

ASCA NEWSLETTER

American Swimming Coaches Association

Leadership • Education • Certification

2016 EDITION | ISSUE 6



The Unfair Games

statement by Kirsty Coventry

In this issue:

- Looking for a new job?
Some things to remember page 5
- A dozen great, quick ideas page 7
- Why did WSCA change its approach
to FINA and the WSA? page 10
- Science and coaching page 13
- In memoriam: Ray Essick page 15
- 10 quotes from Jim Rohn page 19
- Recruiting manners page 20
- ASCA's fall 2016 clinics page 22
- Ways of growth page 23
- Profiles of schools offered at
the 2016 ASCA World Clinic ... page 24

Sydney was my first Olympics. Athens was the Olympics where I won my first medal. Beijing was filled with extravagance, and was my most successful Olympics to date. London will always be my greatest accomplishment, because I overcame injury and still placed 6th in the world. Rio will be my fifth Olympics; my last Olympic Games.

I wanted to (like most athletes, and my previous Olympic experiences) leave this sport with good memories. This will, unfortunately, not be true. Our sports movement is rigged with dopers and worse still, is filled with adults, coaches, parents and doctors (supposed role models) who condone and encourage the use of banned substances. I have no confidence that I will be competing on a level playing field in Rio, and my disappointment is echoed amongst other athletes:

"I am an athlete currently competing and have an issue with how doping situations are handled. Why have rules and regulations if the consequences for breaking those rules and regulations are not enforced? It makes for an unfair and uneven playing field."

– anonymous Olympic hopeful

"With the Rio Games quickly approaching, now more than ever, we must see steps made to a cleaner Olympics. It has been extremely disappointing that doping has gone on for this long, with so little done by WADA. I personally feel that WADA has let down every clean athlete in sport. I know Rio will be far from clean in regards to doping athletes, and that breaks my heart for many athletes that are competing clean in all levels of sport."

– Cammile Adams (2012 Olympian & 2015 World Championships silver medalist)

(continued on page 3)

ASCA NEWSLETTER

Published for the American Swimming Coaches Association by the American Swimming Coaches Council for Sport Development.

Board of Directors

President: Don Heidary

Vice-Presidents: Kathleen Klein Prindle, Jim Tierney

Executive Committee: Jennifer Gibson, Tim Welsh

Members: Mike Bottom, Ira Klein, Michael Lawrence, David Marsh, Amy Montgomery, Tim Murphy, David C. Salo, Gregg Troy, Bill Wadley, Chuck Warner

ASCA Staff

Executive Director & Editor -- John Leonard

Clinics & Job Services -- Guy Edson

International director -- Duffy Dillon

SwimAmerica & ALTST -- Julie Nitti

Technical Services & WSCA -- Matt Hooper

Certification -- Kim Witherington

Membership Services -- Shawn King

Finance -- Kimberly Cavo

Shipping -- Peter Hay

Administrative Support -- Jackie Norgren

General Counsel -- Richard J. Foster

Official ASCA Sponsors



SwimAmerica™ Sponsors



The newsletter for Professional Swimming Coaches

A Publication of the American Swimming Coaches Council for Sport Development, *ASCA Newsletter* (ISSN: 0747-6000) is published by the American Swimming Coaches Association. Membership/subscription price is \$80.00 per year (US), or \$120.00 (international).

Disseminating swimming knowledge to swimming coaches since 1958.

Send address changes to:

American Swimming Coaches Association

5101 NW 21st Avenue, Suite 530

Fort Lauderdale, FL 33309

(954) 563-4930 | Toll Free: 1 (800) 356-2722 | Fax: (954) 563-9813

www.swimmingcoach.org | asca@swimmingcoach.org

© 2016 American Swimming Coaches Association.



Continued from the Cover: **THE UNFAIR GAMES**

"I have continued to place a lot of hope in the many opportunities for WADA to step in and clean up the system. Time and time again I have been disappointed. A change needs to be made for the good of the athletes, the sport, and the spirit of competition. When will enough be enough?"

– Jimmy Feigen
(2012 Olympic silver medalist)

"I find, like many of my peers, a rather grotesque reflection of the principals and ideals of fair-play from their practice in our reality. Unlike some of my peers, I do not believe that a centralized and more powerful entity is the solution. Au contraire, I believe such an act would eventually create a deeper and more profound corruption of power. However, the fact remains that as athletes we open ourselves to the invasion of our privacy, and to the invasion of our bodies for the sake of a cleaner sport; yet all these invasions serve only as a route to despair when, one after another, athletes (in particular star athletes) are created and protected by their State. To be sure, I give the benefit of the doubt to the athletes that they want to believe they are competing clean, even if they are not. What cannot be endured is the impunity of a State to deliberately corrupt the fair field of play. If not deliberate, what have you as the rule makers done to lead them down this path of error?"

– Anthony Ervin
(Olympic & World champion)

We want investigation of doping across all sorts and countries where there is any suspicious and known doping. We also want to see actions being taken and followed through to prevent continued doping.

I am both an athlete and a member of WADA. I have a vested interest in protection our sport. We (WADA) market and portray ourselves as the Organization for Clean Sport and Protecting Clean Athletes, but we are not. We do not have the Power (or finance) to hold individuals, their entourage, or their countries accountable, in order to make the necessary changes that would protect our athletes. We either need to get full autonomy and independence to take action, or we need to stop marketing ourselves as the organization that will get things done.

"As a coach I get to see the immense training and emotions the athletes go through so I support any means to have WADA quickly become the comprehensive international testing agency. The whole process, including which test is given to which athlete, what time each test is

given, how collections are professionally handled, and the transparency of the entire process from the IF through the DCOs interactions with athletes must be intimately managed with the highest level of integrity."

– David Marsh
(USA Olympic Woman's Head Coach)

The few athletes who do stand up to make a difference, is not working on the scale we need it to. What incentive is there for dopers, or even the few people that may know who is doping, to come forward? I believe the majority of athletes want Clean Sport, but their focus is on training, not trying to clean up the sport.

Trust is therefore placed on WADA to act on our behalf because they have the purpose, experience, and integrity to make a difference but WADA needs the independence and resources to make a complete difference. This is not the time for half measures.

Editor's Note:

This was read on May 12, 2016 to the World Anti-Doping Agency (WADA) Foundation Board by multi-time Olympic athlete and champion Kirsty Coventry of Zimbabwe and SwimMAC Elite. Powerful message here. ~JL



“ Adding SwimAmerica Learn-to-Swim back in 1992 was one of the best coaching decisions I've ever made for my program. We quickly grew our recruiting base, became the “go-to” swim lessons in the area, and most importantly over the years have made thousands of children and adults safer around the water.

The SwimAmerica progression is proven effective at teaching individuals of all ages and abilities, easily adaptable to all populations and flexible to fit any size facility... My advertising budget is minimal as quality lessons sell themselves.”

- **Jim Peterfish, Program Director**
Central Ohio SwimAmerica, Westerville, OH

**Coaches... Need More Swimmers?
Need To Earn More Money?**

SwimAmerica™

Find out about owning and operating a SwimAmerica™ Program today.

“ SwimAmerica is the best swim program around, hands down! The curriculum, philosophy and support staff available from SwimAmerica Services is priceless for any coach with the desire to have and run a successful swim lesson operation. Over the past 14 years, we have placed hundreds of swimmers onto Summer League Teams, USA Swim Teams, High School and Grade School teams. **All our growth and success has happened because of SwimAmerica**, and the great support staff at SwimAmerica Services.”

- **Jill Burckle, Program Director**
Blairwood SwimAmerica Swim School, Louisville, KY

“ While I certainly believe that SwimAmerica is **by far the finest program available for preparing young swimmers** for competitive swimming, I also believe that it goes far beyond that. The SwimAmerica program lays out the most logical progression for taking a new swimmer by the hand and teaching them step by step how to REALLY swim.”

- **Cynthia Stubbins, Program Director**
SwimAmerica Program Director since 2003

“ I found ASCA and then SwimAmerica programs and **my dreams were answered**. So why reinvent the wheel when it has already been discovered & perfected. I have never been more happy with my business than I am now that I have my License.”

- **Reneé Andrews, Program Director**
Just So SwimAmerica Centre
Rynfield, South Africa



Suits & Caps Available from FINIS!

Our Program Directors are Our Greatest Advertising.

For more information, call Julie Nitti at **1 (800) 356-2722** or email **JNitti@swimmingcoach.org**.

Looking for a **NEW JOB?** Looking for that *perfect* job?

Here are some things to remember.

by John Leonard

Employers always look for certain traits in employees. Keep this in mind when it's time to interview.

Competence

- Evaluation of expertise. Your certification level is the starting point.
- Experience. Not "did you fill the job?", but did you thrive and leave the job better than you found it?
- Trainability. Do you think you know it all?
Or do you realize the importance of being able to learn new tricks?

Don't overstate your credentials.

Work Ethic

- Everyone is a "liberal" about this until they are employing someone. Then they want to know how hard you are used to working. Evidence?
- Ambition. Fine lines here. Will you want their job?
Lack of ambition is just as bad.
- Integrity. Basic stuff. Do you tell the truth? Can you be trusted?
Come prepared to tell a story where you had a tough ethical choice and defend your decision.

Live and work like it's your own business!

Emotional Intelligence

- Do you manage yourself, or do you need to "be managed"?
Guess which one wins?
- Social skills: can you relate to the population you will serve?
- Loyalty. If you don't demonstrate it, you won't get the job. For many employers (including me) this is #1. Argue with me behind closed doors; once we walk out, it's "We decided..."

Are you someone a person wants to work and live around?

Remember the definition of what makes anyone who works happy:

1. Significant work result to achieve.
2. Brilliant, challenging colleagues to work with.
3. Something to aspire to.

BRAD SNYDER
Vapor, Indigo

AMANDA KENDALL
Vapor, Black

ANTHONY ERVIN
Onyx, Black

ARIANNA VANDERPOOL-WALLACE
Onyx, Dark Mint

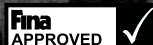
ROY BURCH
Fuse, Caribbean

MALLORY WEGGEMANN
Fuse, Slate

make your move.



2016 TECHNICAL RACING SUITS
#makeyourmove2016



To learn more, contact your local
dealer or visit FINISinc.com

FINIS[®]
simplify swimming

This is a would you rather that I ask to kids and to parents. You can answer as a coach, you can answer as parent. I think it helps define the integrity headwind. Would you rather have a 4.0 in school and cheat to do it; or a 3.0 [with integrity] and know that it will affect your grade and ultimately the college you go to? Would you rather be a Junior National qualifier who is not respected by anyone on the team or staff, or a novice swimmer who is an inspiration to the team and a team captain? And would you rather be popular and active and drink and do drugs, or stay at home on Friday and Saturday night and not? What would you choose?

-Don Heidary

Enjoy striving together. That's where competition comes from: striving together.

-Bob Bowman

...in reality, most of us go back and we're not really coaching world-class swimmers who are at the peak of their training and their development as athletes. We're Age Group coaches and we're probably never going to have an Olympian in our program. If we do, they're going to be passing-through to going to the program that they really need to go to, where they are going to get the competition they need. But that doesn't mean we're not important.

-David Berkoff

If you are able to get posture, line, and balance incorporated into each stroke, you are going to make huge strides. But it is a struggle sometimes. So I encourage starting to work on those things when the swimmers are young.

-Mary Anne Gerzanick-Liebowitz

The hard bit of our job is the coaching. It is the interacting with an individual athlete, getting them to feel special, getting them to feel that they are an individual within the group, and finding ways which you can help them, just them, make a step forward. Whether that is a technical point, whether that is skill intervention, whether that is just getting to know them better so that you know how to push their buttons and what makes them tick; that is the hardest bit of our job. And it gets harder and harder the more athletes we coach.

-Jon Rudd

I remember as he left to go back to the Olympic Village, I watched him walk under the Olympic rings that were on one of the walls and I just started bawling. I just sat there and cried; I thought 'This is what this is all about.'

-Bob Bowman

A Dozen Great, Quick Ideas

from talks at the
2015 ASCA World Clinic

I personally don't like the word talent. I am not sure what it means when somebody says they have a talented athlete.

-Bruce Gemmell

Failure is not a destination. I like that. But it is how we test ourselves.

-Todd Larkin

It doesn't have anything to do with your talent; it's all about what you're willing to do to be part of team.

-Eve Julian

If you come in with an open mind, you will leave with a lot of knowledge.

-Peter Hugo

To be trusted is a greater compliment than being loved. How many athletes do you trust implicitly with every fiber of your being in any situation? The bar has been raised for academics and athletics—and, yes, maybe awesomeness—but what about for integrity, character, morality, compassion, attitude, humility and selflessness.

-Don Heidary

Every coach had a passion for the sport of Swimming, as well as for the athletes. They were not afraid to put their time in; they were not afraid to stay late; they were not afraid to show-up early; they were not afraid to have hour-long meetings with kids. It was all about the swimming and the betterment of the sport, for the athletes.

-Jon Sakovich

We want to equip kids to be more successful, not just in the pool but out of the pool, because those two are intertwined, in our opinion. They are absolutely intertwined.

-Jim Richardson

The Chinese have a good proverb too; it says: Talk doesn't cook rice. So the more we talk about things, it does not matter, as long as we can show measurable results.

-Rett Larson



American Swimming Coaches Association

Serving Coaches Since 1958 | A National Member of the World Swimming Coaches Association

Leadership ~ Education ~ Certification

Dear ASCA Members,

Starting September 1, 2016, pricing for the ASCA Life and Life Plus memberships will increase. If you plan on coaching the next 10 years or more, we encourage you to consider becoming a Life or Life Plus member.

Life membership is a simple, one-time payment that gives you the basic ASCA membership benefits of our 6 magazines, 12 newsletters, the Journal of Swimming Research and Swim Club News, as well as access to ASCA Certification, for life. **You would never need to renew your ASCA membership again.**

Life Plus membership includes membership for the rest of your life, **plus includes some great extra benefits:**

1. Registration to the annual ASCA World Clinic, which includes the annual Awards Banquet, and the World Clinic Yearbook on CD. (This averages out to be valued at over \$450 a year.)
2. Access to the ASCA Certification Schools Levels 2-5 at the World Clinic and a copy of the ASCA Certification and Enrichment home-study courses, both existing and those to be developed in the future. (33 exist now, an over \$1200 value.)

Pricing increases for these membership options as of September 1, 2016 will be:

	<i>current</i>	<i>from Sept. 1, 2016</i>
US Life Membership:	\$600	\$800
US Life Plus Member:	\$1500	\$2000
International Life Member:	\$1000	\$1500
International Life Plus:	\$2000	\$2500

To find out more about becoming a Life or Life Plus member, or to upgrade your Life membership to Life Plus, please call 1-800-356-2722 or +1-(954) 563-4930 for international members, and we would be glad to help. You can also become a Life or Life Plus member at any time [on the ASCA website](http://www.asca.org).

Thank you for your continued support of the American Swimming Coaches Association!

Shawn King
Member Services Director



ASCA World Clinic Yearbook Volume 47 - 2015

ORDER FORM

(Submit completed form and payment by mail, phone, or through the online store.)

The Solution for **Keeping Up with Your Profession.**

EDUCATION & INSPIRATION

From the Best in the Business

Order Your Copy Today!

The 2015 World Clinic Yearbook contains transcripts of the presentations given at the 2015 clinic including talks given by: David Berkoff, George Block, Bob Bowman, Frank Busch, John Casadia, Mary Anne Gerzanick-Liebowitz, Bruce Gemmell, Wayne Goldsmith, Eve Julian, Rett Larson, Craig Lord, Ernie Maglischo, Jon Rudd, Todd Larkin, Jim Richardson, Jon Sakovich, Todd Schmitz, Bill Sweetenham, Travis Tygart, Beth Winkowski and more.

Order via the form below,
by phone at 1-800-356-2722 or
online in the [ASCA Online Store](#).

Or send completed form to:

American Swimming Coaches Association
5101 NW 21st Avenue, Suite 530
Fort Lauderdale, FL 33309



World Clinic Yearbook 2015 – Choose Option:

* For any binder order to an international address, please add \$25.

☐ Binder Version - \$30*

☐ CD Version - \$30

☐ Binder & CD - \$45*

Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Province: _____ Country: _____

Phone: _____ Email: _____

Method of Payment: ☐ Check ☐ Credit Card (American Express, Discover, MasterCard or Visa)

If paying by credit card, please complete this information:

Card number: _____ Expiration Date: _____ Signature: _____

AMERICAN SWIMMING COACHES ASSOCIATION

5101 NW 21st Avenue, Suite 530, Fort Lauderdale, FL 33309 • tel: 1-800-356-2722 • fax: (954) 563-9813 • web: www.swimmingcoach.org

Why did WSCA change its approach to FINA and the WSA from 2010 to 2015?

by George Block, WSCA President

In 2010, at the WSCA convention in Indianapolis, USA, the WSCA Board gave two instructions to our Executive Director. The first was to work with the FINA Executive Director, if possible and productive, and if not, the second imperative was to "blow FINA up". No explosives were transferred; the second instruction was a bit metaphoric.

What the metaphor referred to was the understanding (both academically and pragmatically) that it is **easier to blow up an existing large, bureaucratic organization and start over**, than it is to significantly reform that same organization. We had lived through that experience in the USA. The AAU [Amateur Athletic Union] was no longer serving its member sports well, so Swimming lit the fuse to blow up the AAU and start over with the current National Governing Body format that everyone recognizes today. At the same time, the Olympic House was no longer serving the needs of Olympic athletes, so Congress blew it up and chartered the United States Olympic Committee that we know today, as well.

The WSCA Executive Director, John Leonard, tried to work with the FINA Executive Director, Cornel

Marculescu, on two, specific issues, but after losing the battle over the plastic-bag suits to the world's coaches and federations, Marculescu was doing everything possible to avoid the coaches from growing their voice in the sport, while controlling that of the federations. Simultaneously, we saw doping growing rapidly again, completely unchecked, and—if rumors were true—even aided, by FINA.

The five years from 2010-2015 were largely spent trying to "work within the system" to get international federations (IFs) and national federations (NFs) to seriously take on FINA and the World Anti-Doping Agency (WADA) about the growing evidence of doping. Neither approach was effective.

By the time the WSCA Board convened in Cleveland in 2015, the rumors we had heard about doping and bribery across the spectrum in world sport were being exposed. The elected leaders of FIFA (soccer IF) had been handcuffed and police-escorted, in their pajamas, out of a luxury Swiss hotel. The IAAF (Track & Field's IF) was neck-deep in the worst doping scandal in the history of sport, while a blue-ribbon commission was wrapping up its investigation

into Russian doping (suspiciously delayed until after Russian World Championships). Additionally, the International Olympic Committee (IOC) targeted FINA's traditional poor governance practices in its own sports governance reform effort for itself and its member IFs and National Olympic Committees (NOCs).

When the WSCA members gathered around the board table in Cleveland, no longer did people think we needed to blow up FINA. It seemed to be doing a fine job of blowing itself up. The World Swimming Association (WSA) Board wanted to create a safe place to go when FINA imploded. With the help of two international law firms, WSCA developed the framework of a WSA constitution and bylaws that could be developed in detail online by the coaches and swimmers of the world. That effort is well underway.

In 2010, the world's coaches wanted to enlist the help of all of our NFs to get FINA and WADA to reform themselves. By 2015, perspective had changed. Every coach around that table had long-term, deep friendships with many members of their own NF. They generally realized that

(continued on next page)

both the **staff and elected officials in our NFs were in an impossible situation.**

The NF staff and officials were **significantly dependent** (and in many cases completely dependent) **on NOC or governmental funding**, which was often the same thing, government funding passed through NOCs to NFs. Those funds were completely dependent on performances at FINA-controlled World Championships and the Olympic Games. The NFs were in the same, unproductive position as publicly-help American corporations that often have to sacrifice long-term health for short-term profits. The NFs lived from year-to-year, completely dependent on FINA performances, while the NOCs lived from quad to quad, completely dependent on Olympic performances. **The NFs could not do anything that could negatively impact FINA relationships; the NOCs could not do anything that could negatively impact IOC relationships.**

The coaches had a different perspective. The fundamental ethics of coaching is to protect the long-term career of the swimmer and the long-term health of our sport. Any compromise to that long-term approach is viewed as unethical. The coaches around the table recognized that their friends in their own NFs and NOCs were captive to a short-term existence. Only the coaches were free to look toward and build toward a long-term solution.

Instead of being frustrated that our NFs couldn't fight FINA or the IOC, the coaches (paraphrasing Anderson and Adams in Mastering Leadership) decided to: enthusiastically embrace the challenge of being responsible for the future of the sport and for creating the future to which every member aspired. The coaches left the short term to their federations and decided to **create an alternative international organization** that every swimmer, coach, official, family member and swimming fan could affirmatively and individually join (since none of us actually join FINA).

This organization would be lean, single-sport (Swimming only) and mission driven. The mission would be to teach the world to swim for safety, health and fitness. Sponsors would be challenged to develop 6-lane, instructional and training pools that could be maintained and sanitized with off-the-shelf parts and sanitizers. Swim schools and seasonal swim teams would provide the broad base of membership, with national Age Group participation and performance serving as the real measure of success. Elite performance would not be the purpose of, but the result of, the efforts of this organization. Elite performance would be both the celebration of and the catalyst for grass-roots development.

With both coaches and swimmers worldwide agreed on the type of organization we want (mission driven, athlete centered, and professionally managed), all we had to do was

harness the power of the internet to "open source" the development of this **World Swimming Association.**

Membership is now available for anyone who wants to join at the ground floor and be a part of its development. In 2017, in Washington, DC, USA, we will have our first quadrennial convention. Meets and programs will start shortly after that.

We will respect the role of FINA as the rule-making body of our sport; however, since FINA failed to enforce those rules, we will not respect them as the rule enforcer of our sport. They failed us on artificial aids (plastic bag suits). They have failed us for decades on doping. They even fail to enforce their own lax governance rules (giving its highest award to Putin). We cannot let them continue to fail in enforcement.

The WSA will be mission driven. It will be transparent financially and politically. It will be voluntary; no one will be forced to join. It will be financially fair to its athlete members. It will protect those athletes from doping and scandal.

With coaches and athletes agreeing on both mission and outcomes, it does not take a lot of money to start the organization, but money will follow. Money can be forced to move corruptly, or it can be allowed to flow freely and follow good governance, a noble mission and superb, clean athletes.



Join the
World Swimming Association
today at

www.worldswimming.org

HELPING YOU FINISH FAST



Official Racing
Lanes of the
American
Swim Coaches
Association

- ◆ Highest quality Racing Lanes at affordable pricing
- ◆ Over 25 years of aquatic experience goes into every product
- ◆ Made in the USA
- ◆ Environmentally sustainable materials



**Call ASCA at 800.356.2722
to order your Racing Lanes.**

A portion of each sale will benefit
ASCA programming.

THOMAS
SPORTS PRODUCTS, LTD

Toll-free **888.499.7946**
ASCA@TSPRacingLanes.com
www.TSPRacingLanes.com/ASCA

SCIENCE and COACHING

by John Leonard

OK, I take this "personally". For those who think that's a fault, I will kindly disagree. I've been at ASCA for 31 years now. When ignorant people with no history at their disposal, whom have never spoken to me nor any ASCA Board member, make statements about "what ASCA thinks", I do hear "what JL thinks"-shoot me. I also believe that if you don't take your work personally, it's not important to you. And only my children are more important to me than the ASCA.

So recently a very ignorant person had the audacity to state that ASCA "thinks coaches should only learn from coaches". (And state it in writing, even more stupidly.)

Here are the FACTS:

1) ASCA formed the first and ONLY peer-reviewed scientific journal in Swimming ([*Journal of Swimming Research*](#)). It was formed by my predecessor in this job, Dr. Keith Sutton, in 1984, a year before I got here. I maintained it, supported it, nurtured it, believe in it, and continued to support the funds that paid for it. We had wonderful editors, including Dr. Mary Sutton (Keith's wife and a brilliant medical person in her own right); Dr. Rick Sharp, physiologist; Dr. Joel Stager, physiologist; and now, Dr. Jan Prins, of the University of Hawaii, one of the foremost scientists in swimming.

2) Let's define science, since I really, really, really support real science. Science is peer-reviewed publication of your paper... and inclusion in the Journal for which the "peers" do the reviewing. Here is what real science is not. It is not having a Ph.D with your name, and thus your every pronouncement, is "science". It is not declaring your "research" as science (or twinkies would be confirmed as "health food" by the "research" of General Foods Corp). It is not having your opinions masquerade as science because you want to build your business via the internet, where any shyster can promote anything and get

away with it. If it is not peer-reviewed as a publication, it is not science.

3) The so called "author" of the idiotic comment above says I (ASCA) do not respect science. Nonsense. We respect, support, seek and eagerly listen to real science. Those are facts. We reject "internet marketing" using the magic term "science" as a way to sell yourself and your crap. Be real with your science, or tell the truth and call it your opinion. The great thing about the USA, is we all have a right to our opinion. So do you shysters. Have at it. But when you lie about what you do being science, yes, you have an enemy at ASCA and with me.

4) Here's what I truly think: The best source of information on coaching is coaches. I don't want a physiologist "coaching my child"; I don't want a psychologist coaching my child; I don't want a nutritionist coaching my child; I don't want a biomechanist coaching my child. I want a coach coaching my child. A coach knows that "all of the above" have contributions to make to the process... and that none of them is "the answer".

And, by the way, the truth is that most scientists are part of the "If I have a hammer, every problem looks like a nail" school of thought. The biomechanist thinks all the answers are in stroke mechanics, the physiologist thinks all would be grand if the physiology is right, etc. etc. etc. Only the coach gets the whole picture.

Here is a thought experiment for you: your child has a brain tumor. He needs an operation. Do you want the guy with the Ph.D, who teaches neurology at the university doing that operation, or the surgeon who has 1,000 successful brain operations on his record to do the work? Duh.

Throughout the world history of Swimming all the best performing coaches have sought out science, looking for help. But none of them

blindly did what some scientist said. They asked scientists to be our collaborators in the process of learning how to produce athletes. This has been true especially in Australia and the USA, which has produced the historic "lion's share" of ideas in swimming.

Real science is fantastic and hugely useful. Any real scientist will tell you that rarely does science find clear answers. Instead, it reveals more accurate questions to answer and seek responses to. This makes "real science" remarkably frustrating to the practitioner, the Coach. We largely look for answers; science largely can't provide them. But we get great ideas on where to experiment in athlete development, by the questions that real science unveils.

So, yes, the most useful information for coaches comes from other coaches, who have been there, done that, produced real world swimmers and continue to do so. "The proof is in the pudding", without a doubt. That doesn't make ASCA (or me) "anti-science"; we respect, use, love, real science. And the JSR has been a huge contributor to our sport over the past three-plus decades (thank you editors and review boards, made up of real scientists). Our schools are developed with the help of "real scientists" in all the relevant cases. We use science all the time.

What we don't respect is you shysters doing pretend science and presenting it as science, in order to make a living. Real science is rigorous, structured and academic.

Whether you are a coach, parent, swimmer, when you come upon a self-described "scientist" hawking his ideas, the first question you need to ask is where is your work published? Second, is the publication peer-reviewed? And follow up on those answers to ascertain their validity.

Science, we love ya!

End of Summer Season & Achievement Celebrations are Coming

RECOGNIZE ALL OF YOUR Athletes' Achievements

This nationally recognized patch program is based on the National Age Group Motivational Time Standards (B-AAAA), available on the web at www.swimmingcoach.org/shop/.

Ordering is easy!

3 Convenient Ways to Order:

- Call our office toll free at 1-800-356-2722
- Online at www.swimmincoach.org
- Using the order form on the back of this page.

- **Chevrons** (1" x 4") - **\$1.00** ea.
Available in Best Time, or by stroke and time level: freestyle, backstroke, breaststroke, butterfly, and IM.
- **Age Group Emblems** (4") - **\$4.00** ea.
Available in ages 10&U, 11&12, 13&14, 15&16, 17&18.
- **Carabiners** - **\$4.00** ea.
- **Team Record Patch** - **\$2.00** ea.
- **Team Record Pins** - **\$1.25** ea.

Don't Forget!



CONTACT ASCA TO
ORDER NOW!
1-800-356-2722



American Swimming Coaches Association
5101 NW 21st Avenue, Suite 530, Fort Lauderdale, FL 33309
1-800-356-2722 • (954) 563-4930 • Fax: (954) 563-9813

In Memoriam: **RAY ESSICK**

We lost a giant recently: Raymond B. Essick passed away on May 21, 2016.

Early in my coaching life, Ray was my older friend--emphasis on "friend". He taught me a ton.

When I started at ASCA, we had our differences of opinion. Pretty strong ones because we were both stubborn, strong-willed men, who represented vastly differing organizations with the "best interests of American Swimming" at the heart of both.

He was always a giant in our sport. Many today stand on his shoulders and, sadly, may not even know it. I know he was the stone on which I sharpened my skills. He helped make me who I turned out to be. Truth be told, I think both of us took pride in our disagreements. I don't know if that's good or not.

He took U.S. Swimming from a shoe box to the best national governing body in the world. I can't even imagine anyone else in our time who could have done that--just Ray. What a man.

At the end, we were friends once again. His loss is felt keenly by all who knew him.

What follows is his official notice of passing and an editorial by his successor, the equally remarkable Chuck Wielgus.

Thank you Ray.

Raymond B. Essick III 1933 - 2016

Raymond Brooke Essick III, 82, of Colorado Springs, CO, passed away peacefully at his home on May 21, 2016

Ray was born September 18, 1933 in Murphysboro, IL. He graduated from Senn High School in Chicago, IL and continued on to receive bachelors and masters degree from the University of Illinois. Ray was married to Frances (Toni) on June 14, 1958. They were married 57 years.

Ray's coaching career spanned 22 years including Lake Forest Swim Club, New Trier High School, Southern Illinois University and Harvard University. He led the Southern Illinois University team to seven appearances at the NCAA national championships, finishing in the top 20 each time with twenty one of his swimmers named as All-Americans. For this, he was recognized as NCAA Coach of the Year in 1972. He then moved his talents to Harvard University, where he lost only one meet during his tenure. In 1976, Ray took the reins of American swimming as the AAU's swimming administrator. When United States Swimming was created as the National Governing Body in 1980, Ray became its first Executive Director. He remained in that position for 17 years until his retirement in 1997, leading the sport through a period of enormous growth and prosperity.



Ray is survived by his wife Toni and his children -- Ray IV, Anne (Shimp), Brad and Kate. He is also survived by his sister Mary Bartolucci and his six grandchildren - Ray V, Reed, Kyle, Oliver, Chris, Madeline. Ray is preceded in death by his mother Ida "Nanny" Essick Sutherland and his father Raymond "Doc" Essick, Jr.

In lieu of flowers, memorial donations may be made to USA Swimming Foundation, a philanthropic arm of USA Swimming that raises funds to strengthen the sport from grassroots to gold medals. The family of Raymond B. Essick III wishes to thank USA Swimming and the swimming community for their support.

[Please click here](#) to make an online donation in memory of Ray B. Essick.

Cards can be mailed to:

Toni Essick
Brookdale Bear Creek Assisted Living
1685 S 21st Street
Colorado Springs, CO 80904

The Chuck Wielgus Blog: Ray Essick

5/31/2016

American Swimming said goodbye to a lion recently, with the passing of Ray Essick. Ray was USA Swimming's first Executive Director, assuming the role in 1980 when USA Swimming was formed and serving until his retirement in 1997. Previously, Ray had overseen Swimming in his role with the AAU; and before that he had been the Head Coach at Harvard and Southern Illinois.

Ray Essick was "Old School" in every way. He was smart, opinionated, headstrong, and if you got to know him well, a bit of a softy. In his time, sports leaders lived hard and played hard, and Ray could hang with the best of them. He was fun to be around, but his standards were high and he expected the best.

When I became the Executive Director for the U.S. Canoe and Kayak Team in 1989, I was an Olympic greenhorn. I was looking around for role models and mentors. I found one in Ray.

In those days, USOC Board meetings were monstrous affairs. There were 125 members of the USOC Board of Directors, and when they met it became a large tribal gathering. All NGB Executive Directors came to those meetings, along with senior staff from the USOC. A typical USOC Board meeting probably included no less than 250-300 people.

With governance reform and downsizing, the USOC has lost some of its old sense of being an Olympic "Family." I understand the rationale for many of the changes and cost-savings that have taken place over the years, but I also think we lost something important when we lost that sense of family.

Ray was a family guy, and USA Swimming was a huge part of that. He treated people within the swimming community as his family. Swimming was certainly successful, but I also saw how Ray was held in high regard. He served on some of the most important USOC committees, and he clearly understood what it took to achieve performance success. The more I got to know Ray, the more I learned from him.

When I was given the opportunity to succeed Ray in 1997, I took the job knowing that the expectations for continued success were exceedingly high. However, I also saw big opportunities to grow swimming and to raise the national profile of our sport. And it was because of the foundation and the infrastructure that Ray had put in place that we were able to grow more.

Bringing television and corporate sponsors to the sport would not have been possible without the pieces that Ray had put in place. Under Ray's leadership, USA Swimming had constructed an infrastructure of programs and services that provided a solid foundation.

Ray was always thinking about athlete success, and while many NGB's hesitated to put too much funding toward elite-athlete programs, USA Swimming from the start identified the National Team program as a priority. This was not the case for every NGB in the past.

I always considered it an honor to succeed Ray, and I think he was pleased with the way the sport he so loved continued to grow following his retirement. He certainly had a lot to do with setting the course that has put USA Swimming into the place it is today.

Ray also left me with a bit of "Old School" attitude... and a lot of reasons to smile.



Essick (left) on deck coaching during his tenure at Southern Illinois University.



Essick from his time at Harvard University.



Essick during his time as Executive Director of U.S. Swimming, with then-USS president Carol Zaleski.



Essick (seated) with Bob Steel at his induction last year into the ASCA Hall of Fame

YOUR CLINIC

IN
YOUR POOL



SWIM CLINICS AND CAMPS START BUILDING YOURS TODAY

Customized Curriculum

- By Ability Level
- By Age (Youth and Masters)
- By Stroke
- Speed and Power
- Elite Camps (AAAA+)
- Coaches Seminars
- And more...

PROFESSIONAL

- On-site Clinic Management
- Marketing including a website, postcards, banners, posters, HTML Emails, social media
- And more...



For information and to contact us:

VISIT: FITTERANDFASTER.COM

(786) 837-6881

10 Unforgettable Quotes by Jim Rohn

**The late personal development legend's words still ring true
with his millions of fans.**

by Jesus Jimenez, Success

When personal development legend Jim Rohn passed away in 2009, he left an incredible gift: his encouraging, uplifting messages and inspiring, thought-provoking quotes, beloved by millions and shared throughout the world to this day.

Success celebrates and remembers the life of Jim Rohn with 10 of his most beloved quotes:

#1

"Don't wish it was easier, wish you were better.
Don't wish for less problems, wish for more skills.
Don't wish for less challenge, wish for more wisdom."

#2

"The challenge of leadership is to be strong, but not rude;
be kind, but not weak; be bold, but not a bully;
be thoughtful, but not lazy; be humble, but not timid;
be proud, but not arrogant; have humor, but without folly."

#3

"We must all suffer one of two things:
the pain of discipline or the pain of regret."

#4

"Days are expensive.
When you spend a day you have one less day to spend.
So make sure you spend each one wisely."

#5

"Discipline is the bridge between goals and accomplishment."

#6

"If you are not willing to risk the unusual,
you will have to settle for the ordinary."

#7

"Motivation is what gets you started.
Habit is what keeps you going."

#8

"Success is nothing more than a few simple disciplines,
practiced every day."

#9

"Don't join an easy crowd; you won't grow.
Go where the expectations and the demands
to perform are high."

#10

"Learn how to be happy with what you have
while you pursue all that you want."

Recruiting Manners

by Jimmy Tierney, McKendree University

Have good manners gone by the wayside in our swimming world? I had never really considered this until recently, due to numerous situations surrounding swimmers for my college program. It seems to me that some of the manners we teach at home should apply to our athletes in the recruiting process.

As a young boy growing up in the South (I will assume this upbringing is not limited to my fellow southerners), I was constantly being reminded of proper manners: "Jimmy, say 'please'", "Jimmy, let girls go first", "Jimmy, say 'excuse me'", "Jimmy, don't use those bad word".

In fact, I can remember fearing my father's reaction if I was ever caught violating one of their sacred rules of proper behavior or etiquette in interactions with other people. Woe was me if I ever forgot to wait at an entrance to a building or home, and not hold the door for a woman. Just the same, all good deeds that I may have built up over a week or month of good will would be quickly washed away if I did not write a thank you note a.s.a.p. after receiving a gift (material or otherwise) of any kind.

I certainly believe that parents today still try to teach good manners to their children. But something clearly is missing in the world, or recruiting, by way too many swimmer prospects.

What does this have to do with our beloved sport here? Well, I have unfortunately noticed a recent rash of circumstances that would have had my own parents call me on the carpet if they found out that I was guilty of such behavior or lack of manners. Here is what I have experienced in far too many situations.

I believe that how one responds to communications in general, and how quickly one responds, is important in any interaction with other people. This certainly shows respect or lack of depending on how well it may be done. Many prospects now may go weeks without replying back, even to those schools that they are interested in (not that it should matter from a good manners perspective). It is true that they receive a lot of correspondence and can easily struggle with keeping it all together with their own busy lives. But it is imperative for them to respond in a reasonable time frame in my opinion. It will certainly help the prospect in their relationship with the coach intent on trying to sell them for their team, but also will reveal one's manners in dealing with people.

Though I was not recruited highly out of high school, my parent would have been furious with me if I did not replay back to coaches who were recruiting me within a reasonable time. Even if I was not sure about my interest in a particular school, it would have been stressed that it is proper manners and a show of respect to respond back quickly. (I can assure you that this would have been done within 1-2 days if living in the current social media time.)

The other issue creeping up way too often is that some prospects simply do not respond at all to schools that they have chosen not to attend once a decision has been made. I have been truly floored by the lack of response by swimmers in that category, who I thought I had made a really strong connection with during the recruiting process. In some cases, I tried to call, email and text (legal in Division II) multiple times, with no reply back.

In one instance, I brought a prospect in to campus along with another swimmer, and spent 48 hours trying my best to entertain them in the area

etiquette *n.* • conventional requirements as to social behavior; properties of conduct as established in any class or community or for any occasion.
• the code of ethical behavior regarding professional practice or action among the members of a profession in their dealings with each other.

source: Webster's Unabridged Dictionary, 2003.

(continued on next page)

(with no swimmers yet on campus to assist). I was told by this person that my school was one of her final two choices. Once this person left campus, I never heard from her again, despite repeated attempts to reach out! This is incredible to me.

I have to assume that the parents of these young men and women are probably not aware of the communication habits of their children in these cases. I know that many recruiting service advisors, including Rick Paine of the ACC, generally espouse with their clients the value of great communication with the college coaches, including how to say "no". I have yet to see or hear anyone promote the idea of avoiding the college coach at all costs so as to not have to tell them that their school is not the one.

Truth be told, a college coach would much prefer having a conversation about the decision and hearing directly from the prospect about how they came to their selection. I can certainly tell you that there would be much more respect for those that follow-through in this manner.

There is certainly way more to this subject than what I am highlighting here. I am addressing life skills that will carry for the rest of these young people's lives, such as with job interviews, negotiations, etc. A respected colleague in our sport asked the question of how these young people might react being turned down by someone they ask out on a date. How might one react to not getting a job they were seriously after?

Why is this happening more and more? I can only guess. I do believe that home coaches should be made aware of the problem and add this to the recommendations they make to their juniors and seniors when discussing the recruiting process. Even better would be to share this with the parents as well. Everyone wins if somehow we can impress upon those entering into the recruiting process the value of good communication.

Where are our swimming recruiting manners? I wish I knew!

BRATTER^{PA}

IMMIGRATION LAW FIRM

Your Special Skills can earn you more than medals

You've achieved your athletic dreams through hard work and perseverance.... let us help you achieve your immigration dreams through creative strategies and focussed research. Bratter PA and you. A winning team!

From world record holders like Arkady Vyatchanin to multi time Olympians like Thiago Pereira, Shaune Fraser and Brett Fraser, Bratter PA has developed successful immigration strategies for countless world class athletes.



Arkady Vyatchanin

2 x Olympic Medalist, Serbian National Record Holder.



Thiago Pereira

Olympic Silver Medalist, National Record Holder, Former World Record Holder, Brazil, World Champion.



Shaune Fraser

3 x Olympian, National Record Holder, Pan American Champion, Cayman Islands.



Brett Fraser

2 x Olympian, National Record Holder, Pan American Champion, Cayman Islands.

2015 Fitter & Faster/ASCA Age Group Coach of the Year Nominee

Coach **CHRIS NATOLI**

With twenty years of coaching experience, Chris Natoli strives to instill a level of confidence in his athletes to help them succeed in every aspect of life. Coach Chris got his coaching start as a member of the inaugural swim team at George Mason University, Natoli where he transitioned into its volunteer assistant coach while also coaching groups for the then Curl-Burke Swim Club. Now with Nation's Capital Swim Club, Natoli oversees athletes on their journey from LSC championships through Sectionals, Junior and Senior Nationals, and Olympic Trials. He has coached numerous Potomac Valley record holders, national select camp swimmers, and National Age Group Record holders. When not on the pool deck, Natoli is a dedicated husband to his wife Stacy, and proud father to two future swimmers.



ASCA Fall 2016 Clinic Schedule

ASCA @ 2016 Eastern States Clinic

September 29-October 2 • Cherry Hill, NJ

ASCA courses are September 29+30

courses= Writing Workouts for Age Groupers,
Dryland Training, Level 3, and Coaching at a Swim Meet

Age Group Coaches Boutique 2016

November 11+12 • Fort Lauderdale, FL

speakers: Guy Edson and Jackie Norgren, ASCA

Limited attendance for maximum individual participation
for AGE GROUP COACHES!

Advanced Freestyle Clinic 2016

October 8+9 • Rosemont, IL

speakers: Brett Hawke, Auburn University;
and John Leonard, ASCA

Fun in the Sun 2016

December 16-18 • Plantation, FL

speakers: Todd Schmitz, Colorado Stars;
Gary Hall Sr., The Race Club;
and John Leonard and Guy Edson, ASCA

Midwest High School Coaches Clinic 2016

October 22+23 • Rockford, IL

speakers: Kyle Bedalov, Waukesha North HS;
Blaine Carlson, Waukesha South HS;

Kevin Kinel, Chesterton HS; and Guy Edson, ASCA

First clinic of its kind! Endorsed by the Illinois and Wisconsin
high school coaches associations.

Find clinic information, including sign-up options, on the ASCA website at:

<http://www.swimmingcoach.org/clinics/>



Ways of Growth

thoughts by John Spannuth

Years ago, Dr. Herbert Otto wrote a book titled Ways of Growth. The title came back to me when I recently told someone about Dr. Otto. In a dream, I was explaining Ways of Growth to my friend, Steve Siebold.

Building blocks became part of our discussion. We spoke about how things we learn over the years help to build our knowledge, and how each provides a step in our continuing growth. So, each thing we learn adds knowledge and growth to what we have learned in the past.

As I grow older, I recognize how each step is so valuable. I keep working on building the ladder of success. I think about each step and how it keeps “building me” and helping me to become more knowledgeable. I might be 82 years young, but I know how vitally important it is to keep reading, listening, and looking for ways of growth.

Years ago, Dr. Herbert Otto was one of the major leaders in the Human Potential movement. He was “discovered” when he wrote a book titled A Guide to Developing Your Potential. In the 1950s, I heard Dr. Otto speak at a conference, and became an instant student of his. I read every book he wrote. Each book helped me gain a “higher level”. Eventually, Dr. Otto became a mentor of mine. We spent many hours together exploring ways to grow.

He was the Keynote Speaker for the first annual ASCA National Conference and Clinic, held in Fort Lauderdale, Florida at the International Swimming Hall of Fame in 1969. When I lived in Bartlesville, Oklahoma, I was working at the national headquarters of Phillips Petroleum Company, with the goal of building the best-known Age Group swimming team in the country. One of the major factors that helped me to accomplish my goal was information I had learned from Dr. Otto.

When I first met him, he helped me understand that the average healthy human being is functioning at less than 10% of their potential. He spoke of the physical and mental capabilities we have that we don’t use. Physically, he spoke about this example: a person sitting in their living room hears two cars collide in the street, rushes out to the street, and sees a small child pinned under one of the cars. Without thinking, he lifts the bumper of the car and allows the child to be pulled to safety.

As things start to settle down, he tried to demonstrate how he lifted the car so the child could be pulled to safety. But when he tries, he cannot budge the car. Why could he lift the car after rushing out of his home to the site of the collision but not now? The reason is that when he needed the “special power”, he wasn’t thinking about how heavy the car was. He just realized

the importance of getting the child out from beneath the car! Without thinking, he lifted the car. But when there was no emergency, he couldn’t budge it.

This points out the tremendous power that we have, AND that we can use under extreme emergencies. Why could he do it then, but not when there was no extreme emergency? The answer is the hidden power we have physically that we do not often use. We can use our brain so much more than we do now. So remember: the average human being is functioning at less than 10% of their ability physically and mentally.

While listening to a CD from *Success* magazine, I heard Jack Canfield (co-author of Chicken Soup for the Soul) say that years ago he was trying to decide what to do with his life. After graduating from college, he listened to one speaker’s talk that changed his life. That speaker’s message motivated him to pursue and experience a long, successful life that allowed him to help millions of people in so many ways.

Throughout my life, the messages from Dr. Otto have also helped me to be helpful to millions of people. It is important for us to use our powers, talent, and knowledge to help others. I believe we need to give people hope, and help them to grow and find real joy and happiness.

What can you learn in ASCA's "Schools" at the 2016 World Clinic

by John Leonard

What will I learn? Certainly the most important question you can ask.
Here's my short and simple answers.

Tuesday

Level 4 - The Leadership School

Date: Tuesday, September 6, 9:00 a.m.-4:00 p.m.

Instructor: Coach George Block

Every single day you step on deck, you lead. Leadership is not a "gift", it is a learned process with science behind it. And it's simple (not to be confused with easy). In fact, it's hard. But your coaching career will go exactly as far as your leadership skills will take you. And your contribution to our sport will be measured in your ability to lead others. Come learn the process. You'll leave with PAGES of information that you can use tomorrow and every single day.

Coach Block, an ASCA Hall of Fame coach, is also one of the greatest sport leaders in the last 50 years. Currently President of the World Swimming Coaches Association.

Teaching Age Group Sports Psychology to Your Age Group Swimmers

Date: Tuesday, September 6, 9:00 a.m.-1:00 p.m.

Instructors: Coaches John Leonard and Kathleen Klein Prindle

As Yogi Berra said "Half of baseball is 90% mental." So too with successful coaching of Age Group athletes. They need to learn a process that allows them to be their "best selves" (peak performance) at any given moment in time. Competition success and practice success are completely linked. Learn the process to creating a peak-performance mindset and being able to access your best self as an athlete, and... learn how to teach it to your Age Group swimmers. The course will focus on "real world" issues and situations you face with your athletes at every practice and every competition. It will also discuss how to help your athletes build more successful lives and careers with simple life skills development.

Coach Leonard has been an Age Group coach for 46 years, and Coach Prindle is a Senior coach in South Florida.

Note: Additional learning opportunities outside of the talks at the 2016 ASCA World Clinic will run on Thursday, Friday, Saturday and Sunday. Please visit the ASCA website (link on next page) for more information.

(continued on next page)

Wednesday

Level 2 - The Stroke School (The Construction of Swimming Strokes)

Date: Wednesday, September 7, 8:00 a.m.-4:00 p.m.

Instructors: Coaches John and Jackson Leonard

The primary responsibility of a swimming coach is to build the stroke competence of our swimmers. This course, the most popular of all ASCA courses, explores swimming strokes from a scientific and a practical teaching standpoint. It reviews today's elite athletes via video, and then spends the most of its time discussing teaching appropriate stroke techniques to new swimmers. You will gain a deep understanding of the history and present of each stroke, and multiple tools on how to teach it effectively. Primarily a visual based course.

John and Jackson Leonard are both Age Group coaches.

Level 3 - The Physiology School (Effective Planning and Execution of Training of Athletes)

Date: Wednesday, September 7, 8:00 a.m.-4:00 p.m.

Instructors: Coach David Marsh and friends

How to plan training is a critical coaching skill, and how to execute (or make that planning and training effective and real) it is just as important. This course will discuss both Age Group and Senior training for all events, with an emphasis on practical applications daily in practice.

Coach Marsh is the 2016 USA Olympic Head Coach for Women, and one of the most successful NCAA and club coaches in history. He was mentored by some of the historic coaching names in our sport, and he and his staff will share both the science and the art that they have learned over his career.

Level 5 - The Administration School (Superior Club Administration and Business)

Date: Wednesday, September 7, 8:00 a.m.-4:00 p.m.

Instructors: Coaches John Bitter and Paris Jacobs

This IS NOT your normal Level 5 School; it's a NEW version (as an option) that focuses on AMAZING performance. It's for the club that wishes to be a multi-million dollar business, that both produces spectacular athletes AND is a highly profitable business model. It is not the usual "how to build a good club" program; it's about how to build the truly great club and the things you have to do differently. This is a NEW COURSE in 2016, and will be an on-going OPTION for Level 5 Certification in the future. ONLY available LIVE, and in the future will be multi-day course.

So, who are these guys? John Bitter is the long-time head coach and CEO of Santa Clara Swim Club, home of multiple Olympians and also a multi-million dollar operation with superb operations at every level. Paris Jacobs is one of the owners of Machine Aquatics in the DC area, and built this multi-million dollar enterprise FROM SCRATCH! Two brilliant businesspeople and coaches. Don't miss them if you want GREAT.



2016 ASCA World Clinic

September 6-11 • Fort Lauderdale, FL

Further information, including registration and schedule, available online at:

<http://www.swimmingcoach.org/worldclinic/>



2016 ASCA World Clinic Registration Form

September 6-11, 2016 • Fort Lauderdale, FL

Please Choose Clinic Registration Type:

	Feb 16 - Apr 30	May 1 - Jul 15	Jul 16 - Aug 31	Sep 1 - On Site
<input type="checkbox"/> Current ASCA Member:	\$ 300.00	\$ 350.00	\$ 400.00	\$ 450.00
<input type="checkbox"/> New/Renew US Member:	\$ 350.00	\$ 400.00	\$ 450.00	\$ 500.00
<input type="checkbox"/> New/Renew International Member:	\$ 400.00	\$ 450.00	\$ 500.00	\$ 550.00
<input type="checkbox"/> New Life Plus Member:	----- \$1,500.00 (includes ALL future World Clinic registrations) -----			
<input type="checkbox"/> New Life Plus International Member:	----- \$2,000.00 (includes ALL future World Clinic registrations) -----			
<input type="checkbox"/> Current Life Plus Member:	----- FREE World Clinic registration -----			

Additional Educational Opportunities Pre- and Post-Clinic at Additional Cost:

<input type="checkbox"/> Teaching Age Group Sports Psychology	Tue. 9/6 (9:00 am - 1:00 pm)	John Leonard and Kathleen Klein Prindle, Performance Aquatics	\$65.00
<input type="checkbox"/> ASCA Level 4: The Leadership School	Tue. 9/6 (9:00 am - 4:00 pm)	George Block, San Antonio Sports	\$75.00
<input type="checkbox"/> ASCA Level 2: The Stroke School	Wed. 9/7 (8:00 am - 4:00 pm)	John Leonard, ASCA, & Jackson Leonard, Gulliver Swim Club	\$75.00
<input type="checkbox"/> ASCA Level 3: The Physiology School	Wed. 9/7 (8:00 am - 4:00 pm)	David Marsh & Bob Groseth, SwimMAC Carolina	\$75.00
<input type="checkbox"/> ASCA Level 5: The Administration School	Wed. 9/7 (8:00 am - 4:00 pm)	John Bitter, Santa Clara SC, and Paris Jacobs, Machine Aquatics	\$75.00
<input type="checkbox"/> Dryland for Age Group Athletes	Wed. 9/7 (1:00 pm - 5:00 pm)	Keenan Robinson, Arizona State University	\$65.00
<input type="checkbox"/> SwimAmerica Learn-to-Swim Conference	Thu. 9/8 (9:00 am - 4:00 pm)	Speakers to be announced.	\$99.00
<input type="checkbox"/> Special Seminar with Dave Salo	Thu. 9/8 (1:00 pm - 5:00 pm)	Limited to FIRST 40 Registrants!	\$200.00
<input type="checkbox"/> Special Seminar with Mark Schubert	Fri. 9/9 (1:00 pm - 5:00 pm)	Limited to FIRST 40 Registrants!	\$200.00
<input type="checkbox"/> ASCA International Masters Coaching Course	Fri. 9/9 & Sat. 9/10 (8:00 am - 4:00 pm)	Scott Bay and Friends	\$200.00
<input type="checkbox"/> USA Swimming Build-A-Pool Conference	Sat. & Sun., 9/10 and 9/11	Register via USASwimming.org .	
<input type="checkbox"/> CPR & Safety Training for Swim Coaches	Sun. 9/11 (8:00 am - 11:00 am)	Jackie Norgren, ASCA	\$150.00
<input type="checkbox"/> Working Successfully w/Swimming Parents	Sun. 9/11 (8:00 am - 12 Noon)	John Leonard, ASCA	\$65.00
<input type="checkbox"/> Writing Age Group Workouts by Objectives	Sun. 9/11 (8:00 am - 12 Noon)	Guy Edson, ASCA	\$65.00
<input type="checkbox"/> SwimAmerica Training	Sun. 9/11 (8:00 am - 12 Noon)	Contact Julie Nitti to register: 1 (800) 356-2722 or jnitti@swimmingcoach.org .	
<input type="checkbox"/> Certified Pool Operator® course	Sun. 9/11 (8:00 am - 5:00 pm)	Duffy Dillon, ASCA	\$300.00

World Clinic Yearbook 2016: (choose option)
Pre-Order Price ONLY.

☐ Binder version - \$20.00 ☐ CD version - \$20.00 ☐ Binder and CD - \$30.00
(*\$25 will be added to all binder orders to international addresses.*)

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____ Country _____

Phone _____ Email _____

Amount Enclosed / Total: \$ _____ Payment: ☐ check (US Funds Only) or ☐ credit card (American Express, Discover, MasterCard or Visa)

Card Number _____ E xp. Date _____ Signature _____

Mail form to: American Swimming Coaches Association, 5101 NW 21st Avenue, Suite 530, Fort Lauderdale, FL 33309
or fax to (954) 563-9813. Register by phone at 1 (800) 356-2722 or (954) 563-4930. Register online at www.swimmingcoach.org.

Hotel: Fort Lauderdale Marriott Harbor Beach • 3030 Holiday Drive, Fort Lauderdale, FL 33316 • Phone: (954) 525-4000 • Rate: Single/Double at \$144 per night

Cancellations: The ASCA cannot issue refunds or credits for any cancellations. We can defer the registration to a year later, under cases at our discretion.

Terms & Policies: The ASCA reserves the right to cancel, reschedule or substitute speakers for particular events, activities or sessions. The ASCA may record or photograph sessions for sale and distribution. By registering, individuals agree that the ASCA may photograph and record audio/video, their attendance and involvement in the program. Individuals agree that the ASCA may use these images/ recordings for promotional purposes. Only the ASCA may electronically record any portion of the convention. Registrants agree to refrain from marketing products or services during the convention except as part of a booth in the Exhibit Hall. Registrants agree to turn off cell phones/pagers or keep on vibrate during the convention. The ASCA does not endorse any speaker's or exhibitor's products or services.

More information about the 2016 ASCA World Clinic available online at: www.swimmingcoach.org/worldclinic/



PARAGON™ STARTING PLATFORMS SERIOUS PRODUCTS FOR SERIOUS SWIMMERS

- ▶ **Tops:** Solid polypropylene top is impervious to corrosion. Cross-grooves enhance drainage for the most solid start. Proprietary, standard sand top finish is non-skid. Non-metallic surface does not store heat from the sun.
- ▶ **Anchors:** Tool-less clamping anchors allow zero-movement. Wedge assembly is easily removed and stored in anchor when platform is not on deck.
- ▶ **Graphics:** Unparalleled graphics. Sand finish is applied to alternating colors inside the logo. Graphics can also be applied to a Track Start Plus+ Back Plate.

**Many upgrades available for your existing platforms.
Call us to discuss your custom solution.**



TRACK START PLUS+
DUAL LEG SIDE MOUNT
WITH HAND GRIPS

888.534.7946 • WWW.PENTAIRCOMMERCIAL.COM

©2016 Pentair Water Pool and Spa, Inc. All rights reserved.



American Swimming Coaches Council for Sport Development
5101 NW 21st Ave, Suite 530
Fort Lauderdale, FL 33309

NONPROFIT ORG.
U.S. POSTAGE
PAID
UNION, NJ
PERMIT #298

RENOSYS... WHERE RENOVATION MEETS INNOVATION



©2013 ARS Inc.



RenoSys began in 1988 with a simple proposition: Deliver Game Changing Ways to Solve Commercial Pool Operator's Problems.

Thousands of clients and 25 years later we are proud to be the unquestioned leaders at fulfilling the promise within that mission statement. Involve RenoSys early in your pool construction or renovation planning, and we promise to show you superior products, creative ideas and state-of-the-art technology as well as how they can all be integrated to save you substantial amounts on bid day. Call for the whole story or visit our special web page...www.renosys.com/game-changers



RenoSys®

Call for a Free Estimate 800.783.7005
www.renosys.com • info@renosys.com

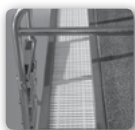
GAME CHANGING IDEAS FOR AQUATICS™



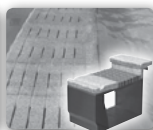
PVC Pool Shells



Recreational PVC Flooring



Gutters, Grating & Perimeter Solutions



Aquatic Conversions



Stainless Pools & Spas



Elevated Pools & Spas