA Fellows program is a mentoring program for

2012 represents the twelfth class of Fellows, which was begun in 2000. •

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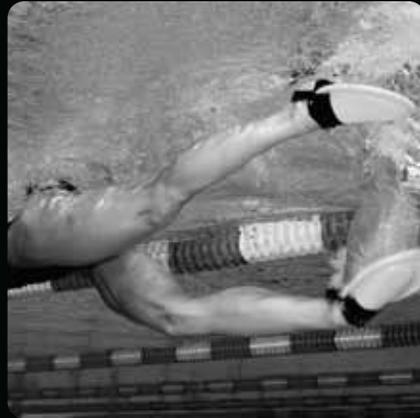
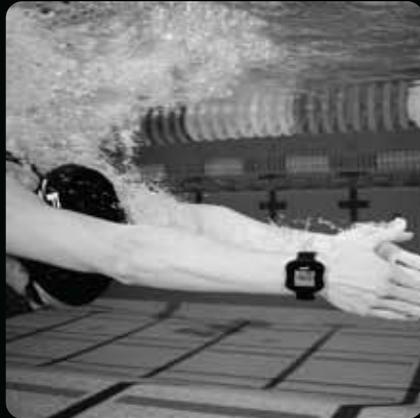




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TOPIC: HIGH SCHOOL VS CLUB SWIMMING CONFLICTS OR CHOICE

[BY ZAQ HARRISON]

ASCA LEVEL II & BETWEEN GIGS

When I approached John Leonard about this topic I made the mistake of asking him had this been properly discussed. I think the answer was along the lines of about as often as Madonna changes costumes during her shows.

So I'll pile on and add my two cents. My comments are based on my perceptions and experiences. First off I am neither a distinguished head coach nor am I an exceptionally experienced head coach on deck. I have at this writing been a head swim coach exactly one short course club season and one separate high school season. Truth be told I was an age grouper for 12 years and have a lifelong love of the sport if that still counts. I have looked hard at my Club and High School experience as a swimmer and later as a coach. I am also a father of an age group swimmer who made the transition to High School swimming this year which reminds me of the old saying: be careful what you wish for.

Day to day I'm a businessman and an entrepreneur. This is what I do and more importantly the prism that I see things through. I also have been involved in education, coaching and student mentoring for the better part of 25 years which coincides with most of my adult life. Nice, I'm a great guy but what does that have to do with

anything. That was a statement by the way and not a question.

In my illustrious two seasons I saw first as a club coach when the high school coach made it known that his program took priority, as it was an honor to swim for one's school. The following year as a high school coach my elite swimmers trained at a regional club with a top coach and it was up to me to figure out an accommodation. I am a pretty smart guy, I get to do complex equations at work, I am a self-declared expert on the world financial crisis, speak a couple languages and actually understand what it would take to achieve world peace. No big deal right, I am going to bridge the gap for my high school team and make this work. I decided to be pragmatic and communicate with everyone involved, manage expectations and communicate with one clear message. I have to remind myself at this point that I was the genius who said Shaquille O'Neil (when he left LSU after his sophomore year for the NBA) should stay in school because he'll never amount to anything in the NBA. Boy, was I an idiot.

We all have our mentors. If you are reading this and don't have a mentor, make it a priority when you wake up tomorrow and find one. Find one, then to make if fun don't tell them they are your

mentor. One of my mentors in swimming is a guy, to respect his privacy, I'll call Steve. A lifer, as an accomplished swimmer he made it to Olympic Trials finals. His real calling is as an educator. I've been with him on deck and he is a special person to be around; he gets it. Steve was great at hearing me out when I needed to vent. He was the one who taught me that there is actually a law on the books in an Eastern state that swimming coaches are not allowed to bring firearms on deck. For a silly law why are 85% of those reading this smiling and nodding their heads.

Steve told me about his senior year in high school and the understanding with his high school coach. Steve would continue training with his club and their renowned top national coach; he would come to all of the school meets. By the end of the season he was an All-American in several events, State Champ and one of the top high school swimmers in the country. At his high school swim teams award banquet the head coach stood up at the end and presented the team MVP award, surprise, to another swimmer. After the banquet the coach pulled Steve aside and told him he was the most amazing swimmer he had ever had swim for him. The coach went on to tell him that he

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gave the award to the MVP of the team and Steve although he swam meets with the team hadn't really been on the team that year. Steve got to swim High School States and be an All-American. The coach got a great swimmer, a great guy for relays and someone to bring attention to the program. That's where it ended. Fair is fair, the kid who got the MVP that season was the best swimmer on the "team."

The argument has always been where is the balance? How can you serve two masters and at the same time do right by the swimmers. There are teenagers often with an inflated sense of self. Throw in a misguided expectation of potential college scholarships. Let us not forget the last ingredient, the most venomous creature this side of the Black Mamba, the parents. It is easy to see why John Leonard laughed at me when I asked if this topic had been thoroughly discussed before. My bad.

I tried to keep this light knowing that swim coaches are split into two groups. The really serious ones and the ones who have been exposed to too much chlorine. You know these guys, the ones who have their seniors do racing starts in the shallow end with 2 ½ feet of water ("we always did this and nobody ever died"). Let's get serious.

The answer is as simple as it is complex. I lived in Israel for 11 years. I speak the language and understand the cultures. I am often asked what in my humble opinion will solve the "conflict." In case you haven't watched CNN or FOX recently, there is this thing called the "Arab-Israeli Conflict." Impossible, I say. Is peace impossible? No, me being humble is impossible, peace is a different matter. My answer is pretty Appalachian. The problem in Israel

is that there is one "girl" (the land) and there are two "guys" (nations) that want to marry her. While only one guy can marry her, the other guy want to reach for his shotgun.

Club swimming has to be respected. Significant time, energy and commitment are made here. USA Swimming alone has over 2,500 clubs and 300,000 members. That's not including non USA affiliated College, Y, High School, summer or independents. For many of the top coaches this is their full time vocation. If you are an elite swimmer, chances are you are training with your club coach year round. The elite kids don't wake up in the morning and look in the mirror and say "I want to be mediocre." The club coaches make commitments for years and even decades. Many have significant financial stakes in the running of their clubs; it is their profession. Let's be honest, our Olympic athletes come from our clubs. Enough said.

High School swimming has to be respected. For the handful of teenage athletes left who are not going pro in some sport there is an amazing social experience that is unique to American culture. High School Sports. The rest of the world is built on sports clubs. European basketball and soccer are the perfect examples. I've participated in sports overseas as an athlete and a coach. Clubs are efficient and cost effective in dispersing limited funds to the general sporting public in most countries. Clubs are a machine that gives maximum reach of one message. They are also tribal and tend to appeal to specific sub-groups in their societies.

High School sports are about "Friday Night Lights." It is about your letter jacket. The quarterback dating the cheerleader. Campy,

absolutely, so what. High School sports, especially in small towns, is about two sophomores who never swam in their life deciding in English class one day to dare each other to go out for a high school team; why not, it won't hurt on their college apps right? "Anyone" can go out for the high school team. In fact throughout small town America most of the High School sports teams are filled with kids who you could call "anyone." I coached at a High School like this. High School sports can be a beautiful transformative experience for students who are learning to navigate in the world. Somebody has to speak for them; someone has to speak for "anyone."

It reminds me of a Mel Brooks skit. While playing a judge Mel Brooks hears what the first complainant says and looks at him "you're right." Then the second complainant speaks and Mel looks at him and says "you're right." I once jumped off a rock ledge into a water filled quarry from 45 feet. Young and foolish (is there any other way) I jumped. 45 feet is high enough to realize immediately I made a huge mistake. 45 feet is also high enough to have a very long time to think about this terrible mistake all the way down. Here I go...

Topic: High School vs. Club Swimming, conflict or choice? Yes and yes. Elite swimmers, those who are your USA Swimming ranked, Y National finalists or even high school state finalists and will be Division 1 scholarship athletes should be swimming in their clubs if they have this option. They have somewhere to go which is the next level. We shouldn't punish these student athletes nor should their schools reward them. We should hold them accountable to their choices and treat them as

adults. This is where they will get the training they need and have committed to. Their commitment should be commended.

Topic: High School vs. Club Swimming, conflict or choice? Yes and yes. High School programs have the responsibility to be autonomous of meddling and manipulation by club coaches, elite swimmers and their parents. These programs are about personal development not active rest sets. These programs are about teenagers being allowed to grow and learn the right lessons of how the difference between success and failure can be gleaned through effort and heart. Thirty years after I graduated from high school I don't remember my times nor how many meets we won. I do remember the bus trips, the friendships and the camaraderie of representing my school and community.

To the elite club swimmer: if you want to swim High School and take the benefits then you have to surrender yourself to the team during the four month season. There is a team dynamic in Club swimming but the emphasis is on the individual. That is the nature of our sport. You have a choice to be on a High School team, it is not a constitutionally-protected right. Therefore compromise is on you. If you choose to be on the team be prepared to sacrifice and give 100% of yourself to the team. That is the experience. Please don't try to adjust or manipulate the team around you because you happen to be All-State or All-American. In 30 years nobody will care if you were an All-American in the pool, but they will remember if you were a jerk out of the pool. That much I promise.

To the Club coaches: you have as much or as little time as the swimmers want to make a commitment. Your swimmers may start with you when they are four or maybe even fourteen. Many of you have short course and long course rolling one after another. You tend to be passionate and have made a commitment to your profession. You have skin in the game and unlike many High School coaches who may only be head coach the one season a year, you are there all year round. You brought those high school kids up from eight year olds who were still peeing in the pool and then rightly so raise your eyebrows when you are expected to hand your prodigies off to another coach who usually does not have the background nor the facilities you have. That is a lot to ask.

To the High School coaches I say stand your ground. Protect your kids, all of them. Look at the calendar; on average you have four months, about sixteen weeks start to finish. That is not much time to teach, train, motivate, correct and taper. Your job is to be the team coach not the personal coach of the All-American who is helping you win meets. You are the steward of a really neat thing. Ninety plus percent of our swimmers will never compete on an elite level. They swim because they love to and because of the friendships. High School swimming is the reward for sticking around. Kind of like the High School dance that always seems to end with either "Freebird" or "Stairway to Heaven." If you waited to the end you got to hold your date through a great song that lasted forever.

The conflict between High School and Club is self destructive. It is up to us as individual coaches

to see the forest between the trees and help guide our teams and our swimmers to the right decisions. Sometimes the right decision may be for the High School swimmer to sit out of the club during the high school season. Other times the right decision may be for the club swimmer to sit out of the High School season. Both Club and High School have their place and their roles when their needs do not mesh should be respected. Sometimes you just have to choose and live with the results. There is nothing wrong with that.

If we do our job, somewhere down the line, years or decades from now, we might get a tap on the shoulder on a random day in a random place. We will turn around and look into the eyes of a middle aged adult with a few kids in tow. We will recognize the eyes from somewhere but can't put a finger on it exactly. This person will look at you and say "Coach, I thought that was you. I want to introduce you to my kids. I have been telling them for years about this wonderful person who made such an impact in my life. I tell my kids I was a terrible swimmer but I always gave everything I had. Coach, you told me that if I do that the rest of my life I will succeed beyond my wildest imagination. The other kids called me an "anyone" because anyone with a pulse could have filled my lane with the times I swam. Coach, I just may have been the slowest swimmer you ever had but you always treated me like I was your All-American. You don't know but I was in a tough spot and you gave me a safe place I could call my own. Thank you."

Club is about "me," High School is about "we." They both have a place, just be honest about it. •



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MICHIGAN'S JIM RICHARDSON CALLS IT A CAREER

SWIMMING WORLD

ANN ARBOR, Michigan, May 16. UNIVERSITY of Michigan head coach Jim Richardson announced Wednesday (May 16) his retirement after 27 seasons at the helm of the women's swimming program. The fourth coach in the history of the program, Richardson will remain with the Wolverines through June 30.

"It has been a privilege and honor to serve as the women's swimming coach at the University of Michigan," said Richardson. "Michigan is truly one of the great institutions in the world and to be a part of the development of young women has been my sole purpose. Stefanie Kerska has been the best assistant coach that any coach could ever hope for. Twice in the past year she took over the role of head coach, and has proven she is one of the best assistants in the country. It was a special relationship for 26 years that Stefanie and I had, and I look forward to maintaining that long into the future. To be able to work with Jon Urbanchek, Bob Bowman, Mike Bottom, Fernando Canales and all of the wonderful staff at Michigan has been a great joy. I am looking forward to what God has planned for me in this next stage of life. I will always be a fan and supporter of Michigan Athletics."

"We are grateful for the passion, enthusiasm and dedication that Jim has provided to our women's swimming program over the past 27 years," said Dave Brandon, the Donald R. Sheppard Director of Athletics. "Jim worked hard to mold our young women into some of the finest swimmers in the conference and in the nation. He placed an even higher emphasis on academics and made sure that his swimmers were prepared for the life that followed after competition. We thank Jim for his dedicated service and wish him the very best in his well-deserved retirement."

Richardson led the Wolverines to 14 Big Ten championships during his 27 seasons, including a record-setting 12 consecutive crowns from 1987-98. The 12 straight conference titles are a Big Ten record among women's sports teams. He also added league championships in 2001 and 2004. Richardson had student-athletes earn 168 Big Ten individual titles.

At the national level, Richardson's teams placed in the top 10 during 14 of his 27 seasons, including a second-place finish at the 1995 NCAA Championships. Richardson had five individual national champions and one relay win a title during his tenure. In fact, the school's first NCAA

champion, Ann Colloton, was named the Michigan Athlete of the Decade for the 1980s. He mentored 162 NCAA All-Americans and an additional 223 honorable mention All-Americans.

Richardson was an ardent believer in the success of the student-athlete. He had 141 swimmers earn Academic All-Big Ten honors and 62 student-athletes received College Swimming Coaches Association of America (CSCAA) All-Academic or honorable mention honors. Richardson's teams earned CSCAA national all-academic recognition every season from 1992-2012; every season that it has been awarded. Individually, athletes Kim Johnson and Mindy Gehrs won the prestigious Big Ten Medal of Honor and six of Richardson's athletes received NCAA Postgraduate Scholarships: Johnson, Gehrs, Alecia Humphrey, Anne Kampfe, Rachel Gustin and Jen Crisman.

His coaching achievements coupled with the respect of his peers have earned Richardson various national honors. He was named the 1993 and 1995 NCAA Coach of the Year and is a six-time honoree as the Big Ten Swimming Coach of the Year. Richardson also served as an assistant coach for the United State in the 1993, 1995 and 1999 World University Games.

Richardson had 45 swimmers compete at the Olympic Trials during his tenure.

He compiled a 175-77 overall record (.694) during his career, including a 114-25 mark (.820) in conference dual meets. Richardson's squads won 33 straight dual meets from 1987 to midway through the 1990 season. He led his teams to undefeated seasons in 1987, 1988, 1989 and 1994.

Richardson arrived in Ann Arbor in 1985 after spending three seasons as an assistant coach at the University of Iowa.

He received his undergraduate degree from Wake Forest University in 1971 and attended graduate school at the University of North Carolina-Greensboro. Richardson is a member of United States Swimming and the American Swimming Coaches Association. He previously served on the Board of Directors as President of the CSCAA and was a member of the NCAA Division I Swimming and Diving Committee. He authored two bylaws that are currently in the NCAA manual.

Richardson resides in Ann Arbor with his wife, Mary Sue. They have four children and three grandchildren.

Michigan will begin a national search for Richardson's successor immediately. •

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STANFORD ANNOUNCES SKIP KENNEYS RETIREMENT AFTER TRIALS

SWIMMING WORLD



STANFORD, California, May 16. ONE of the most respected coaches in the world of swimming, Stanford's Goldman Family Director of Men's Swimming, Skip Kenney, 69, announced his retirement today following 33 years at the helm of the Cardinal program.

Kenney will coach the Cardinal through the U.S. Trials, ending July 2.

"Who would have ever have thought it? I grew up in California and in Fresno, went to Long Beach State and Stanford was always the big name." said Kenney. "We exceeded all levels of expectation. The kind of people you get to work with here, the athletes that come through here. You pinch yourself when you are really here. It's just unbelievable."

To understand Kenney's impact on the sport, it goes beyond the seven NCAA titles or 31-straight Pac-10/12 titles, the 1086 All-America certificates or 72 NCAA champions. The three-time Olympic coach also produced 20 of his own Olympians, which won a combined 18 medals from 1984 through 2008. But that still doesn't tell the whole story.

"Coach Kenney is one of the iconic figures in college swimming and he has had a profound impact in shaping the lives of hundreds of young men," said Jaquish & Kenninger Director of Athletics

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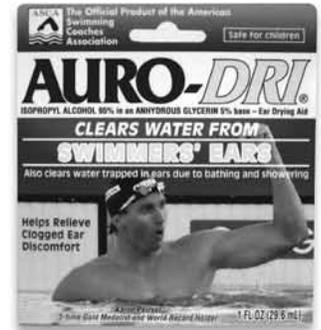
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3. On backstroke: Keep your head still and enter with your pinky first.
4. On breaststroke: Work to perfect the timing of your pull and kick.
5. On butterfly: Work to find a rhythm and build that into your stroke.
6. Believe in your coaches and your 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.
10. Use **Auro-Dri®** Ear Drying Aid to protect your ears when you're done swimming.



Bob Bowsby. “Skip has always been a coach that put the team first and in doing so, he has taught lifetime lessons about how to weave the fabric of a high achieving organization. The Stanford Men’s Swimming Program under Coach Kenney’s guidance has established many standards that will never be equaled in the PAC 12 or nationally”

His teams made NCAA history. No other team has finished fourth or better at every NCAA meet from 1982 to 2012. And conference history, too. The 31-straight titles crushed John Wooden’s UCLA team record of 14-straight titles in 1995. Wooden was on deck that day to honor that accomplishment.

“These athletes are so bright, so dedicated and I don’t know how you describe it,” said Kenney. “They are just really, really good people. Most of them have leadership skills, which means they care about their teammates.”

Individually, he was a six-time NCAA coach of the year and 20-time Pac-10 coach of the year. In 2004 he was inducted into the International Swimming Hall of Fame and in 2005 the American Swim Coaches Hall of Fame. He is also a member of the Fresno Athletics and Stanford Athletics Halls of Fame.

His coaching position was also endowed, courtesy of the Goldman Family in 2011, mostly because of his efforts.

Equally impressive is the fact that 100 percent of his athletes have graduated, including 10 which were Academic All-Americans--including Olympians Pablo Morales, Ray Carey, Kurt Grote and Ben Wildman-Tobriner.

“When I think of swimming, the 10 things that are most important to me, all 10 come from Stanford,” said Olympic Gold medalist Jay Mortenson. “The Olympic gold medal is a good distance behind.”

As former swimmer, Adam Messner noted in a Stanford Magazine feature six years ago, “A generation-spanning community of swimmers and former swimmers would all ‘lie down in traffic for him,’”

There are certain traditions that likely will continue-- the passing down of a pair of sweats from the 1967 NCAA championship team, given annually to the teammate with the best team spirit; or the annual run around campus in their Speedos and running shoes; or the gloves of 1993 graduate Chas Morton, for the swimmer with the best leap from dual to championship season.

Every New Year’s Day, swimmers went to the Veteran’s Hospital to watch football with the residents. Kenney was especially fond of the veterans from the Greatest Generation, and what they could pass on to his athletes.

His swimmers have also tried to get out of practice, by singing the Marines’ Hymn on the Marines birthday. It sometimes works.

Kenney was looking up at his wall of NCAA champions, recently and said, “That’s why I’ve been here. It is how much each individual athlete cared and wanted to make their teammate better. You saw it over and over. They would say, let me stay after practice to look at your stroke, let me look underwater and look how you’re pulling. It went on for years.”

That culture, which Kenney first built when he came to The Farm in

1979, has survived because of his athletes, who routinely come back, most notably during the Pac-12 and NCAA Championships, to root on their team first, coach second.

The Stanford Magazine article put it best from Kenney when he said, “I rely on the alums for some of the decisions we make on the team. Think of it: most of them were in swimming for 18 years. And the last four of those years they were surrounded by all this other great talent. Why waste all that knowledge and experience?”

Kenney never swam competitively. The Fresno native graduated from Long Beach State in 1972. He was an assistant for the 49ers from 1968 to 1971 and also coached at Harvard from 1971 to 1972. For the next seven years he coached AAU teams in Houston (1972-76) and Cincinnati (1979). A former Marine, he served in Vietnam and went to then California State College, Long Beach, on the GI Bill.

Kenney was hired by athletics director Andy Geiger to replace the retiring Jim Gaughran.

Compare and contrast Kenney’s impact on the program. When he got the job at Stanford, the Cardinal had won one national title (1967) and finished third another three times from 1936 to 1980. Under Kenney, the Cardinal were third or better, 27 times. From 1916 to his arrival in 1979, Stanford had won 31 conference titles. In his 33 years, he won 31.

The Cardinal finished sixth in the Pac-10 his first season. Three years later they were Pac-10 champions for the first time, and finished third at the NCAA meet. By 1985, he won the first of three-straight NCAA titles. He won another three-straight

NCAA titles from 1992-94. He won his last NCAA title in 1998. His teams have finished as NCAA runners-up another seven times.

His teams also set the standard in swimming. The 1992 NCAA champions set the meet record with 632 points, with a record 276 points over second place Texas. That team set seven American records, as the Cardinal were the first-ever team to sweep all five relays. The 1998 team became the first NCAA team to produce a swimmer in every A final of an individual swim event or relay. His first NCAA champion, in 1985, paced by Olympians Pablo Morales, John Moffett and Jeff Kostoff, won eight events. Morales, a sophomore at the time, won three of his 11 NCAA titles that year.

An Olympic coach as well, he was an assistant for Team USA in 1984 and 1988 and was the head men's coach in Atlanta in 1996. He was also a U.S. National coach at the Pan-American, Pan-Pacific and other world championship events.

The 20 Olympians also included two walk-ons — Ryan Grote and Tom Wilkens, maybe the ultimate testament to his athletes' commitment from start to finish. The record books are now filled with his athletes. The Stanford top-15 is entirely Kenney-coached athletes. His legacy is set, but his teams will live on.

“Skip will leave a long-lasting legacy of leadership and excellence from his incredible career here at Stanford,” said senior associate athletics director and swim administrator Earl Koberlein. “He not only won championships, but he produced great men. To paraphrase many of his former student-athletes, “He made us better men, husbands and fathers.” •

KENNEY BY THE NUMBERS

Years at Stanford: 33 (1979-2012)
NCAA Titles: 7
Conference Titles: 31 (all in a row)
Top-Three NCAA Finishes: 27 (never lower than fourth)
NCAA Coach of the Year: 6
Pac-10 Coach of the Year: 20
All-Americans: 134
Top-16 Individual Finishes: 1086
NCAA Champions: 72
Olympians: 20
Olympic Medals: 18
CoSIDA Academic All-Americans: 10
Graduation Rate: 100 Percent

Stanford Olympians Under Kenney

Pablo Morales (1984, 1992)
Jeff Kostoff (1984, 1988)
Joe Hudepohl (1992, 1996)
Jeff Rouse (1992, 1996)
Eddie Parenti (1992, 1996)
Siobhan Cropper (1996, 2000)
Markus Rogan (2004, 2008)
John Moffet (1984)
Anthony Mosse (1984)
David Sims (1984)
Sean Murphy (1988)
Jason Plummer (1988)
Kurt Grote (1996)
Ray Carey (1996)
Tom Wilkens (2000)
Ben Wildman-Tobriner (2008)
David Dunford (2008)
Jason Dunford (2008)
Phillip Morrison (2008)
Tobias Oriwol (2008)

POSITIVE DRIVE FINS: NO STROKE LEFT BEHIND

[BY THE PROFESSIONALS AT FINIS]

In a workout, sometimes being a breaststroker feels like being the redheaded stepchild. They can feel ostracized from the crowd. Even if breaststrokers live on the same axle rotation as their cousin, the butterfly, the breaststroke kick requires bent legs; using a pull buoy while doing breaststroke just seems awkward, and let's face it, a lot of people just think you are out for a stroll when you swim. However, the real kicker is how excluded swimmers feel when it comes time to put on fins for a kicking set. Breaststrokers are immediately banned from breaststroke kick. While teammates work their flutter and fly kicks to build more strength, what are the breaststrokers to do? You suppose that they will just have to resort to fly kick for the sole purpose to work on that one pump allowed during the underwater pull down, right? Not anymore. There are fins out there that are safe for all four strokes, like the Positive Drive Fins (PDF) from FINIS.

Although all swimmers should take precaution when using any fin while doing breaststroke kick, there is a big difference from short blade fins as opposed to those with an elliptical blade. Short blade fins encourage short, fast kicks and are great for speed work and sets that increase the swimmer's heart rate. On the other hand, fins like

the PDFs create localized traction for a safer general workout while still producing the same forward propulsion as short blade fins. These fins also have an open foot pocket to allow full flexion for breaststroke kicking. PDFs and similar fins are considered safer for breaststroke because of the uniquely designed blade whereas short blade fins can stress joints by putting pressure on wrong areas.

PDFs are a wise option for swimmers who like a variety in their workout, like masters swimmers. They generate enough propulsion for swimmers to work on technique without the cramped feeling of fins that rub and cause occasional blisters. The adjustable, open heel strap offers a secure and customized fit that allow for a natural feel in the water. The fins are also ideal for all ability levels and are preferred by those who want to work on building power and momentum in their breaststroke kick.

PDFs are easy to put on and adjustable with the solid rubber tubing. The elliptical blade creates traction through the water and focuses on proper kicking technique. PDFs are perfect for IM-focused workouts to drive the legs and work on stroke transitions. Below are two great sets to get the most out of the PDFs:

IM SET #1

3 sets of [4 x 75s] – 10 seconds rest after each 75

- 25 Fly, 25 Back, 25 Breast
- 25 Back, 25 Breast, 25 Free
- 25 Breast, 25 Free, 25 Fly
- 25 Free, 25 Fly, 25 Back

IM SET #2

4 x 200s IM – 20 seconds rest after each 200

- 50 Fly kick, 50 Fly swim, 50 Back kick, 50 Back swim
- 50 Back kick, 50 Back swim, 50 Breast kick, 50 Breast swim
- 50 Breast kick, 50 Breast swim, 50 Free kick, 50 Free swim
- 50 Free kick, 50 Free swim, 50 Fly kick, 50 Fly swim

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BOOK REVIEW

[FROM BOB GROSETH]

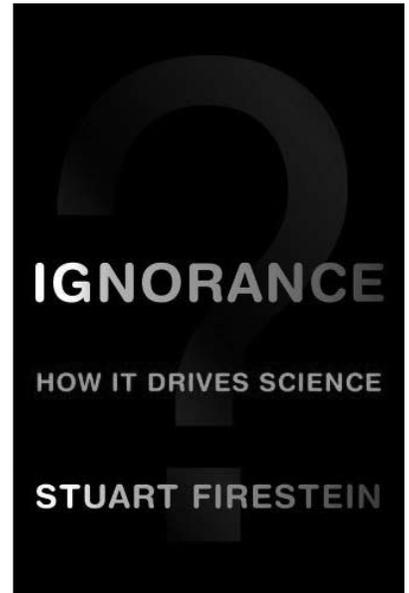
John,

I know you like to give out book suggestions. I just finished a good one.
Ignorance: How it Drives Science. Author is Stuart Firestein.

This book reminds me of how we treat training. We all know that our training model is a blunt instrument. The good ones delve into that dark area of the unknown to find out what works. Others using data and statistics (we use what we can measure) to back their arguments stick with what is currently working or copy what the latest champion is doing. This book inspires scientists (and hopefully coaches) to go into the areas of the unknown to find new and better ways of doing things. I recommend reading the first 6 chapters. After that it gets more into the author's personal journey and recommendations for educational and scientific research policy.

Fairly short and a good read "The future ain't what it used to be." -Yogi Berra.

*Bob Groseth, Executive Director
College Swimming Coaches Association of America*



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