

2019 USA Swimming Convention Report from Dean Graves

2019 USA Swimming Keynote Address

By Trevor Moawad

Negative thinking works all of the time. Removing the negative is what has turned Alabama football around

when you're green you grow. When you're ripe you rot

Learn how to do simple...better, then let talent take over. Make micro improvement across the board. With a bag of Doritos in one hand and an apple in the other, which will you choose to eat as a snack? Until you can make that right simple decision, we will never be successful

We measure ourselves by what we're not. Need to measure ourselves by what we can be.

Success leaves clues. Pressure is a privilege

Fear can freeze or motivate you. You choose. How I adjust my behavior will determine my success. Success is more in the minimal gains

Life is about free will and decisions. If you want to be good, the formula exists (see slide about unconsciously incompetent)

Need to always strive for is consciously competent

What information is really important to employers? On a list of twenty "must haves" in a prospective employee:

- #1 your mental approach
- #2 how you relate to other
- #13 where we went to school
- #14 your grades

Law of One Thing – we tend to stumble over one thought

Advertising from the outside works:

Just do it

Melts in your mouth, not in your hands

Suggestions from the outside are 1/10 as powerful as from inside in your head.

YOU HAVE THE POWER OVER YOURSELF

When we say something out loud it's 10 times more powerful than when I say it in my head. Negative is 5 to 7 times more powerful. Multiply that with 10 times above

Stop saying stupid things out loud decreases my performance by 40 to 70 times. And it affects those around you

If I consume negativity it ruins any chance of a positive outcome.

Your words matter

The greatest difference between winners and losers is based on what they don't do that which you can't control, you can't control. But you can remove negativity

Write 5 things down and go in the store then you will be in and out. Without a list it will take you 4x as long

Embrace expectations. Champions take chances. Be thankful for the pressure. It's a blessing. You know what you can do. DO IT.

If you are prepared, then you're in control. Pressure is a reflection of ambition.

Be a doer and not a commentator. Leaders are heat seekers not heat deflectors. If you are a reactor then you've lost

Real change begins when you start thinking like a 1480 not a 740 (SAT story).

USAS BOD Meeting

2020 Futures meets will be July 30-August 2

Host cities will be Huntsville, AL; Irvine, CA; West Fargo, SD; Columbus, OH
Olympic Trials will be held beginning June 21, and will be the first since 1996 without Michael Phelps.

The OT target was 900 athletes, but we've already reached 1076 with 8 months to go. Ticket sales are HOT with 13,000 tickets sold for each day of the competition. There are less than 1,200 tickets for each day currently available. There will be a 30% increase in TV coverage with an additional 10 hours added to programming.

BOD will be proposing a club fee increase at Saturday's HOD meeting.

SCS BEWARE! USAS is eyeing up our bank accounts! A personal word of warning from my BOD experience of a sports facility in FL: If they see the money in a designated account, they will find a way to take it.

Southern Zone Business Meeting

This meeting was a great civics lesson for the athlete representatives. The board proposed a significant dues increase (From \$70 to \$250) for each LSC but was ill prepared to defend the increase request. Significant debate took place, additional proposals were made, but ultimately the request was voted down. The delegation was in favor of the increase, but not without seeing a budget breakdown that justified the increase.

Other Business:

Athlete Reps are trying to get traction within the zone through social media, branding activities and networking opportunities

USA Swimming and Southern Zone is pushing for 100% participation with the Safe Sport Club Recognition Program. Currently the SZ has 21% participation, the lowest % in the country.

A delegation from the USAS BOD came and spoke to the SZ about some of the issues facing the organization nationally.

Date for the 2021 Age Group Champs will be August 3-7

Age Group Champs will be held in Tupelo, MS
Senior Champs will be held at Texas Tech

Open Water Champs will be back in Fort Myers for 2021

Jim Kelly was elected to be the next Coach Director
Matt Webber will be the next Senior Chair

Bi-Law amendments were adopted

Safe Sport / MAAPP Roundtable

Led by Abby Howard, USAS SS Director

This was really a “what’s working for you” kind of discussion. Not much in the way of new revelations. Mentioned SS Club Recognition ideas.

It was suggested that a simple raffle be offered at a pizza party. At this party, required videos would be watched, and the questions for the APT would be covered. All adults and athletes in attendance would be given credit for taking the program, and the team would meet a significant requirement for attaining SS Recognition.

A rewrite of MAAPP + penalties for noncompliance is due out in January 2020. SCS SS has been asking teams to post all mandatory policies to their websites. MOST HAVE NOT. Come January, posting will be mandatory via USAS.

The host facility and club is responsible for the enforcement of MAAPP at their meets. Timers should be asked to sign a MAAPP acknowledgement form at time of check-in and the club is responsible for filing digitally or paper copy.

We are encouraged to create an ADMIN BOARD OF REVIEW at the LSC level to handle first time incidental occurrences. All occurrences of a sexual nature are required to be reported to USAS or the US Center for Safe Sport regardless of significance. Something as minor as unwanted touching must be reported. Sexual violations of a criminal nature MUST be reported to local law enforcement within 24 hours.

MAAPP violations that involve Non Athlete Members and Athlete member away from swimming venues must ALSO be reported to USAS or the US Center for SS.

Safe Sport Workshop / Coaching Boys into Men

THIS WAS BY FAR THE MOST VALUABLE SESSION OF THE CONVENTION.

Our teams are having significant issues with sexual assault, drugs, suicide, diet and bullying. 1 in 3 teens face some degree of abuse.

Programs materials are online and available for coaches, parents, mentors FREE of charge. I HIGHLY RECOMMEND that all of our teams implement these programs immediately.

Coaching Boys into Men has a series of 15-minute lessons that are quick to cover yet impactful in engaging the athletes in conversation and situations.

<http://www.coachescorner.org/>
<http://www.coachescorner.org/tools/>
<https://www.youtube.com/playlist?list=PLaS4Etq3IFrV-RcAxNRR-Wwgz0KjZ5sDW>

Athlete as Leaders is another AWESOME program and while good for audiences of both genders, is exceptional for young ladies.

<https://www.athletesasleaders.org/>

Both programs are appropriate for ages of 12 and up.

These programs are dedicated to developing positive character traits, building strong relationships based on respect, creating safe environments where the athletes can talk openly, creating role models and creating accountability partners. The program also encourages each team to do at least one team-wide community service program each year.

Athlete Leadership in the LSC

This was a workshop in community activism for athlete members. While I agreed in principle with the overall message, I do not believe the approach was the best for generating trust and cooperation between athlete and adult non-athlete members.

Positives that I took away from this session are:

Our P&P should be amended to place an athlete as the Chair of the Athlete Committee, with mandatory Non-Athlete representation on the committee.

Athlete activity within SCS is woeful and needs to be greatly improved from all teams and geographic locations within the LSC. The athletes need to know that their voices matter.

Athlete committees need to eliminate bias and encourage representation from all locations, ability levels, age groups, gender groups, opinions, etc.

Encouraged athletes to give back to the LSC and sport

USAS will help our Athlete Reps to set up 1-day leadership summits. These are good for up to 40 athletes. For LSC's who really support them, they are great.

They are great for reaching the uninvolved. They are interactive, fun and promote servant leadership.

USAS will provide a list of facilitators, curriculum and activity outline.

The LSC is responsible for covering the costs, but this is something that can be built into the Athlete Committee budget. The cost is in the range of about \$3000 for a one-day event. USAS does offer grant opportunities to offset some of the costs.

USAS can't promise an Olympian, but can make National Team members available.

Great community activity for college resume

Out athlete reps must light the fire under the other athletes.

Also provided are training materials.

Robert's Rules of Order

Dan McAllen backed out of his commitment at the last minute, and while a capable replacement was found an hour before the session, this person had no presentation, and winged it from hand-written notes. It was hard to absorb anything of value from this session. There are PDF materials that I will download and review.

The general premise is to bring an order to the conduct of any meeting, especially when there are significant disagreement and opposition.

A quorum is required for a meeting to be held

The goal is to tackle one issue (and only one issue) at a time. A motion, second and vote, initiates each issue up for discussion.

RR may be suspended (but not recommended) through a 2/3 vote, and is only permitted for the motion currently on the floor.

The chair controls the meeting

Out of Order is called by the chair for any discussion that strays from the motion open on the floor.

Mighty Mid LSC Workshop

I'm not a fan of "what's working for you" meetings, and that's what this was.

Best performing LSC's have a lot of cooperation and involvement from the coaches. These coaches put interest of their team aside and encourage participation from their athletes and parents for the betterment of the LSC. WE HAVE A LOT OF WORK to do here.

USAS control over the LSC will be changing. The comment was non-specific, but greater uniformity from LSC to LSC will be exercised, with less autonomy to the LSC.

Encouraged greater team participation in Open Water events, select camps, activity posting on LSC social media (with greater team participation on LSC social media).

WE NEED TO SEND A COUPLE OF ACTIVE COACH DELEGATES TO THE NOVEMBER WORKSHOP IN COLORADO SPRINGS.

Riley Parker - Senior Athlete Representative Convention Report

The primary focus at convention this year was learning what the roles of the athletes were in the LSC, and with this came the realization that our LSC is incredibly behind in the athlete perspective world. Instead of focusing on the distance we, as an LSC, have fallen behind on, the athlete representatives were presented with several tools to help stimulate a sense of catch up within the LSC, starting with the athletes. I learned lots of new ideas that are being utilized in other LSCs across our zone, and across the nation. An example would be how the North Carolina LSC has 41 athletes present each year at their House of Delegates meeting, as they have taken on a regional approach to representation. Another example was that the Nebraska LSC utilizes an online voter registration site, called Survey Monkey, in order to elect their new representatives each year.

The meeting I took away the most from was the AEC Leadership Committee Meeting and Workshop, which was primarily focusing on educating the athletes about what amount of power they have in their LSC, and how they can positively affect their swimming community. Many LSCs have an athlete-run Instagram page, in addition to their purely board maintained account.

Joyce Dodd – Treasurer

Wednesday, September 11, 2019

5:00 PM **Keynote Address** by **Trevor Moawad**, a renowned mental conditioning expert and strategic advisor to some of the world's most elite performers. Trevor Moawad recently partnered with Russell Wilson to form Limitless Minds whose mission is to both optimize performance and enrich culture within some of the world's top organizations and elite performers. In 2017, Trevor was named the "Sports World's Best Brain Trainer" by Sports Illustrated. From Ft. Bragg to Harvard Business School, from elite Quarterbacks to top level CEOs. **Moawad's mission is clear – to motivate the motivated.** Moawad is well known for being the mental coach to Seattle Seahawks quarterback Russell Wilson, and has worked closely with prestigious NCAA Football programs and coaches, including Nick Saban, Kirby Smart and Jimbo Fisher. Moawad has been part of eight National championship games. Additionally, Trevor continues to support the U.S. Special Operations Community, Major League Baseball, the NBA, UFC and many other elite professionals. His subject matter was:

1. Do you keep cool under pressure? As an elite mental conditioning coach, Trevor shared his groundbreaking methods rooted in neutral, behavior-based thinking.
2. Through his work with world-class athletes, he has identified common habits and behaviors of highly successful individuals.
3. He explained why options are choices that don't have any real consequence. But choices, even small ones, are decisions that matter, however small they might seem.
4. He explained why eliminating negative thought is powerful—and, conversely, why verbalizing negativity is even more destructive.
5. Pressure is a privilege, not a burden. He shared the reasons why we are responsible for both our failures and successes.

Salient points in the presentation included:

Focus on removing the negative

Great Behaviors, not great Aptitude

Learning how to do "Simplify" better and is the aggregate of marginal gains

We all have access to the same insights, but am I open to giving those insights access to me?

Pressure is a privilege

Trevor provided a handout that differentiates:

Neutral Thinking (characteristic of the Elite - a thought process that is unbiased and focuses on objective and concrete facts that do not offer judgement or grading)

Positive Thinking (characteristic of the Competitive - we do not know that positive thinking works, but we do know that negative thinking works 100 percent of the time and it works negatively)

Negative Thinking (characteristic of the Novice - a thought process where people tend to find the worst in everything or reduce their expectations by considering the worst possible scenarios)

Thursday, September 12, 2019

8:00 AM – 10:50 AM Southern Zone Business Meeting

Officers and Coordinators reports were presented. Evaluation reports of Southern Zone Senior Championship and Southern Zone Open Water Championship were presented.

2020 Zones Age Group Championships July 28 – August 1, 2020 and 2021 Zone Age Group Championships July 27-31, 2021 will be held at Tupelo Aquatic Center, Tupelo, MS.

2020 Zone Senior Championships July 28 Jul- August 1, 2020 and 2021 Zone Senior Championships July 27 – 31, 2021 will be held at Texas A&M, College Station, TX.

2020 Zone Open Water Championships will be held May 30-31 in Chattanooga, TN and 2021 Zone Open Water Championships will be held in April in Ft Myers, FL.

Zone Director – Coach and Zone Senior Chair were elected. 52 athletes made the Southern Zone Scholastic All-America Team, the most of any Zone! [Check that]

New Business:

1. Proposed Zone By-laws were accepted
2. Proposed Policies & Procedures Manual was accepted
3. Proposed Zone Dues Increase was discussed at length. The proposal failed.

Friday September 13, 2019

8:00 AM – 11:50 AM **Treasurer's Workshop**

Goals of the National Governing Body are:

- To Support the National Team
- To Protect the athletes

Doug Barker of First Western Trust explained about his firm, provided the following recommendations for all 59 LSC's:

- Have an investment committee appointed by the Board of Directors to include the LSC Treasurer
- Have a written Investment Policy Statement approved by the Board of Directors that
 - Defines goals and objectives for the management of the investment portfolio
 - Defines strategic asset allocation based upon return objectives, downside risk tolerance, time horizon, and distributions
 - Asset Allocation is predicated on:
 1. The perception of future economic conditions, including inflation and interest rate levels
 2. Historical and expected capital market assumptions
 3. Risk tolerance based on long-term objectives
- Have a diversified portfolio to meet the LSC's goals, cashflow objectives, and risk profile
- Obtain professional advice at a reasonable cost. A written service agreement must clearly state how the advisor is compensated.

The remainder of his presentation was specific to the portfolios of USA Swimming, Inc. and UAA Swimming Foundation managed by First Western Trust

Jill Goodwin CPA covered the following with a Power Point presentation (available [HERE](#) :

- New Accounting Pronouncements
- Accounting for Memberships, Sponsorships, and Contributions
- New terminology for the Net Asset section of the Balance Sheet
- Functional Expense Reporting by both Natural Classification and Program/Supporting Services

Tax and Donor Reporting – 1099 forms, W-2 and W-3, 990 Tax Returns, proper contribution acknowledgements, and state reporting

Team Unify presented information on changes currently being implemented and those planned for the coming two years within the Team Unify platform. The TU representative fielded many questions from the attendees.

Saturday September 14, 2019

9:00 AM – 2:00 PM **House of Delegates**

Elections for the 4 expiring seats on the 15-member USA Swimming Board of Directors

In order of highest-to-lowest votes, the following were elected as new members:

Kathleen Prindle (Coach) – 4-year term
Bill Schatz (Coach) – 4-year term
Kenneth Chung (non-Coach) – 3-year term
Jennifer Gibson (Coach) – 3-year term

USA Swimming Rules and Regulations Committee

Reported a 1.7% increase to 352,497 athletes this year. There are 3,033 year-round clubs (including 105 new clubs), and over 40,000 non-athlete members. Total Non-athlete members are 411,510 Individual members.

2019 Proposed Amendments to USA Swimming Rules and Regulations

A motion was made and passed to pull items R-22 and R-28 at the request of the makers.

Items R1 through R-27 and HK-1 were considered (and passed) in block order except for items R-6, R-9, and R-18 which were pulled for discussion

After lively discussion on the pulled items - including proposed amendments and amendments to the proposed amendments! - R-6, R-9, and R-18 were passed.

Karen Alexander – Sanctions/Office Administrator

Registration/Membership Committee Meeting

SWIMS Updates/Miscellaneous:

Addition of the following to membership profile:

USADA Coach 's Advantage Tutorial Requirements - 20-minute video course (presented in 4 modules) was added following discussions with Age Group Anti - Doping Task Force

Concussion Protocol Training (Officials and Coaches) – all non-athlete coach and official members must complete CPT by January 1, 2020.

MAAP (all-non athletes and athletes 18+) - beginning Sept 1 the formerly three-courses for APT have been streamlined into one

Additional email address field (family + member) – The previously existing field called “email” has been renamed to “Family Email”.

Seasonal Membership- one seasonal membership may be purchased in a single membership year, and if an athlete wishes to purchase an additional seasonal membership within same year, they will be required to upgrade to a premium membership by paying the difference in price.

Hardship Policies for Club Dues:

With club due increase club applies for hardship to LSC, LSC reviews the request and approves or rejects- If rejected, LSC notifies club If approved, LSC sends application to NHQ for consideration*LSC approval means that the LSC granted a discount on LSC fee

NHQ staff reviews the request for a reduction in national fee, and approves or rejects

Membership Data Validation Project – poor compliance, when used most clubs fail to make corrections in the file so it defeats the purpose!

FLEX Membership – has not brought in the projected /anticipated number of new memberships

Junior Coach Membership – fairly good turnout nation wide

Keynote Address ~ Trevor Moawad

Mental Conditioning and Strategic Advisor - renowned thought leader in mental conditioning for A-list professional athletes as well as top-tier football and basketball teams...

Moawad shared how he developed his own mental approach that has guided him through challenges since his earliest days.

* Behind every great athletic feat is a sharp mental performance to match

focus on the training of ‘mental skills’ for performance improvement

Likening training one’s mind to training one’s muscles or reflexes, mental conditioning is meant to develop strong habits to serve and empower people when the mental pressure is on.

* important to view setbacks as temporary and to love yourself unconditionally.

* Don’t pretend that bad things aren’t bad, but don’t give them any more power than they deserve

* neutral thinking - While traditional wisdom emphasizes the advantages that can come from positive thinking and the harm that can come from negative thinking, Moawad believes we should focus less on negatives and positives, and more on the space in the middle. Neutral thinking is a helpful tool for remaining present and objective in each moment, allowing individuals and teams to take both setbacks and successes in stride.

* training your mind to bypass negative thinking, while staying focused on the present, can help you navigate any situation with confidence

* “Stay in alignment with where you want to go. You just gotta make sure that our own behaviors really determine whether or not those things are possible”

*Pressure is a privilege and a reflection of ambition

*Behavior is more powerful than emotion

Southern Zone Business Meeting

*Sanction appeals will be handled by ZBOR

*Membership fee proposal - \$.15 per reg club member vs up to \$200 per LSC. Neither passed

Treasures Workshop

Doug Barker Senior Portfolio Manager First Western Trust – sales pitch why his company should be in charge investing the LSC’s surplus income

Jill Goodwin CPA First Western Trust

George Ward Senior Director of Risk Management at *USA Swimming, Inc.* –

*certificate of insurance

*USA Swimming has set up a program through National/Enterprise Car Rental which allows an LSC to rent a vehicle through either rental car agency at a reduced fee or no cost and which rental includes insurance. See the USA Swimming website for more details: <https://www.usaswimming.org/site-search?search=car%20rental>

Team Unify, Tim LaRoche – sales pitch for TU to do billing

One on One LSC Registrar Meeting ~ Denise

Thomas/Membership Services

*Using the Mass Member Validation Service

*Membership in an electronic world – future plans for all non-athletes to register via a batch like athletes ☺ + USA Swimming will be accepting and process all registrations on a USA-S “billing platform” then issue payment back to the LSC

*Reports & Custom Reports in SWIMS – Club Portal

*SWIMS holding Tank

*Financial Reconciliations

*Meet Recons/Club Registration

House of Delegates

*Revenue:

Statement of Activities:

Swim-A-Thon \$361,920

Donations \$1,819,550

Corporate Sponsorships \$480,000

Total \$3,940,706

*Expenses:

Program Services \$2,771,853

Fundraising \$975,979

Management & General \$481,359

Total \$4,229,191

Program Services include Make a Splash, Building Champions, Alumni

Total change in assets beginning of the year to end of year -\$1,285,482

2018 Make A Splash Report: 1.371,962 Make a Splash Local Partner
swim lesson enrollments, 151 grants awarded with 18,901 scholarships
awarded