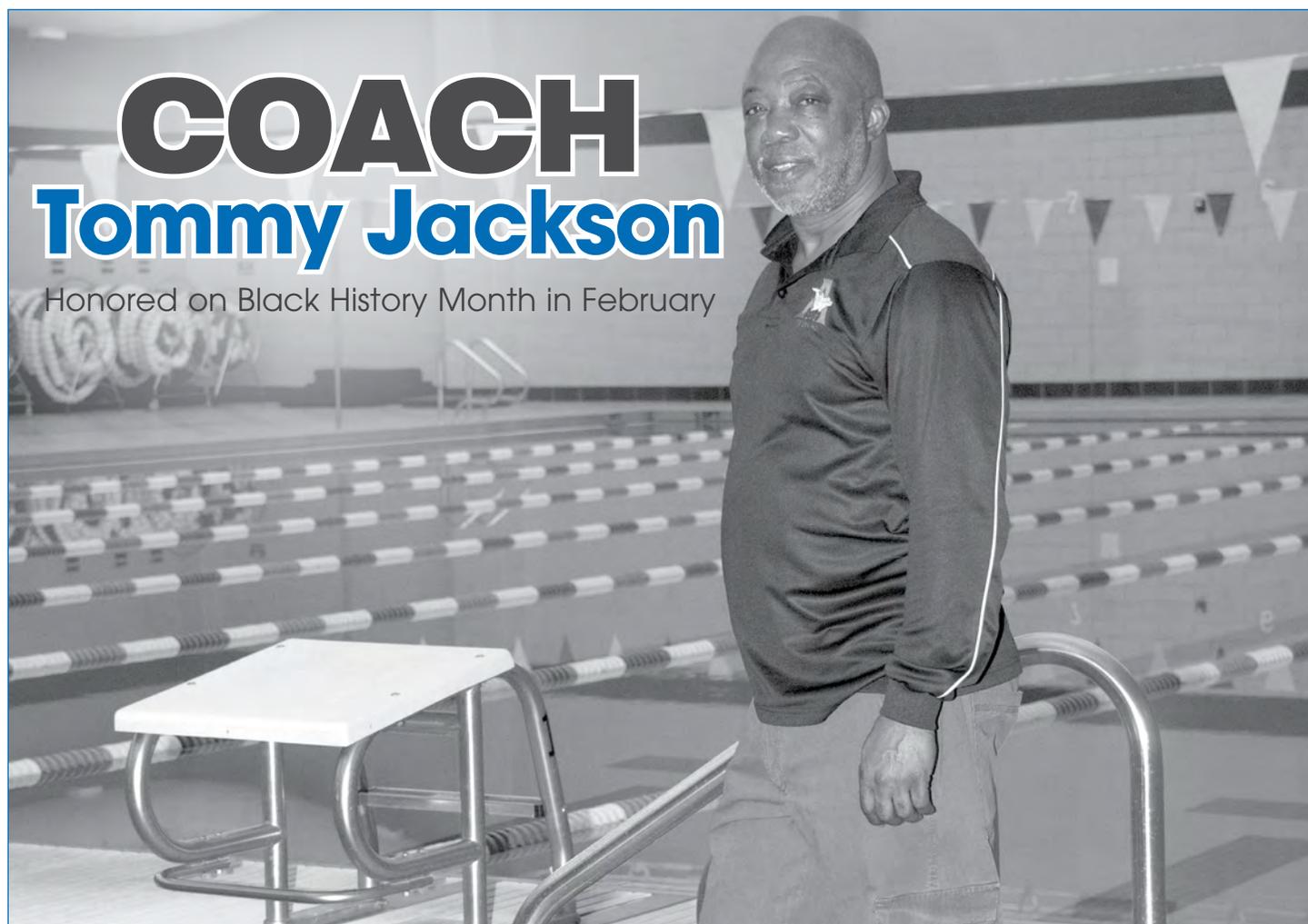


ASCA NEWSLETTER

American Swimming Coaches Association

Leadership • Education • Certification

2016 EDITION | ISSUE 2



COACH Tommy Jackson

Honored on Black History Month in February

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Why this Isn’t the Award Your Kid Should Work For

TOMMY JACKSON - ATLANTA, GA

Head Coach Tommy Jackson brings a wealth of knowledge along with over 36 years of coaching experience to the City of Atlanta Dolphins Swim Team. A native of Moultrie, Georgia, he served three years in the United States Army as an artillery man while serving one year of combat during the Vietnam War.

He later attended Albany State University in Albany Georgia from 1972-1976, where he swam and dove competitively for the school’s Swimming and diving team. He received a Bachelor’s Degree of Science and Graduated Cum laude from Albany State University in 1976. He attended Georgia State University in Atlanta, Georgia from 1976-1978 and received

a Master Degree of Education with a concentration in Physical Education.

In 1974, he became an American Red Cross Volunteer to teach Water Safety Program. He holds CPR Certification, First Aid Certification, Water Safety Instructor, and Water Safety Instructor Trainer Certification, Lifeguard Training Certification, Lifeguard Instructor Certification, Lifeguard Training Instructor Trainer Certification, United State Swimming Certification, United State Swimming National Team Coach 2009-2010 and holds a T-5 Teaching Certification.

From 1976-1978, he taught in the Elementary school in Adel, Georgia.

ASCA Newsletter

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Continued from Cover:
COACH TOMMY JACKSON

Fall of 1978, He was employed at Fort Valley State University as an Instructor of Health and Physical Education. While there he taught health, physical education which included physical fitness, stunts and tumbling, trampoline, roller skating, fencing, swimming, exercise physiology and kinesiology. He was Director of the intramural program, Head Coach of men's Track and Field Program, weight training Coach for State University Athletic Department.

In 1982, he was selected by the Department Chairman of Physical Education to attend Georgia State University to study exercise science from 1982-1983. He returned to teach at Fort Valley State University until 1985. Heath Slater Elementary School and later transferred to Martin Luther King, Jr. Middle School to teach physical education and swimming until 2005.

In 1986, he became an assistant coach and in 1989 became Head Coach of the City of Atlanta Dolphins Swim Team. Under the guidance of Head Coach Tommy Jackson the City of Atlanta Dolphins have help swimmers secure swimming scholarships to attend college, developed State, region and internationally ranked swimmers from the novice level to the Olympic level:

- » Academic-All-American.
- » Host of Team Championships.

- » Finish top 5 Georgia State Championships.
- » Host of Georgia All-Star.
- » Georgia State Record holder.
- » National Age Group Record holder.
- » Host of AAU Junior National Champions.
- » Joe Ferrell Award.
- » Number one Swimmer in the Nation.
- » Number two Swimmer in the Nation.
- » Several top 16 swimmers.
- » Junior National Team member.
- » National Team member.
- » Several Junior National qualifier.
- » Several Senior National qualifier.
- » US OPEN qualifier.
- » Swimmer has broken a total of 11 American Records in his career.
- » Two time Short Course World Championship medalist.
- » Four-time US Open Champion.
- » Five-time World Cup Swimming Champion.
- » Two-time runner-up at US National.
- » Short course meter American record holder 50 meter free.
- » 1996, 2000 and 2004 Olympic Trial qualifiers.
- » 1995 Quadriplegic swimmers set first record at Paralympics' Trial held at Georgia Tech.
- » Sydney's 2000 Paralympics Games world record set 100 and 200 meter breaststroke to win 2 gold medals.
- » At 2004 Paralympics' Games Athens, Greece won 2 gold medals 50 and 100 meter freestyle.
- » In 2006, Quadriplegic swimmer won 18 gold medals, 4 silver medals and 6 bronze medals in swimming, setting a new world record, five new American records and seven Pan-American records.
- » Quadriplegic swimmer holds 11 world records, 14 American records, and 14 Pan-American records in swimming.
- » Quadriplegic swimmer In 2002, USA Swimming named him an "Icon of Paralympics in Swimming."
- » In October 2006, Quadriplegic swimmer was nominated for SCI Sports Hall of Fame.

These achievements resulted from a team effort that included administrators, coaches, parents, swimmers and all of Department of Parks Recreation and Cultural affairs. ■

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COACHING WISDOM

Through the Years

An Assortment of Quotes from Various Fine World Clinic Presentations

Coach Jay Benner:

*“A component of this that I felt was very important, was their **Hidden Training**. What I mean by hidden training is very simple: it's what they do away from the pool. It is really hard because it is out of our control, but it's entirely within control of the athlete. There are a lot of choices that high school age athletes get to make. Many of them will hurt them pretty severely in their performance. They need to know they will be held accountable and responsible for those choices. I always talked to them about looking for opportunities and not excuses.”*



Coach Chris Davis – SwimAtlanta

On American Record Holder Amanda Weir:

“If you believe you are an Olympian, well, what is it that Olympians do? They work hard, they eat right, they sleep right, they lift hard. They do all those things to get them to that level. Amanda will tell you that one of the things that gets her to that level and gives her an advantage, is that she goal sets at almost everything. She does it in the present tense as a positive affirmation and it really sticks in her mind. She sees herself at that level and that moves her in that direction and towards that picture. This is a bit of a soapbox for me, but I think it is one of the things that separates her from her competition.”



From a talk by **Coach James “Doc” Councilman** at the 1975 World Clinic, titled “The Search for a Philosophy of Coaching” on swim meet coaching:

“Before you talk about a swimmers mistakes, allow him to rationalize them by sharing the blame with him. ‘John, you went out too hard in that race, and that was my fault, because I failed to remind you to control the first 100.’”



From a talk by **Coach Peter Daland** at the 1975 World Clinic, titled “What It Takes to Be a Successful Swimming Coach.”

“Dedication is absolutely necessary. You've got to be a little bit in love with coaching and a little bit crazy, because if you go around explaining how you spend your days to your conventional friends, its embarrassing because you really can't justify it. You simply can't justify that kind of dedication over a bunch of ten year olds or twenty year olds. You have to be prepared to sacrifice some of the normal pleasures of life which the man next door has because he gets home at 5 PM and you get home at 7:30 (and leave again at 5 AM, perhaps). You have to find new ways of getting to know your family because your small children will be in bed when you get home. There are a lot of living problems involved in this dedication to coaching.”



“...We are coaching because we are trying to get kids prepared for the battles of life that lie ahead of them. This really is the central issue in coaching. We are trying to teach young people to perform and to work without us. We are trying to teach them self-reliance...”

From a talk by **Coach Jack Nelson** (1976 Head Olympic Coach) at the 1975 World Clinic, titled “Professionalism in Coaching.”

“Money is a sixth sense, because without it, we are unable to enjoy the other five. A swimming coach should expect and demand to be paid for his knowledge and experience, just as does the doctor, lawyer and stock broker. Many of us get carried away with the spirit of human kindness and either give it away or sell ourselves so cheaply that we lose the respect of those we deal with. It is my opinion that everyone should pay for any services they receive from a professional, including swimming coaches.”



I also feel that a coach should get involved with local and national politics that affect our teams and our sport. At one time in my coaching career, other coaches said that to me and I said, ‘Don't give me that garbage, I don't want to get involved in that stuff. I hate politics.’ Good God we live it every day! Every day of our lives is politics. We walk on deck and say hello to the pool manager and parents. That's politics. You have to be involved because anyone you don't treat well likely won't treat you well either. There are family politics for all of us. All of life is politics. We have to be involved.”



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From a talk by **Coach Don Gambriel** (1984 Head Olympic Coach) at the 1985 World Clinic, titled “The Selection and Coaching of Sprinters.”

“First, when swimmers are young, a middle distance background is best, as it develops good stroke patterns and efficiency, and it develops a strong heart, lungs, respiratory systems and these type of things. They will need all of that as they mature. Then, once they do mature, it all comes down to adding strength. Long course sprinters do need stroke endurance to hold their best strokes in a continuous fashion in addition to explosive strength. But we have to change that explosive strength into a form of form of power as Doc Counsilman spoke of at such effective length yesterday. Finally I do a lot of what we call transitioning our dryland strength into water strength.”



From a talk by **Coach Bob Mattson**, one of the most respected middle distance coaches of the 1970's from a talk he did at the ASCA World Clinic in 1975. This talk was titled “Conflicts in Coaching” and is as valid in 2016 as it was 41 years ago:

“I believe the World Clinics were created because of a desire of coaches to share with other coaches. As long as I have been coaching, we have discussed the same sort of conflicts each of us face every day. Here they are:



1. Conflicts in owning or renting your own pool.
2. Conflicts in motivation: coach great swimmers versus making a living (profit).
3. Conflicts in concentrating on technique or training.
4. Conflicts in how much/when/how to rest for a competition.
5. Conflicts in what someone should expect from a coach.
6. Conflicts in promoting our sport versus tradition.” ■



A Short List of Short Things heard at the Big Ten Clinic:

- » In breaststroke training do more pulling sets than kicking sets because the arms tire sooner than the legs in races.
- » Cody Miller does his breaststroke turns spinning to the side with head down, bringing hips horizontally to wall, placing heels up and pushing off flat on belly. Coaches talked about it: “It works for him.” I also saw him do it in the meet.
- » Breast Drill: right arm fly (with left arm forward) then left arm fly (with right arm forward), then a breaststroke pull.
- » IM training increases capacity better than free dominated sets.
- » Jeff Kostoff pays great respect to Ed Spencer who he feels was the best IM coach, developmental to elite.
- » Do really crazy things in practice then the lesser things don't seem so crazy anymore.
- » In recruiting breaststrokers look for a “violent” quick feet recovery.
- » In breaststroke, “race your arms back to recovery”
- » Both Purdue and Indian use Urbancek's Color system of training categories: white, pink, red, purple, green. ■

The *Collapse* of **PARENTING**

By Cathy Gulli, January 7, 2016

For modern families, the adage “food is love” might well be more true put another way: food is power. Not long ago, Dr. Leonard Sax was at a restaurant and overheard a father say to his daughter, “Honey, could you please do me a favor? Could you please just try one bite of your green peas?” To many people, this would have sounded like decent or maybe even sophisticated parenting—gentle coaxing formed as a question to get the child to co-operate without threatening her autonomy or creating a scene.

To Sax, a Pennsylvania family physician and psychologist famous for writing about children’s development, the situation epitomized something much worse: the recent collapse of parenting, which he says is at least partly to blame for kids becoming overweight, over-medicated, anxious and disrespectful of themselves and those around them.

The restaurant scene is a prime example of how all too often adults defer to kids because they have relinquished parental authority and lost confidence in themselves. They’re motivated by a desire to raise their children thoughtfully and respectfully. In theory, their intentions are good and their efforts impressive—moms and dads today are trying to build up their kids by giving them influence; they also want to please them and avoid conflict. In reality, parents are at risk of losing primacy over their children.

The dinner table is ground zero. “When parents begin to cede control to their kids, food choices are often the first thing to slide,” Sax writes in his new book, *The Collapse of Parenting: How We Hurt Our Kids When We Treat Them Like Grown-Ups*. A rule such as “No dessert until you eat your broccoli” has recently morphed into “How about three bites of broccoli, and then you can have dessert?”

The command has become a question capped with a bribe, as Sax puts it. Dinner at home requires polling kids on what they’re willing to eat; the options might include roast chicken and potatoes or chicken fingers and fries. You can bet which they choose. So parents renegotiate: How about sweet potato fries?

Parents in North America have become prone to asking their children rather than telling them. “It’s natural,” says Gordon Neufeld, a prominent Vancouver psychologist cited in Sax’s book. “Intuitively, we know that if we’re coercive, we’re going to get resistance.” For trivial choices such as which color of pants to wear, this approach is fine, he says. But “when we consult our children about issues that symbolize nurturance like food, we put them in the lead.” That triggers an innate psychological response, and their survival instincts activate: “They don’t feel taken care of and they start taking the alpha role.”

So if the girl served green peas does eat one bite as her dad asked, Sax says, “She is likely to believe that she has done her father a favor and that now he owes her a favor in return.” Food may be the first manifestation of the collapse of parenting, but many of the problems within families are a result of this type of role confusion. In this way, what happens over a meal is a metaphor for how uncomfortable parents have become in their position as the “alpha” or “pack leader” or “decider” of the family—the boss, the person in charge. The grown-up.

That discomfort comes from a loving place, of course. Many parents strive to raise their kids differently from how they grew up. They say, “I can’t do the stuff I was raised with, it doesn’t feel right. I don’t want to yell, I don’t want to spank,” says Andrea Nair, a psychotherapist

and parenting educator in London, Ont. “There’s a massive parenting shift between our generation and the one before. We’ve come a long way from when you called your dad ‘sir’ and when he walked in the house you would jump out of ‘his’ chair.”

The evolution hasn’t been easy, though. “We’re trying to pull off the emotion coaching but we haven’t received the training,” says Nair. “It’s like teaching your kids to speak French while you’re learning it in the textbook.” Parents have made it a top priority that their kids feel heard and respected from a young age. They want to be emotionally available to them, and for their children to be able to express their own emotions. “Kids have permission to have tantrums now because [they’re] learning how to manage feelings,” says Nair. “Someone said to me, ‘Are we seeing more tantrums now than we used to?’ I wonder.”

Parents also want a democratic household where each family member has a say about what happens—should we go outside now? Are we ready to have a bath? Would you like to have the party here?—and they cultivate independence and freedom of thought in their children. Strict obedience used to be praised; now it is seen as outdated and potentially dangerous. Compliance might mean your kid is a pushover, which no parent wants, especially as bullying has spread from the schoolyard to cyberspace.

There are broader influences shifting the parent-child dynamic as well. Over the past half-century or more, the public has come to scorn power imbalances based on gender, race, religion and sexual orientation, and historic gains have been achieved in the pursuit of equality. Even corporations are now replacing pyramidal management with



“flat organization.” In Western society, where equality for everyone has become a cultural objective and a constitutional right, children are treated like they are one more minority group to honor and empower. “Empower has come to seem virtuous,” Sax says. “Empower everyone, why not?”

But many kids are actually overpowering their parents. That’s the problem, say those working in child development. A functional family unit hinges on the one social construct that contemporary society has been working hard to dismantle: hierarchy. “You need a strong alpha presentation to inspire a child to trust you and depend upon you,” says Neufeld of parents. “If we don’t have enough natural power then we’re hard-pressed to [make] the demand or [set] the limit” for children. “The parent always has to be honored as the ultimate person,” he continues. “We need to put parents back in the driver’s seat.”

If not, the consequences can be far-reaching, starting with children’s eating habits, which might contribute to them becoming overweight and obese. Like the father in the restaurant, many parents can’t convince their kids to eat well. It doesn’t help that junk food is sometimes a reward for acing a test or scoring a goal. The message: healthy food is for losers. On-demand snacking—in the car, at the mall, while out for a walk—appears to disrupt metabolism and

circadian rhythms, as well as hormonal balance. That many parents carry with them a canteen of water and a stash of goodies wherever their kids go is further proof of how much they want to satisfy their children, literally and figuratively. “I don’t want them to get hypoglycemic,” one mom told Sax while lugging a cooler of snacks to her car for a 30-minute drive.

Contributing to the extraordinary weight gain among North American children in recent years is a dramatic decline in fitness. There is even a medical term for it, “deconditioning,” which is described in the *Collapse of Parenting* as a euphemism for “out of shape.” It has landed kids as young as 11 and 12 in the cardiologist’s office complaining of heart-disease symptoms including chest tightness and shortness of breath. In fact, some hospitals in the U.S. have even opened pediatric preventive cardiology clinics.

While children are less active than ever, they do not, ironically, get enough rest. A common question Sax asks students is, “What’s your favorite thing to do in your spare time, when you are by yourself with no one watching?” The most common answer in recent years: sleep. That’s because children are too busy with school assignments and extracurricular activities to go to bed at a good hour, or because when they get to bed, they are on their cellphone or computer, or playing video games.

This chronic fatigue may be associated with the rise of attention-deficit hyperactivity disorder and prescription drug use among children. “Sleep deprivation mimics ADHD almost perfectly,” writes Sax. In his experience as a doctor, insufficient sleep is one reason why kids are more likely to be diagnosed with the disorder. In general, “It is now easier to administer a pill prescribed by a board-certified physician, than to firmly instruct a child and impose consequences for bad behavior.” Stephen Camarata, a professor of hearing and speech sciences and psychiatry at Vanderbilt University in Nashville echoes that point: “Parents say, ‘My child can’t do this particular exercise, they’re not paying attention,’ therefore I have to identify them as having a clinical condition.” A medical diagnosis might negate parental shortcomings or a child’s misbehavior. “It displaces that failure,” he says.

Camarata worries that parents are asking too much of kids too soon, as he outlines in his latest book, *The Intuitive Parent: Why the Best Thing for Your Child is You*. He points to the surge of books, toys and software marketed to parents of young children promising to accelerate learning. The ubiquitous metaphor that kids are information sponges has parents saturating them with educational exercises. “We’re treating them like little hard drives,” says Camarata, but “this idea of pushing children to the absolute max of their developmental norm doesn’t give

them time to reason and problem-solve. It actually undermines both self-confidence and fluid reasoning, or the ability to think.”

Schools, too, have been focusing more on academic achievement than socialization. Sax documents how, 30 years ago, American students in kindergarten and Grade 1 learned “Fulghum’s rules,” which include tenets such as “Don’t take things that aren’t yours” and “Clean up your own mess” as well as “Share everything” and “Don’t hit people.” But since the 1980s, as other nations pulled ahead of the U.S. in scholastic performance, the primary objective of educators has become literacy and numeracy. In Canada too, says Neufeld, “we have lost our culture. Our society is far more concerned that you perform. Schools will always drift to outcome-based things.”

That’s partly why a “culture of disrespect” has sprouted in North America. As kids have become less attached to and influenced by the adults in their lives, same-age peers have come to matter more to them. It’s a theme in Neufeld’s book, *Hold On to Your Kids: Why Parents Need to Matter More than Peers*, co-authored by Dr. Gabor Maté. Young children “are not rational beings,” says Neufeld. Part of growing up is testing boundaries; little ones, by their very nature, can’t be relied on to hold each other accountable—nor should they.

“Kids are not born knowing right from wrong,” says Sax, pointing to longitudinal studies showing that children who are left to discover right from wrong on their own are more likely to have negative outcomes in the future: “That child in their late 20s is much more likely to be anxious, depressed, less likely to be gainfully employed, less likely to be healthy, more likely to be addicted to drugs or alcohol. We now know this,” he says. “Parents who are authoritative have better outcomes, and it’s a larger effect than the effect of race, ethnicity, household income or IQ.”

With stakes so high, authoritative parenting would seem imperative. But there is a psychological hurdle that people will have to overcome first, says Nair: “How to respect their child but also be the decider” of the family. Part of the challenge lies in the fact that parents don’t want to fail—at nurturing and governing simultaneously—and they certainly don’t want their children to fail in their personal development, in school and at social networking. These worries feed off each other in the minds

of parents; that’s why parents second-guess the way they speak to their kids, what they feed them, how they discipline them and what activities they permit.

This is all the more true for the growing number of parents who delayed having children until they were “ready” with a secure job, a good home and a dependable partner. “People purposely wait so they can nail it,” says Bria Shantz, a 35-year-old mother of two in Vancouver. “That creates even more pressure. They want to get this perfect.” Shantz is, in fact, the daughter of Neufeld, and she has called upon him for advice or reassurance. That Shantz, who has a leading child psychologist in her family, one who helped raise her, can still occasionally succumb to parental insecurity, says everything about its potency: “There’s this slight panic. You want to do everything right,” she says. “Nothing prepares you for how much you want it to go well.”

So as soon as parents conceive, they begin amassing a library of books on how to deal with the fantastic chaos about to enter their lives in the form of a baby; the collection grows with each developmental stage. They subscribe to online newsletters and smartphone apps that alert them on milestones their children should reach by a certain age. From the outset, parents are tracking how quickly their child is growing, how much they are achieving. For every expert a parent consults by phone or in person, they’re also checking in with the virtual wise man, Google. That almost never helps.

There is no parental concern too obscure not to have an online group devoted to it. Shantz is part of one focused on “baby-wearing” because she’s trying to decide whether a “wrap” or a “ring sling” would be better for her nine-month-old. “It’s the weirdest site to be on. You see posts and you feel guilty because [parents] are carrying their babies everywhere, doing all these things, having this connection.” Yet Shantz hasn’t been able to delete herself from the group, even though she keeps meaning to; nor has she been able to pick between a wrap or sling.

That pull and push moms and dads feel—between caring about how other parents are raising their kids while rejecting the constant comparisons—defines this generation of parents for better and worse. Katie Hurley, a psychotherapist in Los Angeles and author of *The Happy Kid Handbook: How to Raise Joyful Children in a Stressful World*, says, “We’ve

been conditioned to question ourselves—to constantly look for information to make sure we’re doing it right. Because of that, parents are in a state of learned helplessness.”

So what are people supposed to do? The answer is so basic that at first it might seem unsatisfying: For starters, says Hurley, realize that “nobody knows what they’re doing when they leave the hospital with an infant. Every parent learns by trial and error”—every year of their child’s life, and with every child they raise. That’s as true today as it ever was, and parents who recognize this will shed some guilt and anxiety. Building on this idea, Nair says that parents must “have a higher tolerance for things not going well.” How they recover from their own occasional mistake, outburst, loss of patience or bad call may say more to a child than how they are in happy times. “We’re missing that opportunity, which is how learning works,” she says. “That’s how we become more confident.”

A significant portion of Sax’s book is devoted to the importance of parents modelling traits they want to encourage in their children. Chief among them, he says, should be humility and conscientiousness—which run counter to inflating a child’s self-esteem and sense of entitlement. To that end, he encourages parents to fortify their adult relationships so they are not overly concerned with pleasing their kids as a way of satisfying their own need for affection. Neufeld also urges parents, including his own adult children, to establish a network of surrogate caregivers—relatives, neighbors, daycare workers—who will not undermine their authority but back them up when they need help.

Invariably, they will. “Parenting is awfully frustrating and often a lonely place,” says Neufeld, especially when a child misbehaves. In those moments, he recommends parents reassure kids that their relationship isn’t broken. “When parents realize that they are their children’s best bet, it challenges them to their own maturity.” It gives them the confidence that they know what’s good for their kids, and that they should stand up to them—this is, in fact, an act of love required of parents. They become, in effect, the grown-ups their children need. ■

Cathy Gulli joined Maclean’s magazine in 2005, after reporting on business and news at the National Post. She covers national, health, science and society issues.

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2008, 2012 OLYMPIAN

ROBBIE RENWICK
2015 WORLD CHAMPION

TOM LAXTON
BRITISH NATIONAL CHAMPION

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Flexible
Compression

FUSE

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Textile

Versatile Fit

Flexible
Compression

ONYX

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Textile

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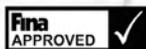
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By John Leonard

Dear Parents,

A reasonable and fair question for parents to ask, is “Why is my child swimming the events in swim meets that the coaches select for them?”

Here are the philosophies we use to enter athletes in meet events:

1. We enter athletes in the greatest variety of events possible, all the time.
2. Athletes are continually changing and developing. We never give up on any event for any athlete. (Sometimes in college they specialize; we don't agree with that either, but we have no choice! The college coaches do.)
3. Every athlete benefits from swimming every event, because you always have something else to ‘go to’ when you get stuck in one or more events (and in every swimming career, you will sometimes ‘get stuck’).
4. We swim away from success. If swimmer “June” has a “great 100 fly” and drops 5 seconds in one swim, we do not enter her again in that event for several weeks...or more. Why? Because she will need time to get better with either her technique or her speed and endurance. Swimming it again two weeks later just isn't enough time to succeed. Conversely, if you have a poor swim in something, we often come right back and try to do it correctly!
5. Young swimmers improve the most in the longest events. Everyone (swimmer, Mom, Dad, and coach) likes to watch improvement happen! Sprints are hard to improve in, so we swim lots of longer races. The Mile is the easiest event in swimming to have big drops in (assuming you are a responsible practice swimmer).

Always feel free to talk to your child's coach about their events. This should give you some standard insight into what we do as coaches. ■

All the Best, JL

You probably know to ask yourself, *“What do I want?”*

“Here’s a better question.”

Everybody wants what feels good. Everyone wants to live a carefree, happy and easy life, to fall in love and have amazing sex and relationships, to look perfect and make money and be popular and well-respected and admired and a total baller to the point that people part like the Red Sea when you walk into the room.

Everyone would like that — it’s easy to like that.

If I ask you, “What do you want out of life?” You say something like: “I want to be happy and have a great family and a job I like.” It’s so ubiquitous that it doesn’t even mean anything.

A more interesting question, a question that perhaps you’ve never considered before, is what pain do you want in your life? What are you willing to struggle for? Because that seems to be a greater determinant of how our lives turn out.

Everybody wants to have an amazing job and financial independence — but not everyone wants to suffer through 60-hour work weeks, long commutes, obnoxious paperwork, to navigate arbitrary corporate hierarchies and the blasé confines of an infinite cubicle hell. People want to be rich without the risk, without the sacrifice, without the delayed gratification necessary to accumulate wealth.

Everybody wants to have great sex and an awesome relationship — but not everyone is willing to go through the tough conversations, the awkward silences, the hurt feelings and the emotional psychodrama to get there. So they settle. They settle and wonder “What if?” for

years and years and until the question morphs from “What if?” into “Was that it?” when the lawyers go home and the alimony check is in the mail they say, “What was that for?” if not for their lowered standards and expectations 20 years prior, then what for?

Because happiness requires struggle. The positive is the side effect of handling the negative. You can only avoid negative experiences for so long before they come roaring back to life.

At the core of all human behavior, our needs are more or less similar. Positive experience is easy to handle. It’s negative experience that we all, by definition, struggle with. Therefore, what we get out of life is not determined by the good feelings we desire but by what bad feelings we’re willing and able to sustain to get us to those good feelings.

People want an amazing physique. But you don’t end up with one unless you legitimately appreciate the pain and physical stress that comes with living inside a gym for hour upon hour, unless you love calculating and calibrating the food you eat, planning your life out in tiny plate-sized portions.

People want to start their own business or become financially independent. But you don’t end up a successful entrepreneur unless you find a way to appreciate the risk, the uncertainty, the repeated failures, and working insane hours on something you have no idea whether will be successful or not.

People want a partner, a spouse. But you don’t end up attracting someone amazing without appreciating the emotional turbulence that comes with weathering rejections, building the sexual tension that never gets released, and staring blankly at a phone that never rings. It’s part of the game of love. You can’t win if you don’t play.

What determines your success isn’t “What do you want to enjoy?” The question is, “What pain do you want to sustain?” The quality of your life is not determined by the quality of your positive experiences but the quality of your negative experiences. To get good at dealing with negative experiences is to get good at dealing with life.

There’s a lot of crappy advice out there that says, “You’ve just got to want it enough!”

Everybody wants something. Everybody wants something enough. They just aren’t aware of what it is they want, or rather, what they want “enough.”

Because if you want the benefits of something in life, you have to also want the costs. If you want the beach body, you have to want the sweat, the soreness, the early mornings, and the hunger pangs. If you want the yacht, you have to also want the late nights, the risky business moves, and the possibility of pissing off a person or ten thousand.

If you find yourself wanting something month after month, year after year, yet nothing



happens and you never come any closer to it, then maybe what you actually want is a fantasy, an idealization, an image and a false promise. Maybe what you want isn't what you want, you just enjoy wanting. Maybe you don't actually want it at all.

Sometimes I ask people, "How do you choose to suffer?" These people tilt their heads and look at me like I have twelve noses. But I ask because that tells me far more about you than your desires and fantasies. Because you have to choose something. You can't have a pain-free life. It can't all be roses and unicorns. Ultimately that's the hard question that matters. Pleasure is an easy question. Pretty much all of us have similar answers. The more interesting question is the pain. What is the pain that you want to sustain?

That answer will actually get you somewhere. It's the question that can change your life. It's what makes me me and you you. It's what defines us and separates us and ultimately brings us together.

For most of my adolescence and young adulthood, I fantasized about being a musician — a rock star, in particular. Any badass guitar song I heard, I would always close my eyes and envision myself up on stage playing it to the screams of the crowd, people absolutely losing their minds to my sweet finger-noodling. This fantasy could keep me occupied for hours on end. The fantasizing continued up through college, even after I dropped out of music

school and stopped playing seriously. But even then it was never a question of if I'd ever be up playing in front of screaming crowds, but when. I was biding my time before I could invest the proper amount of time and effort into getting out there and making it work. First, I needed to finish school. Then, I needed to make money. Then, I needed to find the time. Then... and then nothing.

Despite fantasizing about this for over half of my life, the reality never came. It took me a long time and a lot of negative experiences to finally figure out why: I didn't actually want it.

I was in love with the result — the image of me on stage, people cheering, me rocking out, pouring my heart into what I'm playing — but I wasn't in love with the process. Because of that, I failed at it. Repeatedly. Hell, I didn't even try hard enough to fail at it. I hardly tried at all.

The daily drudgery of practicing, the logistics of finding a group and rehearsing, the pain of finding gigs and actually getting people to show up and give a shit. The broken strings, the blown tube amp, hauling 40 pounds of gear to and from rehearsals with no car. It's a mountain of a dream and a mile-high climb to the top. What it took me a long time to discover is that I didn't like to climb much. I just liked to imagine the top.

Our culture would tell me that I've somehow failed myself, that I'm a quitter or a loser. Self-help would say that I either wasn't courageous

enough, determined enough or I didn't believe in myself enough. The entrepreneurial/start-up crowd would tell me that I chickened out on my dream and gave in to my conventional social conditioning. I'd be told to do affirmations or join a mastermind group or manifest or something.

But the truth is far less interesting than that: I thought I wanted something, but it turns out I didn't. End of story.

I wanted the reward and not the struggle. I wanted the result and not the process. I was in love not with the fight but only the victory. Life doesn't work that way.

Who you are is defined by the values you are willing to struggle for. People who enjoy the struggles of a gym are the ones who get in good shape. People who enjoy long workweeks and the politics of the corporate ladder are the ones who move up it. People who enjoy the stresses and uncertainty of the starving artist lifestyle are ultimately the ones who live it and make it.

This is not a call for willpower or "grit." This is not another admonishment of "no pain, no gain."

This is the most simple and basic component of life: our struggles determine our successes. So choose your struggles wisely, my friend. ■

Mark Manson is an entrepreneur, blogger, and author.

WSA WORLD:

Athlete Centered, Professional Direction, Transparently Operated

February 2, 2016 - Craig Lord

It will be a while before the World Swimming Association (interview below) challenge to FINA as the governing body for international sport reaches the last battle field and D-Day beyond, one way or the other.

There are those who cannot imagine a time when those currently in charge at FINA, some of the officials long in their top seats, and the structures that support them will be replaced by a better model after what will be 112 years come the Tokyo Olympic Games in 2020.

Much work to do (and already being done), much meat to put on bones. Takeover and transfer will be hard fought, the structures and rules of FINA built to fend off all challenge – but unable to prevent the existence of alternatives, with choice left to the swimmers and programs that will ultimately decide the matter. Much will hang on the deal and the dollar at the dawn of a new era for swimming.

FINA may yet survive, of course, but it is clear that the status quo cannot go on. Nero, fiddle, fire and Rome were all ghosts at the party in Budapest last weekend.

The latest FINA pronouncements, on the eve of the gala dinner in Budapest – and then at an awards ceremony that left the swimming world with head in hands not knowing whether to laugh or cry as the international federation declared Katie Ledecky less than best –

highlighted one of the key battle lines at the turning of the era of autonomy in sport: the conflict of interest.

What does it mean, what form does it take and how to solve the problem when the problem sits in the gallery reserved for those with a vote and a say? We will consider those questions this week.

Meanwhile, the international swim federation has hired Carrard Consulting of Lausanne to conduct a review of its operations. Carrard is Francois Carrard, the former IOC director, Cornel Marculescu's Olympic equivalent but up the pecking order somewhat. Carrard is a man who long railed against Andrew Jennings. Jennings now works with people like the FBI bringing down the rotten house of international sports governance.

An interesting choice, FINA's plumping for Carrard. A glance through commercial registers in Switzerland sum up the entity's purpose thus: "The company aims to provide services and advice, legal and other (including liquidation of companies, drafting of legal opinions), to the exclusion of any business under the Federal Law of 23.06.2000 on the free movement of lawyers and corresponding cantonal laws (statutes to see full purpose)."

Interesting, too, that Francois Carrard, whose outfit will conduct the FINA review, should be

a guest and speaker at the FINA Gala dinner in Budapest. You don't often find independent commissions and auditors sitting down to grand dinners as special guests of the people they've been called into investigate. Still, FINA has never said its review will be independent.

It remains to be seen precisely how Carrard's work will solve the problems of a federation that just ignored Ledecky, the supreme swimmer of the year, when announcing its woman swimmer of 2015, slapped a ban on Mexico while ignoring the woe of Russia and swimming links to the scandals unearthed by media and WADA investigators. The list grows longer in a catalogue of FINA blunders that includes cozying up to Vladimir Putin and Qatari leaders while telling athletes 'leave your politics at home.'

One scenario might well be where we imagine Carrard, based round the corner from the FINA HQ in Lausanne, to be the strategic choice of an international federation on the ropes a year after entertaining a British PR company with a view to silencing critics they wished to "discredit" (their word) and thinking it might use Michael Phelps as a poster boy for the political ambitions of Julio Maglione and Company – until it realized it could not.

FINA finds itself under pressure: the World Swimming Association is nigh. So where best to find an army to fight that? Why, in the

clubhouse, of course. A child could work it out: FINA “in order to fully comply with the IOC Declaration on Good Governance in Sport” will work like the devil behind the scenes to convince the IOC that it should never, not in a million years, entertain the notion of an alternative body when it comes to recognition of any entity as the global authority for elite swimming and the fastest swimmers in the world.

FINA will remind the IOC that ‘we, not them, are one of you’; we think like you, we have molded ourselves on you; we get it that autonomy is precious, not for the sake of keeping politics out of sport but because it is only in that environment that we can set our own rules and appoint our own friends and ‘family’ to make sure the next generation is forged in our image.

Will we see Thomas Bach and company issue words of support for its feds under pressure? Perhaps. Caveat Emptor, IOC: should you hear FINA whispering in your ear of a new age of transparency, make sure you know what they mean; make sure you know they know what they’re talking about. Is it real or is it virtual. A savvy world will spot it.

Swimmers, you see Herr Bach (very many in your own country), are a relatively downtrodden lot – relative, that is, to peers in other sports that don’t have the big Olympic tradition of Games comes first, rest follows, but take home massively bigger sums of money for their efforts. The bulk of those who make up the heats and some way beyond the morning in the Olympic pool may well be said to be working under the minimum wage in world-class sport. Certainly, most of them will not be on a \$400.00 a day per diem beyond the top-notch travel, hotels and food they feast on.

Those swimmers can only dream of the kind of money tennis players earn (not even worth entertaining the words golf, baseball, soccer and so on). They may, in the not-too-distant future, be offered an alternative model that has them and their interests in mind and works in a way that requires no army of well-paid volunteers in blazers on the life-long gravy train that binds them to sport like a child clinging to apron strings.

If they jump, which way will you jump? With the athletes, the coaches and others forming a new show but wishing very much to support yours and hold fast with that tradition or with a status quo that, ultimately, has no more chance of surviving than Sepp Blatter has hope of being back in charge of FIFA and Liame Diack in charge of the IAAF by Rio 2016, if not Christmas.

There are those who will smirk at such things given the galling things that come to pass even in the midst of revolution. Francois Carrard, for example, was the director of the IOC who is on the record on several occasions shouting down Andrew Jennings as he exposed corruption in IOC circles. “There were lies” in Jennings’ book (Lords of the Rings) he once said. Carrard would know, just as he knew and knows that there were many wrecking truths in matters uncovered by Jennings from a world in the dark on transparency at the time (and since in many Olympic realms).

Jennings looks on at the FIFA reform process he triggered and says there is no alternative but to close the shop and start again. Carrard is among those rolling his sleeve up to ensure FIFA reform. He might even take a moment out of his busy schedule to send Jennings a note of thanks at some stage – but replacement appears not to be his preferred option.

It is the preferred option of those backing the WSA when it comes to swimming, FINA having opted out of engagement with key stakeholders.

Time will tell if Carrard Consultancy (also based in Switzerland, Carrard a Swiss lawyer) conducts the kind of independent investigation required if genuine review and the adoption of transparency, real not verbal and in Swiss law alone, is what FINA has in mind.

Will Carrard Consultancy, for example, beat a path to the door of the World Swimming Coaches Association, representing 17,500 coaches worldwide, a hefty body of stakeholders if ever there was one given all that daily devotion that feeds directly into the show and stars FINA claims that it represents? We look forward to that after a year and more of FINA’s leadership having ignored very reasonable requests from coaches to conduct the kind of review FINA now proposes, with provisos that carry the potential for ‘pointless’ to be the conclusion we all reach.

Or will Carrard Consultancy simply cross-check the IOC wish list, present it as a recommendation for FINA, which in turn will say ‘job done – look how shiny new and transparent we’ve become’ – when actually that would simply lead to business as usual? Time will tell.

Of late, even Cornel Marculescu, the FINA Director, appears to have understood that change is unavoidable, though measures taken by the international federation so far are not encouraging, say those who point to words and promised action as falling well shy of full independent review.

In the absence of that, the World Swimming Association was formed back in September. Early days on the way to a crunch in 2017.

SwimVortex caught up with executive director of WSCA, John Leonard, to ask where the land lies.

“Athlete Centered, Professionally Directed and Transparently Operated”

SV: John, a quick recap – what’s the impetus for the World Swimming Association?

JL: “FINA has been entirely unresponsive to the coaching and swimming community, and does not serve the best interests of either coaches nor swimmers. WSCA has offered to help facilitate a complete review of FINA, from function to finance to purpose of activities it has undertaken, and done this in a very polite way with Coach Bill Sweetenham of Australia leading the request, supported by the WSCA and the American Swimming Coaches Association.”

SV: The response?

JL: “None at all. Apparently the 17,500 coaches represented by the WSCA are not significant stakeholders to FINA. The fact that those coaches produce all the swimming stars that FINA uses to earn money for itself, is apparently lost on FINA.”

SV: A touch frustrating?

JL: “Extremely frustrating. When an organization as excellent as USA Swimming has done three such thorough reviews in the past 2 decades and is undergoing another one now, and the IOC itself is undergoing one at this time, and FINA is “above” such an examination, we can only conclude that FINA is simply ‘No Longer Fit For Purpose! Hence, the intended formation of the World Swimming Association.”

SV: They’ve asked Carrard Consultancy round the corner in Lausanne to take a look. Your thoughts?

JL: “I understand that the FINA director raised the ‘idea’ of an independent review of finance and governance this month with no comment. Then this, what looks like a friendly and non-independent “around the corner” version of a “review” designed to blunt criticism. FINA is back to ‘we only hear things spoken by federations’, a decades-long pattern.”

SV: Can you give us an idea of what the differences between WSA and FINA will be?

JL: “The world of swimmers and coaches

deserve better than FINA. WSA is conceived to provide that because the new organization will be athlete centered and professionally directed by people who actually understand the sport of swimming – and lead the sport in real life, daily. FINA, as you know, has not had a president from the ‘first world of swimming’ in four decades. The results show it. A former water polo player is the sole employee dictating FINA actions, with no real appreciation or understanding of competitive speed swimming.

“The WSA will have elected Athletes and Coaches and professionally prepared swimming administrators at the helm, rather than appointed lapdogs of the FINA Bureau in athlete and coach roles. I know we’re lapdogs because for awhile I served as one...on the FINA Coaches Commission...appointed, as you were on the FINA Press Commission. The Director told us not only what we thought but what we could think about along the lines of the FINA version of events. It was laughable in its insincerity!

SV: What other key issues will the WSA address.”

JL: “Transparency. One of the most frustrating things about FINA is that the decision-making process is hidden. The fear and assumed reality is that not even the so-called Bureau has much power, all important decisions are taken by the President and Executive Director then sometimes communicated to the Bureau (and sometimes not even that.)

“The so-called democratic Congress is a farce of democracy. Delegates are told how to vote and who to vote for, by their continental bosses, and with the implied threat of loss of personal funding if they don’t go along. Congresses have been a joke for at least 40 years. FINA is all ‘Fake Democracy.’

The World Swimming Association will:

- First, have real members. Individual members for a very minimal amount (perhaps 2 units of local currency, the equivalent of \$2 in USA dollars...) so each individual will choose to join. That will give every athlete and coach and supporter an ability to voice what they want from the WSA. Unlike FINA which arrogantly assumes the right to punish people who never did make the choice to join FINA...but become “members” in FINA’s arrogant eyes, by virtue of swimming in their own nation!

- Second, all WSA meetings will be recorded and broadcast on the Internet, so the entire swimming world can see who is saying and voting for what on what issues. ALL issues will come before the WSA Executive and Board, for voting. Professional management will ensure transparency in all things from selection of sites for competitions, to elections and everything in between. It will all be live-available for everyone.

- Third of course, the WSA will actually follow its own rules. We can go on for days noting the list of its own rules that FINA violates regularly, or subverts one way or another.

SV: In short, the motto and mantra would be ‘Athlete Centered, Professionally Directed and Transparently Operated’?

JL: “Exactly. People will all have the choice to join, not the mandate from on high that “declares” you a member!”

SV: What is the timetable for all this? Why is the World Swimming Coaches Association involved?

JL: “We are in the process now of “open sourcing” the Constitution and that process will conclude at a Constitutional Convention in Washington, DC, USA in September of 2017. Everyone in the world can go to our website at www.worldswimming.org and once there, contribute ideas and comment on other people’s ideas to help build the right constitution.

“The World Swimming Coaches Association has been in place since 1989 and has now 17,500 members around the globe in 174 nations. The Board has been critical of FINA work (especially its profound failures in Anti-Doping) since its formation.

“Having Doping Free sport CAN be done, and the WSA will do it with high throughput testing mechanisms...21st century science to catch 21st century cheats...as opposed to using the technology from the 1950’s to try to catch today’s sophisticated dopers, as FINA and WADA does now.

“Why WSCA? Because we are a world wide set of stakeholders elected to represent the coaches, and we are organized. We consider ourselves “shepherds of the process” in the birthing of the WSA.”

SV: You feel that WADA needs to catch

up with methodologies that cut budgets and increase efficacy of testing but you also advocate that WADA takes over anti-doping testing from international federations such as FINA because of concerns centered on a conflict of interest inherent in trying to catch cheats while trying to promote stars. Is there any hope that WADA is taking a serious look at the evidence some experts say is staring them in the face on high-throughput?

JL: Craig, while working towards “Best Practice” it is never a bad thing to support “Better Practice.” Having FINA or any International Federation have a conflict of interest between its desire for Clean Sport and its desire to PROMOTE the sport with its stars is truly bad practice.

“The built in conflict is SO obvious to all! FINA’s actions in protecting its stars and Cornel Marculescu’s own comments to the media about not making a big deal of a “few doping issues with the stars” is damning. So moving towards a more – but not totally – independent body in WADA to do and control all testing, is a step forward.

“It is depressing, however, how slowly WADA is moving to thoroughly explore, test and implement ‘Best Practice’ in anti-doping technology, which is called High Throughput Technology and is 2016 state of the art. At present, WADA is using mass spectrometry, which is 1950’s technology, to try to catch sophisticated 2016 cheats! It can’t be done!

“The future World Swimming Association is committed to using High Throughput testing from the get-go, and maintaining only state of the art technology in the future to keep swimming clean.”

SV: To sum up, last thoughts on FINA or a finer future?

JL: “Thanks for the opportunity to explain where we are, Craig. FINA can go on serving itself as long as it wishes to.

“We intend to provide an organization that actually serves the athletes, and allows them to function as adult professionals in the greatest Olympic Sport in the world. Drug-free, corruption free, real transparent democracy. It’s exciting to be a part of doing what the sport deserves to have happen.” ■

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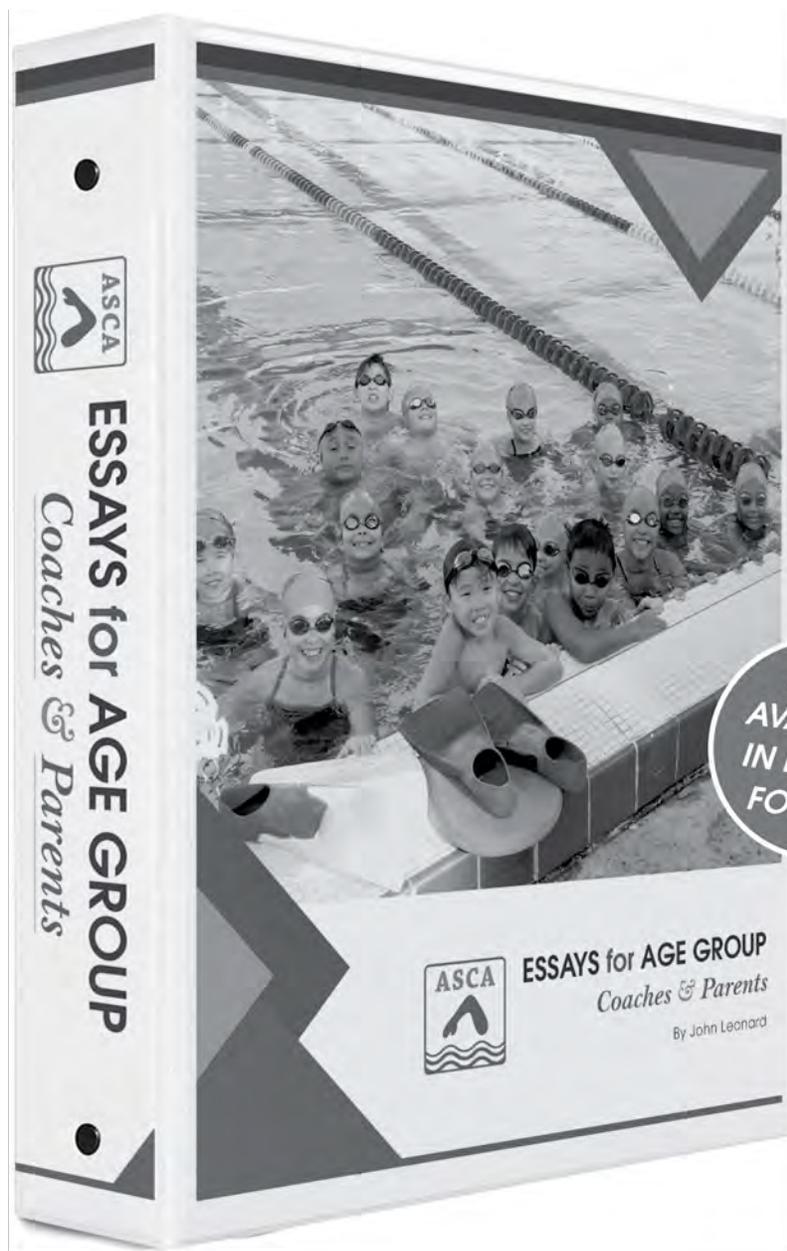
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Why Be **UNHAPPY** with Your **SWIM MEET** If You are **Not** Unhappy with Your Training?

By John Leonard

Every once in awhile, I see an athlete on our team leaning on “somebody” (Mommy, Daddy, teammate) and being unhappy with their results in a swim meet. Laughably, these are ALWAYS (100% of the time) people who have not done the work in practice.

There are multiple ways not to do the work in practice.

First, don’t show up as often as you should. Each of your coaches tell you how often you “should” be at practice. When you decide to determine that yourself, you’re not going to be happy with the results.

Second, come to practice and “go through the motions.” Showing up is a **START**, not the

critical ingredient. Swimmers need to actually **PUT IN THE EFFORT EVERY Day** in order to get better.

Third, come to practice and “don’t pay attention.” Each day the coaches teach life skills, technique lessons, and training and competition lessons. If you’re not paying attention, and using practice as a social outlet, don’t expect to profit from practice.

A Life Lesson prepares you for the real world. (Get a kickboard for your teammate, simple stuff, as well as complex stuff.)

A technique lesson teaches you how to swim well when you are tired. (“Fingers **DOWN**, not across your body.”)

A training/competition lesson teaches you how to **RACE** effectively. (Breathe every three when racing 100 and above to maintain balance in your stroke **ANY** get sufficient oxygen to be successful.)

Swimming, Sports and Life are **REALLY, REALLY SIMPLE**. Put in the work, and you get a satisfying result. Fail to put in the work and you’re another pitiful case crying on someone’s shoulder as if its someone else’s fault you didn’t succeed.

Guess who bears the responsibility of your success or failure? ■

All the Best, JL

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The Swammy 10&U Swimmer of the Year

Why this is not the award your kid should work for.

By Shawn King, December 30, 2015

Why are the SWAMMY 10 and Under awards dangerous for young athletes?

1. As human beings, we are motivated by two distinct types of goals within any form of achievement environment, namely: task oriented or ego oriented goals (*Nicholls, 1984*).
2. The type of motivation athletes have, or their motivation orientation, has a large effect on how they develop in the sport.
3. Athletes that pursue task-mastery goals are able to gradually develop the skills necessary to be successful within their chosen sport. Focusing on specific aspects of sport such as effort, technique, and strategy can provide measurable objectives based on personal performance (*Vansteenkiste, Matos, Lens, & Soenens, 2007; Sheldon & Watson, 2011*). Task oriented motivation produces higher amounts of healthy adaptive behaviors, overall higher performance, and greater satisfaction with sports participation (*Sheldon & Watson, 2011*).
4. Ego goals are often based on being the best (e.g. fastest, strongest, smartest, diverse; etc.). Athletes with high ego involvement can become frustrated and disappointed because with each level of improvement, athletes are faced with higher-level competitors, which make it more difficult to win. Young athletes with high ego involvement often struggle within sports as they age and it becomes more difficult to win against bigger, stronger, faster competition (*Nicholls, 1984*).
5. Creating awards for the best 10 and under

swimmer pushes athletes, parents, and some coaches to focus on winning and not on the processes that help the athlete remain motivated in the sport and become successful in life.

No 10&Under Swimmer of the Year

The SWAMMY 10 and Under Swimmer of the Year awards, while good intentioned, set a dangerous standard for swimmers, parents, and coaches. USA swimming has removed itself from awards such as this, and for good reason. The decision to cease posting awards and rankings for 10 and under athletes came from a couple simple questions: 1. "What motivates your athlete?" and 2. "How does motivation effect athlete development?" Sports psychologists have been studying these questions for many years and their discoveries are illuminating.

"What motivates your athlete?"

Psychologists have discovered that, as human beings, we are motivated by two distinct types of goals within any form of achievement environment, namely: task oriented or ego oriented goals (*Nicholls, 1984*). These goals create a specific definition of success for the individual.

An example might be athlete's desire to effectively master specific skills that improves their personal performance within their sport and competitive events. This athlete would have what is called a task motivation. On the other hand, if the athlete's personal measure of success is dependent upon their performance against other athletes, this athlete is considered to have ego motivation. Task and ego motivation

are opposites and have not been found to be present at the same time (*Vansteenkiste, Matos, Lens, & Soenens, 2007*).

"How does motivation effect your athlete's development?"

The type of motivation athletes have, or their motivation orientation, has a large effect on how they develop in the sport. Task oriented motivation produces higher amounts of healthy adaptive behaviors, overall higher performance, and greater satisfaction with sports participation (*Sheldon & Watson, 2011*). Athletes that pursue mastery goals are able to gradually develop the skills necessary to be successful within their chosen sport. Task motivation allows athletes to focus on the aspects of sport that they can control themselves. Control over specific aspects of sport such as effort, technique, and strategy can provide measurable objectives based on personal performance (*Vansteenkiste, Matos, Lens, & Soenens, 2007; Sheldon & Watson, 2011*). Personal measures of improvement can be used to gauge success in a variety of places and fields of competition and to determine if the athlete's performance demonstrated improvement, failure, or mistakes that can be adjusted to improve performance the next training session or competition. Success for task oriented athletes is more often attributed to hard work, working together as a team, personal interest or focus, or proper execution of technique and strategy (*Ames, 1992*). Failure for task-focused athletes is marked by a lack of personal improvement upon previous personal performance based on either skills or objective measures (e.g. time, distance, height; etc.) (*van de Pol & Kavussanu, 2012*).

Task orientation drives the athletes to learn from their failure and strive to improve future personal performances. Task involved athletes often show positive adaptive behaviors that help them to maintain success within the sport. These behaviors include persistence throughout training, seasons, and setbacks, which in turn leads to more constant levels of improvement (Ames, 1992; van de Pol & Kavussanu, 2012).

Ego goals revolve around winning, or besting other athletes (Nicholls, 1984). These goals are often based on being the best (e.g. fastest, strongest, smartest; etc.) and are usually measured in public competition (e.g. State Championships, the Olympic Games) wherein the objective of performance is to win. Success or failure depends upon the performance of other competitors in the field as well as the individual performance of the athlete (Nicholls, 1984; Vansteenkiste, Matos, Lens, & Soenens, 2007). Success for ego involved athletes is often attributed to personal ability or talent (Smith, Smoll, & Cumming, 2009). Athletes with high ego involvement are more likely to become frustrated and disappointed as they develop

because with each level of improvement, athletes are faced with higher-level competitors, which make it more difficult to win. Ego focused athletes will experience failure if they fail to show superiority over the field of competitors even if their personal performance was a lifetime best. The subjective manner in which ego motivated athletes gauge their performance can produce varied responses following a failure including increased motivation, no change in motivation, lower motivation, or the desire to quit (Vansteenkiste, Matos, Lens, & Soenens, 2007). While some of these individuals experience high levels of success, many correlations have been established with more negative behaviors such as varying levels of training intensity and focus, increased levels of anxiety before performance, increase fear of failure and greater likelihood to quit or give up, as well as willingness to resort to cheating to reach their desired performance outcome (Duda, 2005). Young athletes with high ego involvement often struggle within sports as they age and it becomes more difficult to win against bigger, stronger, faster competition (Nicholls, 1984).

The SWAMMY 10 and Under Swimmer of the Year award is a huge step in the wrong direction. As discussed above, decades of research now show that athletes that are motivated by "being the best," struggle to adapt to the wider world of sport as they, and their competitors, mature. Many factors make up the developing swimmer, but the most important for consistent and positive development is what motivates the athlete. When athletes, parents, and coaches push their swimmers to become the best (better than everyone else) and not his or her best (reaching their full potential), the athlete takes on an ego goal orientation. Soon, anything less than winning is seen as a failure, despite the conditions or circumstances and with each failure, strong negative emotional responses follow. Prolonged "failure" to be better than everyone else can lead to discouragement and a feeling that they are "burned out" or they want to quit.

Young 10 and under athletes have so far to go in swimming and in life. Learning how to set manageable goals focused around the skills that it takes to succeed at any level of swimming is



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|---|---|---|---|



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the most valuable life skill that we as coaches and parents can help our athletes to develop. This skill will culture our athletes to focus on the things they can control at each level of their development, to stay focused on their own personal performance and improvement, and to reach their full potential one step at a time.

While the focus on the fastest 10 and under athletes may be flawed, an award for 10 and under athletes may still be warranted. If the 10 and under athletes were recognized for exhibiting the positive values and attitudes, the task-mastery motivation, and positive stories were shared about how these young athletes improved through a process of self-discipline, hard work, and skill mastery, that would be an award worth supporting. Unfortunately, as currently constituted, the SWAMMY 10 and under awards risk sending the wrong message to our youngest swimmers: "To win is everything."

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2016

LEGENDS OF TEXAS CLINIC

April 15th - 17th • San Antonio, TX



Clinic Schedule:

Friday – April 15

| | | |
|-----------------|---|--------------------|
| 7:00 - 8:00 AM | Clinic Registration | |
| 8:00 - 12:00 PM | The ASCA Level 4 Leadership School | Coach John Leonard |
| 1:00 - 5:00 PM | Successful Swim Meet Coaching for Age Group & Senior Athletes | Coach John Leonard |
| 5:00 - 6:00 PM | Clinic Registration | |
| 6:00 - 7:00 PM | Keynote Address: Speaker to be Announced by March, 2016.* | |

Saturday – April 16

| | | |
|------------------|---|---------------------|
| 8:00 - 8:40 AM | Age Group Swimming Topic TBD* | Coach Shana Trabona |
| 9:00 - 9:40 AM | Age Group Swimming Topic TBD* | Coach Steve Haufler |
| 10:00 - 10:40 AM | Age Group Swimming Topic TBD* | Coach Shana Trabona |
| 11:00 - 11:40 AM | Age Group Swimming Topic TBD* | Coach Steve Haufler |
| 12:00 - 1:00 PM | Lunch Break | |
| 1:00 - 4:30 PM | Creating the Best High School Swimming Program for your Community <i>(3 x 1 hour presentations with 10 minute breaks.)</i> | Coach Kevin Kinel |
| 4:30 - 5:15 PM | Panel discussion on audience questions. | |

Sunday – April 17

| | | |
|------------------|--|--------------------|
| 8:00 - 8:45 AM | Teaching the 4 Competitive Strokes: FREESTYLE | Dr. Gary Hall, Sr. |
| 9:00 - 9:45 AM | Teaching the 4 Competitive Strokes: BACKSTROKE | Dr. Gary Hall, Sr. |
| 10:00 - 10:45 AM | Teaching the 4 Competitive Strokes: BREASTSTROKE | Dr. Gary Hall, Sr. |
| 11:00 - 11:45 AM | Teaching the 4 Competitive Strokes: BUTTERFLY | Dr. Gary Hall, Sr. |

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3. By telephone at:
1 (800) 356-2722.

Notes on the 2016 LEGENDS OF TEXAS CLINIC PRESENTATIONS:

Friday: Level 4 Leadership School – John Leonard

EVERY COACH IS A LEADER... of their group, their team, their parents, their LSC or High School organization and on up. Leadership is a learned skill. This 4-hour presentation will give you skills you can use to lead better tomorrow morning, whether you are a first year coach or a 40 year veteran. Practical, down to earth, useable tools, and when and how to use them.

Friday: Successful Swim Meet Coaching for Age Group & Senior Athletes – John Leonard

Coaching at a practice and coaching at a swim meet are two radically different experiences and skill sets. One we practice once or twice a day, one we practice a couple of times a month. Guess which one most coaches are better at? This course covers every aspect of swim meet coaching, concentrating on how to help your athletes best at a swim meet from how to have discussions with them, to teaching them how to race, to how to warm-up and cooldown. Extensive discussion of pre-meet preparation and post meet downloads as well. A must for younger coaches.

Saturday: Age Group & High School Coaching – Shana Trabona, Steve Haufler, Kevin Kinel

Clearly the success of each is interrelated in most communities. The morning will focus on four practical presentations by two highly successful current age group coaches on what they do on deck to make their programs flourish. The afternoon will feature one of the most successful long term high school coaches in the USA and how he has made his program a pillar of his community and highly productive of both fast swimming and good citizenship.



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