

USSA COACHES EDUCATION- AUGUST BULLETIN

General News

Welcome to the USSA Coaches Education monthly update. The goal of the bulletin is to regularly update our members through an easily accessible medium. The update will be organized under general topics for quick identification and access. The bulletin will be a helpful tool for coaches to stay current on USSA education news. Be sure to check out the information below.

CD of the Month

Successful Sports Parenting CD-ROM and the '08 Season – Special Pricing!

As you and your program begin to ramp up for the coming season, including preparation for those first team meetings of the fall, I would recommend reviewing the **USSA/USA Swimming - Successful Sports Parenting CD**. In my 38 years of coaching, I have never found a single source that discusses the complete spectrum of relevant topics to being a better sport parent, all within an easily usable medium. And, it's not just for parents, but also for coaches and club administrators. I strongly recommend that every parent (family) in your club receive a CD, many clubs have already done this. You may want to include it as a club benefit, use it in presentations for the opening meetings, or give it to those parents identified as "difficult" to work with. USSA would like to work with you to make this happen financially – contact either Dave McCann or Finn Gundersen (or email) to work out **bulk order pricing**. Many of your parent/athlete/coach problems will be solved, resulting in an improved club environment and a more productive season.

Article Worth Reading

The Making of an Expert (July-August 2007 Harvard Business Review)

There have been a number of articles recently (The Making of a Expert– NYT Sports Magazine Play, and this one) presenting - "new research shows that outstanding performance is the product of years of deliberate practice and coaching, not of any innate talent or skill." Here is another fantastic handout for the beginning of the year, with the goal being, to raising the awareness of what it takes to succeed in sports and all other aspects of life. This is a wonderful article to distribute to all program coaches for those opening staff meetings, leading into a philosophical discussion of your program's approach to developing athletes (and ourselves). Again, I couldn't recommend an article more highly; it gives hope and inspiration to everyone who has goals in life. Find it and read it – there are no limits of what can be accomplished with the right kind of deliberate practice, commitment and attitude!!

Book Recommendation

The Female Brain (Louann Brizendine, M.D.)

There are obviously many, many books one could recommend to coaches – Emotional Intelligence by Daniel Goleman, or The Carolina Way (Leadership Lessons from a Life in Coaching) by Dean Smith, are just two examples of excellent books for all coaches to read. However, The Female Brain should be **required** reading for all coaches that work with female athletes (and with male athletes as well – the author continually makes comparisons between males and females). Published in 2006, the book details the latest research findings from brain scans and hormone studies. If your married (or want to be) you should read it, if you have children you should read it, and both genders should read it. Coaches are in the people business period! All coaches are interested in the latest drills to teach skiing, but frankly, what happens between the coach and his/her athletes is more important than a greater understanding of the carved turn.

2007-2008 Coaches Clinics Schedule

USSA Coaches Education has been working closely throughout the spring and summer months with the regional directors and instructors to put together a comprehensive clinic schedule for the 2007-2008 season. Look for the 2007-2008 season schedule on the Coaches Resource Center at <http://athletics.ussa.org/> on September 1, 2007. Registration will begin October 1, 2007.

To Register, visit us at <http://shop.usskiteam.com/store/home.php?cat=248>

This year we will continue to offer education club “program” clinics. This is a unique opportunity for clubs to have their entire staff participate in a more program-focused clinic. The course curriculum covers the same material as a regular clinic with the added benefit of tailoring the classroom discussion around issues or topics the individual club or program would like to touch on. Please contact Jenny Murano at jmurano@ussa.org in order to schedule these special clinics.