



## CLUB DEVELOPMENT

usaswimming.org

Dear Coach,

1. AT & T Tips and Training Sweepstakes.
2. First Olympian selected for Beijing
3. Sportsmanship lesson.
4. *Getting great PR in your town.*
5. QBQ! Personal Accountability.
6. Shelley Taylor Smith Words of Wisdom
7. 120 Day waiver rule see pdf file

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### AT&T Tips & Training Sweepstakes

Enter for a chance to WIN A TRIP to the 2008 Olympic Trials for USA Swimming. Also, have a chance to win cool autographed prizes from the AT&T Tips & Training Athletes.

– Text **WIN** to **33992** and reply back your birth date and you will be entered in to win

Prizes include:

- Autographed Tips & Training athlete merchandise
- Trip for two (2) to the USA Swimming Trials in Omaha, NE
- One plasma television (approximate retail value: \$1,300)

Each person is eligible to enter 25 times per day so enter now and enter often! Click here for more details:

<http://atblueroom.com/sports/teamusa/win/enter.php?id=181625&PHPSESSID=327211006cdfbbaf300eb8ffff07dd81>

Good luck and Go Team USA!

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## Warkentin Qualifies for 2008 Olympics in Marathon Swimming Event

### *Peterson finishes just outside of automatic qualifying range*

**Seville, Spain – Mark Warkentin** (Santa Barbara, Calif.) qualified for his first Olympics at the age of 28 today at the 5th FINA Open Water World Championships in the 10K open water race. The National Champion earned his spot at the Olympics after finishing 7th in a time of 1:53:37.1.

The top 10 finishers in the race at World Championships automatically qualified for the Olympics where the 10K marathon swimming event will make its first appearance at the Olympic Games. Warkentin is the first swimmer to be named to the U.S. Olympic Team, with Olympic Trials for pool swimming being held June 29 – July 6.

“I have been in USA Swimming a long time and there have been a lot of failures along the way,” Warkentin, who has competed in three Olympic Trials, said. “I have had a lot of coaches in America who believed in me. Back home, they

are going to wake up in a few hours and they are going to see Mark Warkentin made the Olympics. All I have to say to them is, 'The Olympics...and thank you.'

Former 10K World Champion, **Chip Peterson** (Chapel Hill, N.C.), went head-to-head with the top competitors for the majority of the race. In a final surge towards the finish, Peterson finished just outside of the Olympic qualifying range with a 13th-place finish in a time of 1:53:41.6.

Warkentin will compete in the 25K race on the final day of competition, May 8th, alongside U.S teammate **John Kenny** (Atlantic City, N.J.). Warkentin is the reigning National Champion in this event.

Competition will resume on May 6th, with the women's 5K race. Two-time National champion **Chloe Sutton** (Roseville, Calif.) and **Christine Jennings** (Longmont, Colo.) will represent Team USA in the event. For complete results, click [here](#).

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## Opponents carry injured home-run hitter around bases

PORTLAND, Ore. (AP) - With two runners on base and a strike against her, Sara Tucholsky of Western Oregon University uncorked her best swing and did something she had never done, in high school or college. Her first home run cleared the center-field fence. But it appeared to be the shortest of dreams come true when she missed first base, started back to tag it and collapsed with a knee injury. She crawled back to first but could do no more. The first-base coach said she would be called out if her teammates tried to help her. Or, the umpire said, a pinch runner could be called in, and the homer would count as a single. Then, members of the Central Washington University [team began](#) by carrying Tucholsky around the bases Saturday so the three-run homer would count - an act that contributed to their own elimination from the playoffs.

Central Washington first baseman Mallory Holtman, the career home run leader in the Great Northwest Athletic Conference, asked the umpire if she and her teammates could help Tucholsky. The umpire said there was no rule against it.

So Holtman and shortstop Liz Wallace put their arms under Tucholsky's legs, and she put her arms over their shoulders. The three headed around the base paths, stopping to let Tucholsky touch each base with her good leg. The only thing I remember is that Mallory asked me which leg was the one that hurt," Tucholsky said. "I told her it was my right leg and she said, 'OK, we're going to drop you down gently and you need to touch it with your left leg,' and I said 'OK, thank you very much.'" "She said, 'You deserve it, you hit it over the fence,' and we all kind of just I ed laughing when we touched second base," Holtman said. "I said, 'I wonder what this must look like to other people.'" "We didn't know that she was a senior or that this was her first home run," Wallace said Wednesday. "That makes the story more touching than it was. We just wanted to help her." Holtman said she and Wallace weren't thinking about the playoff spot, and didn't consider the gesture something others wouldn't do. As for Tucholsky, the 5-foot-2 right fielder was focused on her pain.

"I really didn't say too much. I was trying to breathe," she told The Associated Press in a telephone interview Wednesday. "I didn't realize what was going on until I had time to sit down and let the pain relax a little bit," she said. "Then I realized the extent of what I actually did." "I hope I would do the same for her in the same situation," Tucholsky added. As the trio reached home plate, Tucholsky said, the entire Western Oregon team was i ashington coach Gary Frederick, a 14-year coaching veteran, called the act of sportsmanship "unbelievable." For Western Oregon coach Pam Knox, the gesture resolved the dilemma Tucholsky's injury presented. "She was going to kill me if we sub and take (the home run) away. But at the same time I was concerned for her. I didn't know what to do," Knox said.

Tucholsky's injury is a possible torn ligament that will sideline her for the rest of the season, and she plans to graduate in the spring with a degree in business. Her home run sent Western Oregon to a 4-2 victory, ending Central Washington's chances of winning the conference and advancing to the playoffs. "In the end, it is not about winning and losing so much," Holtman said. "It was about this girl. She hit it over the fence and was in pain, and she deserved a home run."

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## Getting PR in Your Town: Realities to Remember

From [Sharon Dotson](#)

## How to leverage local media coverage to grow your business

In business, getting effective media coverage is often crucial to success. Doesn't matter how good you are if they don't know you're out there. But, there are realities to remember about the media, wherever you do business. Some of them are:

**There is a risk to all PR.** Getting media coverage is a gamble. Unlike advertising, you don't pay for public relations. Of course, that's what makes great media coverage so sweet. It amounts to a positive third-party endorsement of you with the credibility that paid advertising can never have. When a business owner works hard to get a reporter's attention and that effort translates into a positive, enthusiastic story – almost nothing feels better.

But the reality is: Just as much effort can be put into securing media coverage for a story that, unfortunately, may never materialize. There are a thousand reasons why the media doesn't pick up on a perfectly good story, but timing and luck is a factor, even when all the best efforts are made.

**The media market you live in can determine how much and what kind of media coverage you can get.**

For example, I live and work in Houston – the fourth largest city in the United States. This can be fortunate or unfortunate. What makes Houston the energetic, vibrant place it is, is also the reason there is fierce competition for media coverage here.

Business people who live in small to mid-sized markets like Baton Rouge, Syracuse, Santa Fe, and Mobile, can enjoy a whole different kind of relationship with the local media. Here, reporters and writers are likely to have children in the same schools as your kids. Their wives and husbands may work in the same place where you or your spouse works. Smaller market media-types are likely to live in your neighborhood or go to your church. Lots of good stories develop out of personal relationships that just are not possible to develop in a huge city like Houston or Boston or Philadelphia. Of course, it works both ways. Business owners who live in small markets are also limited to a fraction of the potential customers available to you in a big city. What can you do about these public relations/media truths?

**Work smarter to get media coverage.** Look at your business objectively through the eyes of a reporter and decide what could be the most newsworthy story about your company. This takes practice and you can hone this skill by reading some of the hundreds of books available on the media. Just go to [Amazon](#) or [BN.com](#) and key in the words "public relations." You'll be amazed at what comes up.

**Learn to read your newspaper with the eyes of a media pro.** Familiarize yourself with the names and styles of reporters who regularly write about topics where news about your business might fit in. Remember, most reporters have "beats," which means they are basically writing about the same topics over and over. You won't see many automotive columnists writing pharmaceutical stories.

**Adjust any negative, self-defeating attitudes you might be harboring about coverage in small community newspapers.** All the time, I hear people say they don't want to waste their time pursuing media coverage in small newspapers. "Nobody reads them," they say. But, this is wrong!

As Richard Laermer, the powerhouse PR exec says in his book, [Full Frontal PR](#): "The big secret is that most journalists read the small news outlets to find great stories before they hit the mainstream. Do you think," asks Laermer, "that these reporters dream up all those stories on their own?"

In fact, community journalism is big business in cities and towns all over the country. The best evidence is the sky-high cost of advertising in these newspapers. It isn't cheap – which is a sure sign that people are reading these newspapers. Getting media coverage is not a snap, but it is far from impossible, if you deal with the realities and go from there.

[Sharon Dotson, APR](#) is the owner of Houston-based [Bayou City Public Relations](#), a PR firm specializing in getting positive media coverage for small, successful niche businesses.

### Suggested Reading

[Letters to the Editor: A Great PR Tool](#)

[Remembering the "R" in "PR"](#)

[More Publicity Articles](#)

### From Other Guides

[Public Relations: Tooting Your Own Horn](#)

[Publicity/PR Success And How You Can Do It Too](#)

## QBQ! (The Question Behind the Question) QuickNote

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Eva, a reader of *QBQ! The Question Behind the Question*, shares the story below. It's such a great example of "customer care,"

it almost makes me want to go to the dentist! *Almost.*

John G. Miller

Author of *QBQ!* and *Flipping the Switch*

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It was time for our family dental appointment in Centreville, Virginia—at a new dental office—right around the corner from our house.

On Wednesday, my husband picked up our two oldest boys at school, while I got our two preschoolers and went to meet him. He arrived before I did and I found him in the hallway on his cell talking with this dentist's *main* office located over twenty miles away.

Apparently, the office near our home is only open on Tuesdays and Thursdays and the staff is supposed to clarify with the customer which office to go to, but hadn't. So there we were, the six of us, all scheduled, taking time off from work, and nobody to see us.

Well, I'm not the kind to get upset so I whispered to my husband that we should just reschedule. But then he got off the phone saying someone was coming over to meet us. I was curious who it would be—and why they'd be coming.

A short while later, out of the elevator steps Dr. Flora Tajalli—***the owner of the practice***—herself! She had brought with her a hygienist named Pablo, and said she was "So sorry" this had happened. She then opened up the office to care for each and every one of us!

I was so amazed and impressed. And it gets better ...

My husband went first since he needed to get back to work. When he was done and gone, the kids were taken in one by one and given great care. I knew they were comfortable because I heard no yelling, sobbing, or screaming. When it came my turn, I told the doctor I would now need to reschedule because I could not leave my small children in the waiting area alone (there was no receptionist, of course). So Pablo asked if they could all come into the exam room with us. I thought, *Well, why not?* So Evan, Aedyn, Grant and Laura—age nine down to 4-years-old—sat like little angels in the bay window while Pablo prepared me for my exam. When Dr. Tajalli saw them there, knowing X-rays would soon be taken, she herded them back out to the waiting area. She gave them toys from her take-home toy bin and sat at the reception desk as the hygienist finished up. As soon as he was done, she came in to complete my exam and now *Pablo* went out to stand watch over my children!

I have never seen anyone willing to go so many extra miles. Dr. Tajalli went far beyond routine customer service by catering to us every step of the way, *even though we made no demands*. They watched my children so I could stay, and, of course, truly served a family of six by not causing us to reschedule. In the end, simply put—***she earned customers for life.***

I wish there was some place I could nominate Flora Tajalli for "Best Dentist of the Year"! She would rightly deserve it since she clearly asked QBQs like, "*What can I do to solve this problem?*" and "*How can I really care for my customers?*" But since I don't know how or where to do that, our family will just call her ***The QBQ! Dentist.*** And that works for us. Hopefully, having loyal, forever-returning customers works for her.

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**Wow, Eva, now *that's* personal accountability! No blaming the staff or the customer—just solving the problem. Exactly how the "backbone of America"—also known as *small businesses*—should function. Come to think of it, that's how every organization should be run.**

Extreme customer care—it's a good thing, *anytime, anywhere.*

John G. Miller

Author of *QBQ!* and *Flipping the Switch*

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## IF YOU BELIEVE YOU CAN ACHIEVE

There are no real barriers to your achievements.  
You must overcome any doubts you have  
about your ability.

Your self image prescribes the limits for your accomplishments. It prescribes what is possible  
for you. Don't be afraid of living.

Your belief that life is worth living will  
help you create the fact around you.

If you see yourself as prosperous, you will be.  
If you see yourself as continually hard up,  
that's precisely what you will be.

You can never achieve anything until YOU believe YOU can.

Everything is possible if YOU believe.  
Get Tough Champ!  
Cheers Shelley Taylor-Smith

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