



CLUB DEVELOPMENT

usaswimming.org

Dear Coach,

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USOC announces Olympic Trials television schedule

The United States Olympic Committee announced today the television broadcast schedule for the 2008 U.S. Olympic Team Trials - Swimming. Below is the list of times the Olympic Trials will be televised.

Sport	Airdate	Time	Network
U.S. Olympic Team Trials, Swimming	Sunday, June 29	8:00-9:00 pm ET	NBC
U.S. Olympic Team Trials, Swimming	Monday, June 30	8:00-9:00 pm ET	NBC
U.S. Olympic Team Trials, Swimming	Tuesday, July 1	8:00-9:00 pm ET	NBC
U.S. Olympic Team Trials, Swimming	Wednesday, July 2	8:00-9:00 pm ET	NBC
U.S. Olympic Team Trials, Swimming	Thursday, July 3	8:00-9:00 pm ET	NBC
U.S. Olympic Team Trials, Swimming	Friday, July 4	8:00-9:00 pm ET	NBC
U.S. Olympic Team Trials, Swimming	Saturday, July 5	8:00 -9:00 pm ET	NBC
U.S. Olympic Team Trials, Swimming	Sunday, July 6	8:00 -9:00 pm ET	NBC

The 2008 USA Swimming Olympic Trials and Olympics will be visible to millions in the upcoming summer months. What a great time to consider how to tap into your community and introduce your competitive team to new up and coming enthusiastic boys and girls and to their families. Our office received a creative idea for recruiting boys and girls from Coach and Parent Paula Gordon of the Sioux Falls Snowfox Swim Team. With Paula's permission we are presenting her idea in this week's BLAST word for word. If you have a great recruiting idea that you are thinking of, planning, or doing right now and would like to share it please forward it to your Sport Development Consultant and let us know if we can share the idea within our Coaches BLAST. Good luck and GO USA SWIMMING.

While reading the last _Splash_ (and looking for my son's picture...), I thought, "Too bad only swimmers get to read this great publication! Wouldn't it be cool if the non-swimming world could pick up a copy and read the great accomplishments of every level of swimming, the articles on nutrition and the inspirational stories?" So, here is my idea.

I would like to ask our team to save their old copies and put a new label over their address on the front. The new label would say something like "Want to make a "Splash" on our team? Contact Coach Micko at....." They would then ask their dentist, doctor, hair salon, etc if they can leave a copy with the rest of the magazines. Nothing like an Olympic year to start this, just in time for interested readers to get ahead on the Olympic swimming scene and interested in USA Swimming and hopefully, our team. It is an easy way to introduce swimming to the rest of the community

Just a reminder that the hotel blocks for the Mutual of Omaha Swimvitational Grand Prix will be expiring very soon. If you plan on attending this event, please make hotel reservations as soon as possible to guarantee availability and reasonable rates. Hotel information can be found at www.h2omaha.com. Complete event information can be found at www.usaswimming.org.

I thought I'd share what our sponsor Mutual of Omaha has done with their website. Not only are all of their athletes highlighted on the site (they have 15 under contract) but they've done 13 interviews with Josh Davis asking some cool questions.

Please feel free to send this to clubs, friends, or others. Let's get the word out about Mutual's sponsorship of swimming and this cool site!

<http://www.mutualofomaha.com/usaswim/>

CLUB EXCELLENCE GRANT APPLICATIONS DUE BY APRIL 29th!

A quick REMINDER about an exciting educational opportunity:

The CENTRAL STATES SWIM CLINIC will be Saturday and Sunday May 17th and 18th, 2008 at the Oak Brook Marriott Hotel in Oak Brook, IL.

The 2008 Clinic proudly offers the following prestigious line-up of speakers.

Jim Richardson: 2 time NCAA Coach of the Year, Head Coach U of Michigan Women
Richard Shoulberg: Asst. Olympic Coach '88 & '92, National Prep School Champions 8 times & Head Coach Germantown Academy
Bob Steele: USA Swimming Master Coach Consultant, former Cal State Bakersfield Men's Coach, 5 Div II Championships in 7 years
Milt Nelms: Expert in Athlete Development & Swimming Technique
Alan Goldberg Ph.D: Applied Sports Psychologist & Author
Kristy Kowal: Olympic Silver Medalist '00, 8 time American Record holder & 1 World record

Registration is ongoing - registrations must be postmarked by May 2 to receive the pre-registration rate & and hotel reservations made by May 2 to receive the reduced clinic rate.

Please visit our website for more information and a registration form:
http://www.swimclinic.com/central/central_details.htm

Abolish Board Committees?

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A fresh and radical idea: consider eliminating all (or most) of your board committees. Too many boards are bogged down by committees that are inactive or maybe even semi-fictitious. And board members can feel compelled to be on three or four committees each!

The reality is that very few committees need to exist in perpetuity. Instead of a permanent Personnel Committee, for example, create a time-limited HR Task Force to oversee policy revision and then disband. In place of a standing Program Committee, form a time-limited Library Committee that tackles reviewing library usage—and then dissolve the group. The same folks might volunteer for the subsequent Newsletter Overhaul Committee to reinvent the newsletter, and then move on after four months.

One permanent (standing) committee you'll probably need is the Finance Committee, which must oversee financial performance on a continuous basis. Some organizations might also want to keep a Fundraising Committee, while others might replace this body with two task forces: one to coordinate the fall luncheon and one to plan and manage the county fair booth.



Task forces, ad hoc committees and temporary committees all have specific tasks to accomplish in a specific timeframe. Signing up to work on a project with a clear goal and a termination point always trumps the prospect of indefinite service on

a committee weighed down by a vague purpose.

An added bonus resulting from shifting to temporary committees is the changing mix of team participants. Interaction among a variety of members on the board will result in having the right people "on the bus" more often, and by board members getting to know more people on the board. And isn't getting to work with more people in new settings one of the reasons we join boards in the first place?

Go for it!

The old board café is now Blue avocado and here is where you will find them. Sign up and get helpful non-profit tips like the one above.

<http://www.blueavocado.org/category/topic/board-caf%C3%A9>

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Check out USA Swimming's new Club Recognition program. Follow the blueprint to develop a strong, stable, financially sound and athletically productive organization. See www.usaswimming.org/ClubRecognition