

**Leadership, Education,
Certification, Cooperation**



**The American Swimming
Coaches Association**

A ASCA

- MAIOR ASSOCIACAO MUNDIAL DE TREINADORES DE NATACAO
- TEM 10.455 ASSOCIADOS NUMERO DE 2015
- SENDO 4075 INTERNACIONAIS.
- SEDIADA EM FORT LAUDARDALE, FLORIDA.
- EXISTE DESDE 1959
- INICIOU CERTIFICAÇÕES EM 1985,
- E JÁ DEU 16.349 DIPLOMAS.
- CERTIFICOU INTERNACIONALMENTE 1.263 TREINADORES
- DE 85 PAISES,
- ATUALMENTE 14 PAISES FAZEM CURSOS DA ASCA
- BRASIL + NOVO PARCEIRO COMECOU ANO PASSADO COM A 1ª CLINICA INTERNACIONAL DA ASCA EM SANTOS.
- SOBRE A ESTRUTURA DA ASCA :
- O PRESIDENTE E SEMPRE UM TREINADOR RENOMADO como:

ALGUNS PRESIDENTES DA ASCA

- DOC COUSILMAN
- DON GAMBRIL
- JACK NELSON
- GEORGE HAINES
- PETER DALAND
- RICHARD QUICK
- DICK SHOULBERG
- GREG TROY

GREG TROY- Foi o ultimo presidente da ASCA, técnico chefe da equipe americana na Olimpíada de 2012 em Londres e assistente técnico em Pequim 2008, passaram por ele 91 nadadores olímpicos, sendo o mais famoso de todos Ryan Lochte que estudou e treinou com ele na universidade da Flórida. Troy está lá há 17 anos e treina as equipes masculina e feminina , foi técnico do ano nos EUA em 2010 e 2011. Greg foi treinador do Gustavo Borges quando ele estudou na Bolles School e do Gabriel Mangabeira quando ele estudou na Universidade da Florida.



O BOARD= 1 PRESIDENTE, 2 VICES , 13 DIRETORES

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Morsilli, Tierney, Wadley

Term Ends 2016:
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Term Ends 2017:
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DIRETOR EXECUTIVO JOHN LEONARD



John Leonard

ASCA EXECUTIVE DIRECTOR

John has served as ASCA's Executive Director since January of 1985. Areas under his direct supervision include Certification, Publications, the World Clinic Program, Advocacy, and ASCA's interactions with the larger world of swimming. He serves on the USA Swimming International Relations Committee, and the OIOC, as Executive Director and Board Member of the World Swimming Coaches Association, and travels widely within the USA and internationally serving these various related activities.

What is John most proud of during his tenure at ASCA?

“Two things, first, when I came here in 1985, we had 1,654 members and today we have over 10,500 members. I feel good about us filling coaches' needs to that point of growth. At the same time, we've managed to remain the only truly independent coaches association in the world, which has allowed us to freely express our opinions on all important topics in the world of swimming, and have some influence in national and international directions for our sport. As Peter Daland would say, 'We've come a long way from the days of coaches being Bath Attendants.'”

FALANDO DA NOSSA CLINICA

Aqui vamos ter nível 1 sábado
E nível 2 domingo ambos ministrados pelo
BOB STEELE
A MECANICA SERA A SEGUINTE:



**VAMOS FALAR DA
CLÍNICA MUNDIAL
DA ASCA- 46a edição
O MAIOR EVENTO
DO GENERO NO
MUNDO**

EM CLEVELAND, EUA

DE 8 A 12 DE SETEMBRO DE 2015

ASCA PRESENTS

WORLD CLINIC

ASCA

CLEVELAND
SEPT 8-13TH

2015 PROGRAM BOOK

SEPT. 8-13 CLEVELAND, OHIO

FRANK BUSCH * BILL SWEETENHAM * JON RUDD * WAYNE GOLDSMITH
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swimmingcoach.org/worldclinic

RENAISSANCE CLEVELAND HOTEL

24 PUBLIC SQUARE, CLEVELAND, OH

A ASCA TODO ANO RECEBE BRASILEIROS



WORLD CLINIC 2013
CLEVELAND
SEPT 8-13TH

ASCA

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Djan Madruga

Djan Madruga Natação
Rio de Janeiro, RJ BRAZIL
ASCA Level 3 - International
reg

COACH



- com a Emanuelle Sarkis o Gilberto Junior treinador no Texas

com Giberto junior, Gustavo Calado e Haller da
Proswim/FINIS



- ESSE ANO FOI DE 8 a 13 SETEMBRO A 46ª ASCA INT.
- É A MAIOR CLÍNICA MUNDIAL DE TREINADORES DE NATAÇÃO COM UMA MÉDIA DE 1500 INSCRITOS DE DEZENAS DE PAÍSES
- O RECORDE FOI EM INDIANAPOLIS 2010 C/ 1826 INSC.
- UM EVENTO QUE ACONTECE DESDE 1969 OU SEJA HÁ 46 ANOS
- SÃO 60 PALESTRAS E ENCONTROS DIVIDIDOS EM 7 EIXOS:
- FAIXA ETÁRIA/GESTÃO/UNIVERSITÁRIO/COLEGIAL/MASTERS/ SENIORS E ESCOLA ASCA* ONDE:
- * CERTIFICAM-SE TREINADORES NOS NÍVEIS ASCA 1 A 5
- HÁ 1 FEIRA DE EQUIPAMENTOS E SERVIÇOS DE 3 DIAS ONDE EXPOEM CERCA DE 50 FORNECEDORES :
- A ASCA COMEÇA NUMA 3ª F. E TERMINA DOMINGO
- CADA DIA TEM EM MÉDIA TEM 12 h DE ATIVIDADES
- HÁ UMA FESTA DE ABERTURA E UM JANTAR DE GALA

+ WELCOME TO +
ASCA WORLD
CLINIC 2015 +



+ WELCOME TO +
ASCA WORLD
CHAMPIONSHIP 2015 +

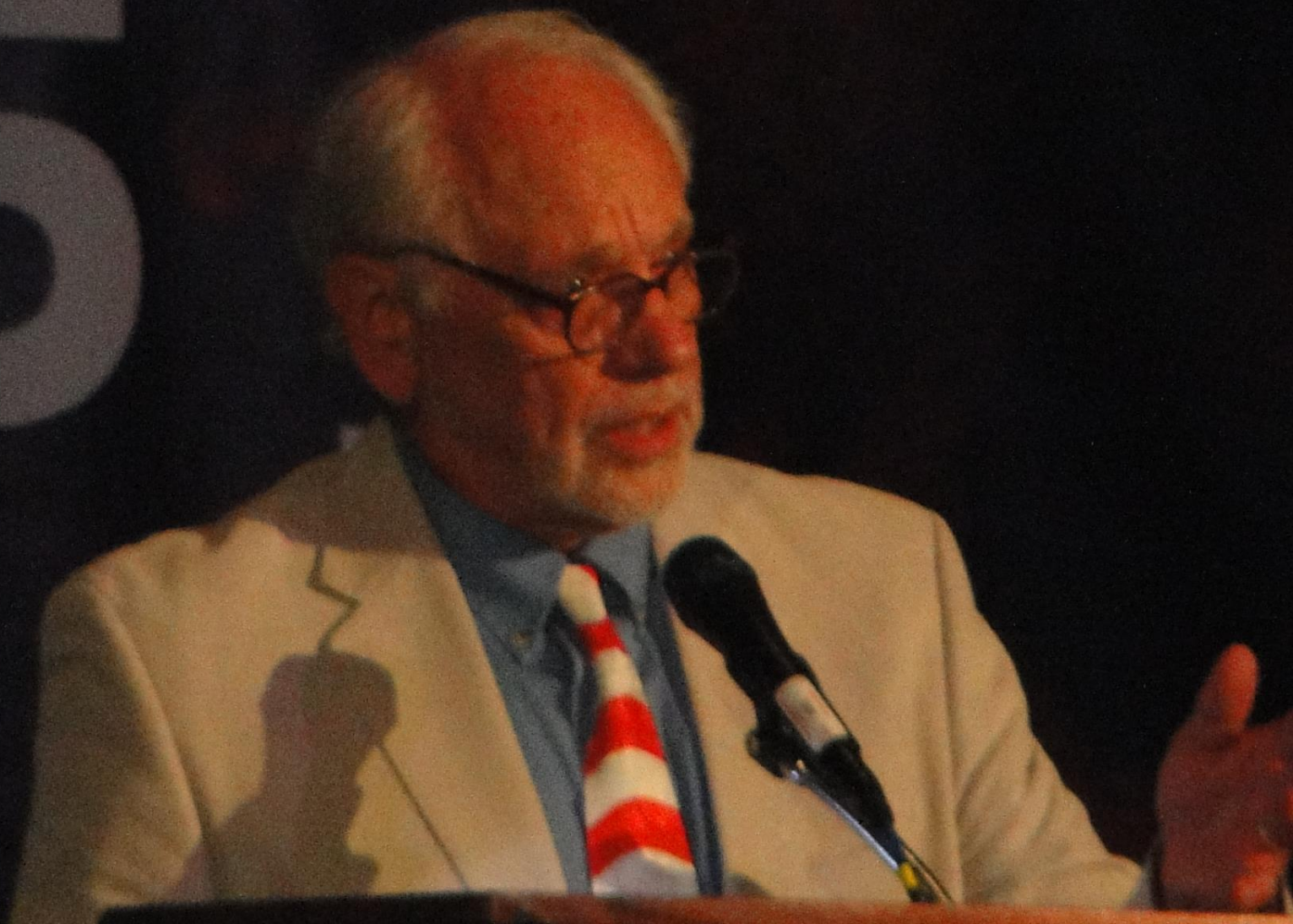
speedo







5





“This Really Works”

POSTER PRESENTATIONS

Be an ASCA World Clinic presenter! Share your creative ideas that “Really Work” Win some big money too! Judging based upon originality, creativity, simplicity, motivation, and FUN for kids to do and coaches to watch.

The Order of Events

- | | |
|----------------------|---|
| 1. Illustrate | 11 x 17 paper at booth |
| 2. Name it! | Include: name, club and cell phone number) |
| 3. Post it! | Exhibit Hall – DEADLINE THURSDAY 3:00 PM |
| 4. Get 'em | Get ideas Take phone photos or write 'em down |
| 5. Judging | Thursday 4:00 - Finalists notified by phone |
| 6. Awards | Finalists MUST attend Award Banquet to receive prize |
| 7. Spend it! | Win, place or show |
| 8. Read it! | ASCA Newsletter! |

1st Place - \$400

2nd Place - \$300

3rd Place - \$200

4th Place - \$100

Prize money donated by the Counsilman Lecture Series.





The American Swimming Coaches Association

HALL *of* FAME

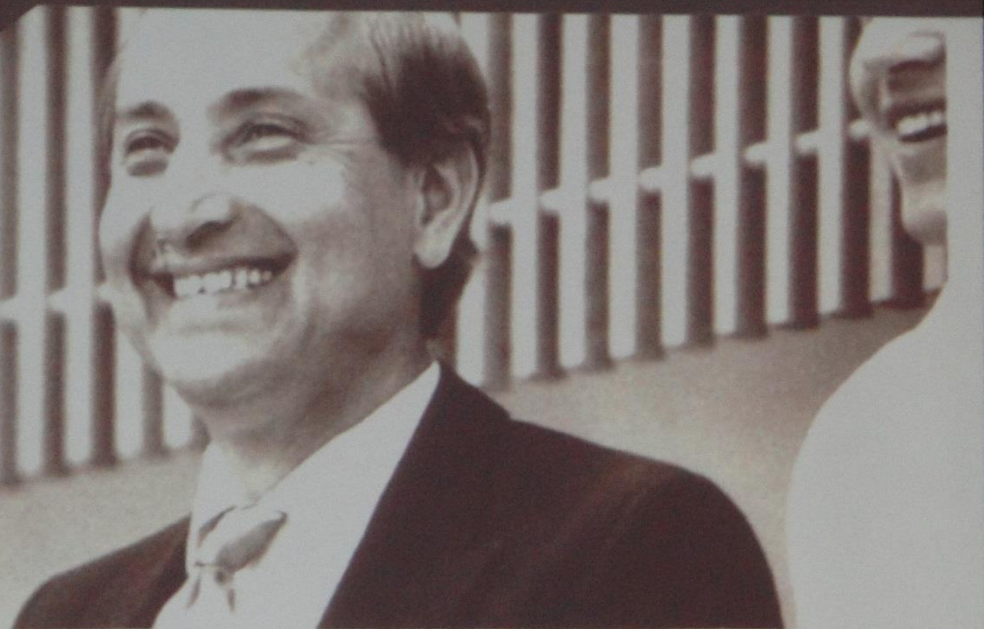
2015 Induction Presentation

THE CLASS OF 2015

Our 2nd honoree is...

Coach
Joe Bernal

Bernal's Gators



- Coaching 45 years!
- Harvard University, Men's Head Coach – 14 years
- Revolutionized 5th Stroke w/the underwater Dolphin Kick
- USA Olympic Staff 1984 and 1988
- Bernal's Gators – 24 years
- USA Pan Am Games Head Coach – 1991
- Coaches Olympians Bob Hackett, Dave Berkoff, Ray Brown, Ray Carey, and Scott Jaffe
- 7 World Records, 8 American Records, 6 Olympic medals, 5 Olympic Team Members, & 51 Olympic Trial qualifiers

WORLD
2015



AMERICAN SWIMMING
COACHES ASSOCIATION

LEADERSHIP • EDUCATION • CERTIFICATION





**NESSE JANTAR A ASCA ANUNCIA O
TREINADOR AMERICANO DO ANO. JÁ
CONQUISTARAM ESSA HONRA NOMES
COMO:**

- **Doc Counsilman** (1º em 1961),
- Peter Daland(1), Don Gambriel (1)
Jim Montrella (2), **Randy Reese** (2),
Greg Troy (2), Bruce Gemmell (2)
Dick Shoulberg (2), **John Urbanek** (2),
Richard Quick (4), George Haines (4),
Mark Schubert (5), **Eddie Reese** (5),
e Bob Bowman (5)

And the Winner is...

Coach **Bruce Gemmell**

Katie Ledecky – World Champs World Rank Fina Points

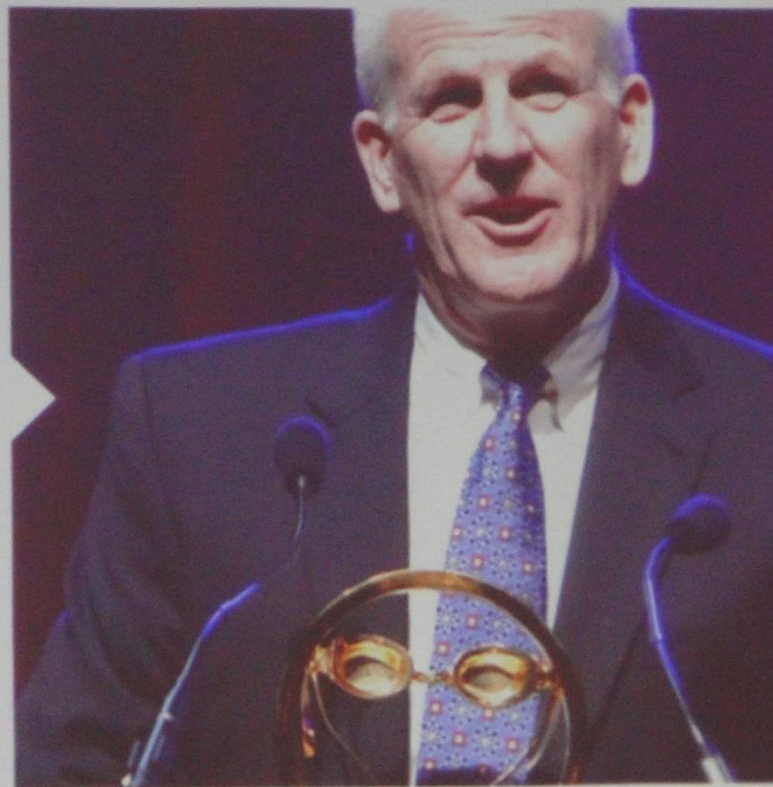
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1500 FR 15:25.48 Gold / WR 1 1009

400 FR 3:59.13 Gold 1 990

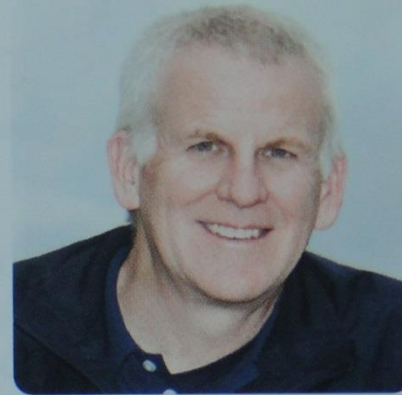
200 FR 1:55.16 Gold 1 945

800 F.R. 7:45.37 Gold 1



Bruce Gemmell

Bruce is Head Coach at Nation's Capital Swim Club and coach of Olympic Champion and World record holder Katie Ledecky. Formerly, Bruce coached for 14 years with Team Delaware and Delaware Swim Team. He was an age group swimmer and then swam 4 years at Michigan and qualified for the '80 and '84 Olympic Trials. Bruce coached his son, Andrew, to a spot on the 2012 Olympic team and gold in open water swimming.



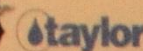
Bruce was honored as ASCA Coach of the Year in 2013 and 2014. He was an Assistant Coach for the 2010 and 2014 Pan Pacs and 2013 World Championships. His coaching philosophy is hard work works, patience is necessary, knowing more gets results, be in it for the athlete and always be prepared to learn. He has been a coach of the USA Junior Team since 2006 and USA National Team since 2009.

WORLD
2015



AMERICAN SWIMMING
COACHES ASSOCIATION

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PALESTRANTES INTERNACIONAIS



2015 World Clinic SPEAKERS

Craig Lord

Craig Lord has been the swimming correspondent for The Times and the Sunday Times in London since 1989, covering all Olympic Games and World Championships over the past quarter of a century. A former Times Online Deputy Editor who built the blueprint for the first Olympic Games, at Sydney 2000, that made the web, to print, its priority, he is the man who gave Eric the Eel his name.

On a more serious note, he also broke the news of Michelle Smith's fall from grace when the Irish triple Olympic champion broke anti-doping rules in 1998. Lord's campaign against "shiny suits" contributed to the banning of non-textile race apparel and the bodysuits that buoyed performance artificially in 2008 and 2009. His work has brought him the International Swimming Hall of Fame Al Schoenfeld Media Award in 2007 and the American Swimming Coaches Association Media Award in 2009. The founder and editor of specialist website SwimVortex.com, Lord, is married to Claudia, like him a former competitive swimmer, and the couple have two children.



Bill Sweetenham

Bill has served as Head Coach of Australia, Great Britain and Hong Kong. He has also served as National Performance Director of Great Britain.



He has been on the national coaching staff for Spain, Argentina, Singapore and New Zealand. Along with this, Bill has held consultancies with Canada and the USA. He has been a significant and personal part of Olympic podium athletes at every Olympic Games and World Long Course Championships since and including 1976. Bill is a Churchill Fellow, winning his scholarship to study in the USA in 1980. He works in the global sporting and corporate world and continues to maintain an on-deck working presence with many of the world's leading coaches and national teams in many sports.

BILL, GEORGE BLOCK & LORD DEBATEM





+ WELCOME TO
+ ASCA WORLD
+ CLINIC

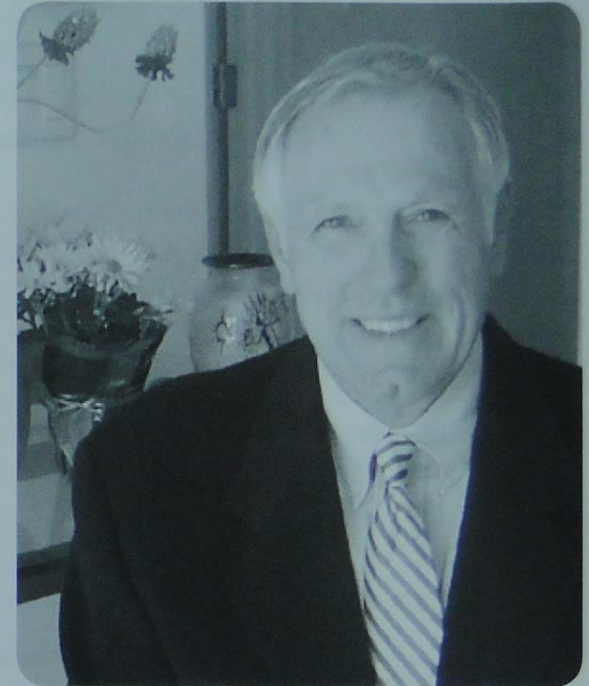
speed

WORLD
CLINIC
Dian
Hendricks
COACH

1-NOTAVEIS PALESTRANTES COMO

Ernie Maglischio

Ernie Maglischio retired from active coaching in 1998 after 35 years during which he coached at both the college and club levels. Over twenty-nine (29) years of college coaching his teams won a total of 13 NCAA Division II Championships and 19 Conference Championships at three different Universities. He was selected NCAA D-II Swimming Coach of the Year on several occasions. He was also the 1991 recipient of the National Collegiate and Scholastic Swimming Award, presented by the College Swimming Coaches Association. His last position was as men's swimming coach at Arizona State University where his teams had three top ten NCAA finishes during his five years at the helm, while never placing lower than 14th. He was chosen PAC-10 men's swimming coach of the year in 1995. During his stay at Arizona he coached 3time World Short Course Champion, Francisco Sanchez as well as several Olympians from Ecuador, Brazil, Iceland, and Mexico.



Ernie has authored or co-authored five textbooks and three booklets on various aspects of competitive swimming. He also co-authored two booklets on nutrition for athletes. In addition, he has authored or co-authored more the 50 papers concerning topics pertaining to competitive swimming and original swimming research. His last book was *Swimming Fastest* which was released in February, 2003. That book and the two earlier editions have been translated into 12 languages. His latest publication was "Training Fast Twitch Muscle Fibers", in the 2011 issue of the *Journal of Swimming Research* and has another publication pending for the *Journal of the International Society of Swim Coaching*. The topic of that publication is, "Does Lactic Acid Really Cause Muscular Fatigue."

He has lectured on aspects of competitive swimming in nearly every state in the US and in more than 20 different countries. His most recent trip was to Kiev, Ukraine in October, 2011. He has also been the keynote speaker and presenter of original research at 4 different meetings of the Society for Biomechanics and Medicine in Swimming.

His academic training includes a Ph.D. in Physical Education from Ohio State University in 1974, an M.S. degree from Bowling Green State University in 1971, and a B.S. degree from Bowling Green State University in 1968.



The 3-Peak Backstroke

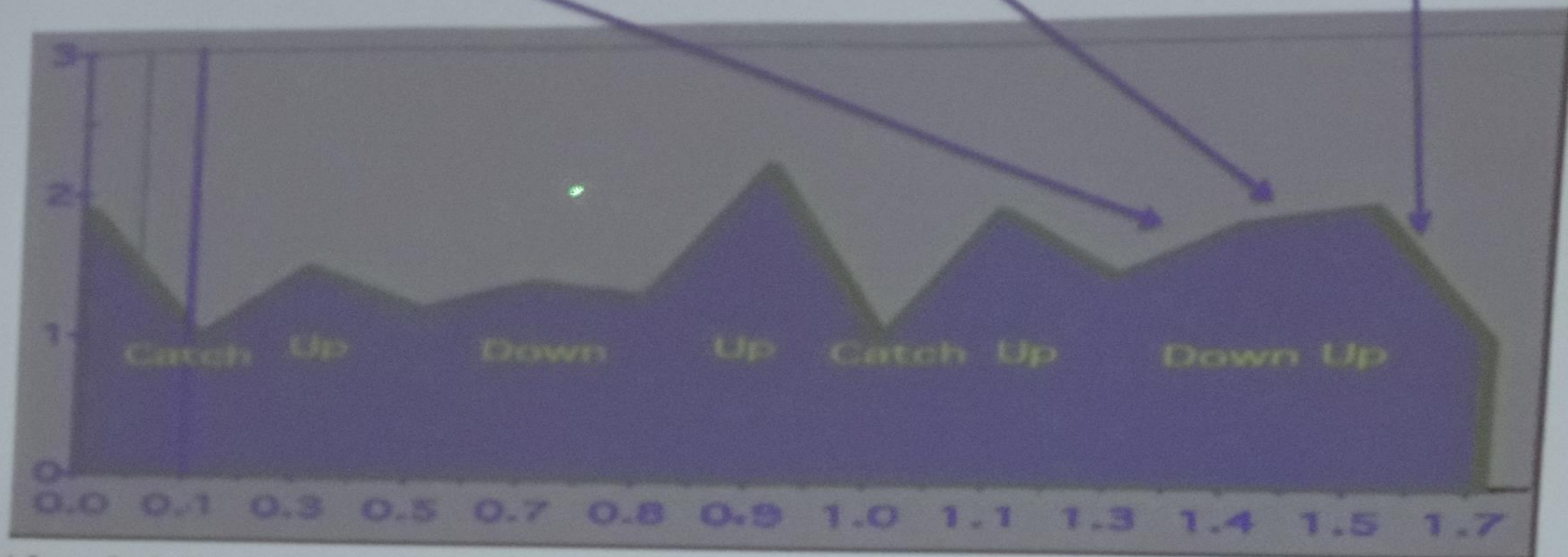
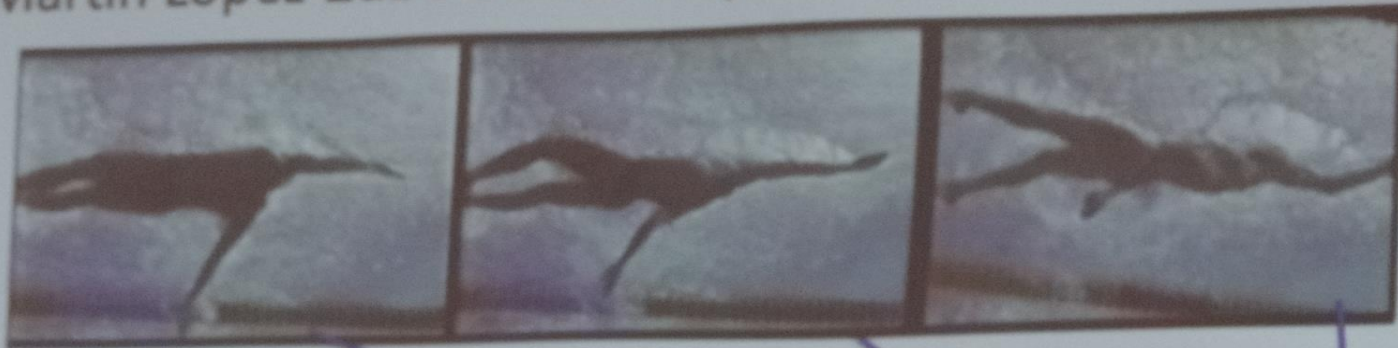
ASCA – 2015

Cleveland, OH USA

Ernie Maglischo



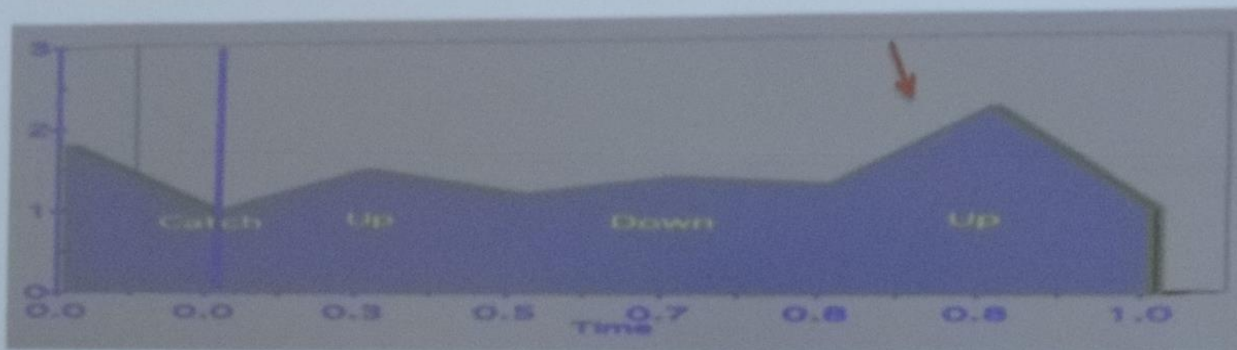
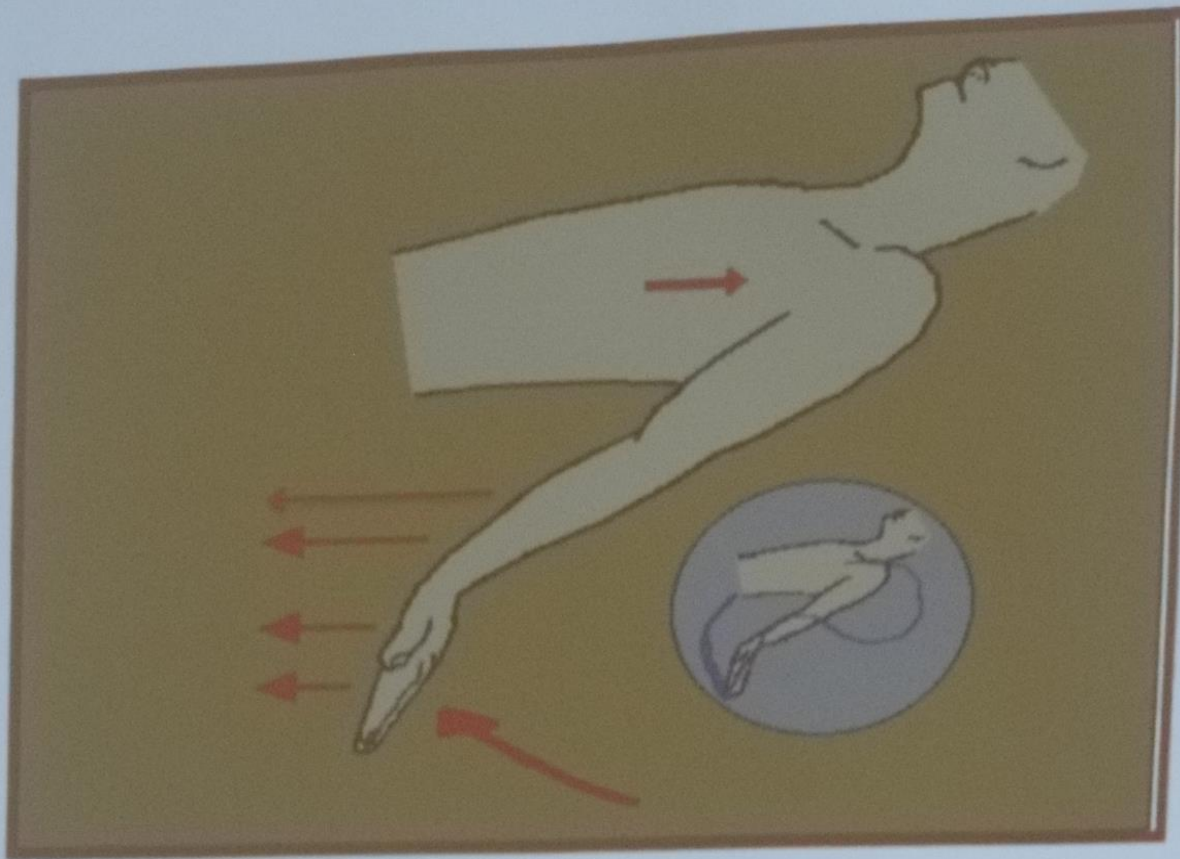
Martin Lopez-Zubero – final upsweep of his right arm stroke



A forward velocity graph for former World Record Holder and Olympic Champion, Martin Lopez-Zubero. The graph shows one complete stroke cycle. It also demonstrates that he produces 3 propulsive peaks with each arm stroke. The photos along the top show Martin executing, what I call, the final upsweep with his right arm. The arrows indicate the approximate propulsive effect of his arm stroke at each point in time. The final peak is the final upsweep.

Final upsweep

6



Martin Lopez-Zubero Final Upsweep

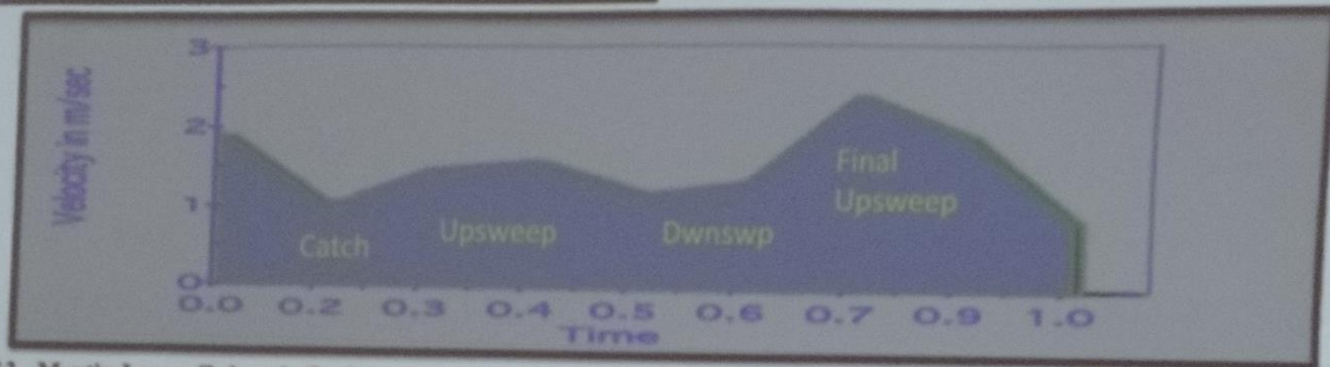
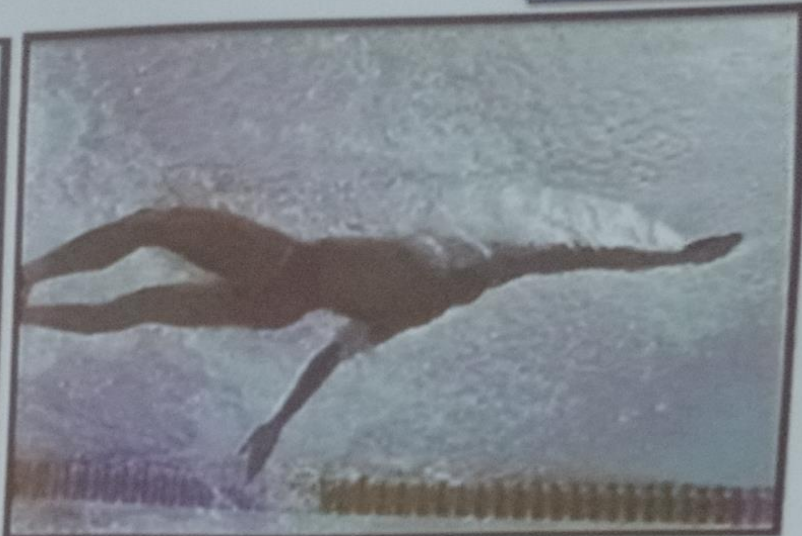
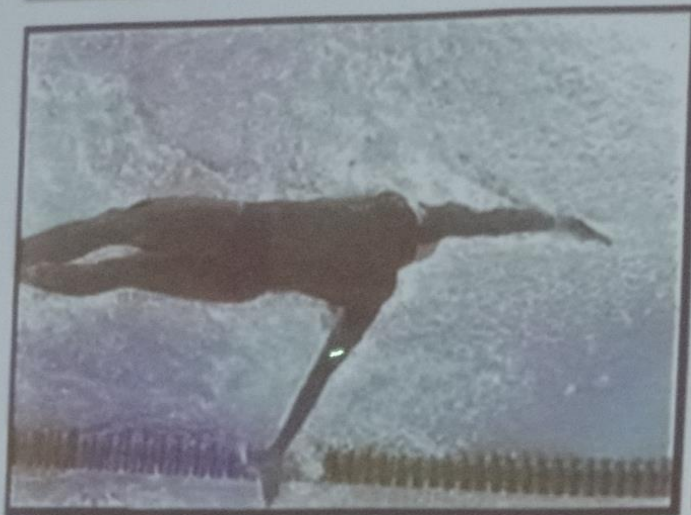
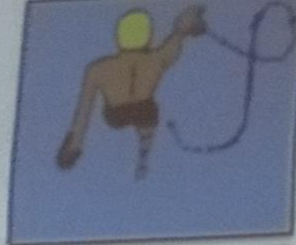
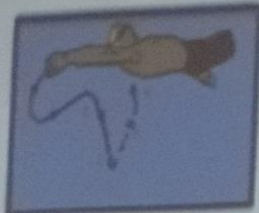
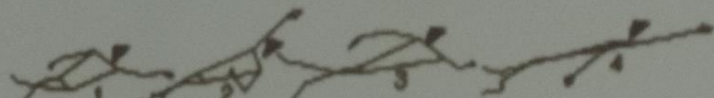


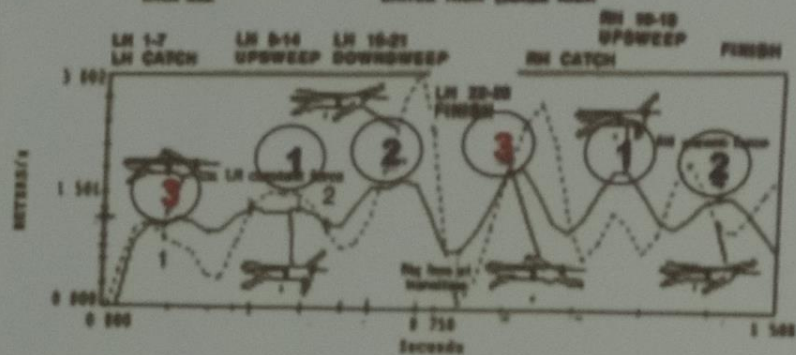
Figure 5.13. Martin Lopez-Zubero's final upsweep of his 3-peak backstroke. The two photographs in this figure show Martin starting the final upsweep, in the photograph on the left, and near the point where he achieves peak propulsion from the upward motion of his arm in the photograph on the right. The graph and stroke pattern were modified with permission from: J.Cappaert & B.S. Rushall. (1994). *Biomechanical Analyses of Champion Swimmers*. P. 2.06. San Diego, CA: Sport Science Associates. The photographs are from the 1991 World Swimming Championships and provided courtesy of Martin Lopez-Zubero.

KRISTINA EGERSEGI



BODY ROLL 45 TO 50 DEGREES
EACH SIDE

LARGE KICK LARGE KICK

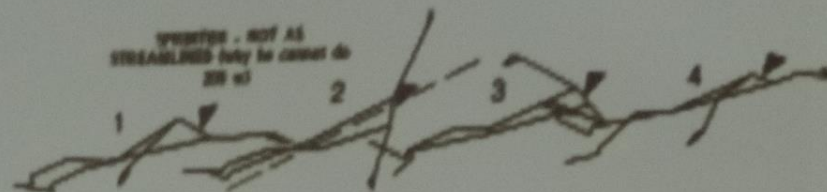


— V 1-Center of Mass
... V 1-RIGHT HIP

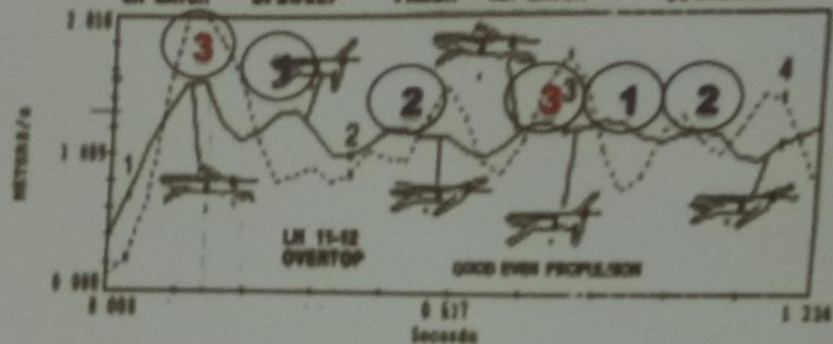
- a Catch phase of left hand
- b Upstroke phase of left hand
- c Finish phase of left hand
- d Catch phase of right hand
- e Upstroke phase of right hand
- f Finish phase of right hand

JEFF ROUSE

WINTER - NOT AS
STREAMLINED today to correct
DR 43



LH 1-4 FINISH OF RH LH 5-10 UPWEEP LH 11-16 RH 1-6 UPWEEP FINISH RH CATCH DOWNWEEP



— V 1-Center of Mass

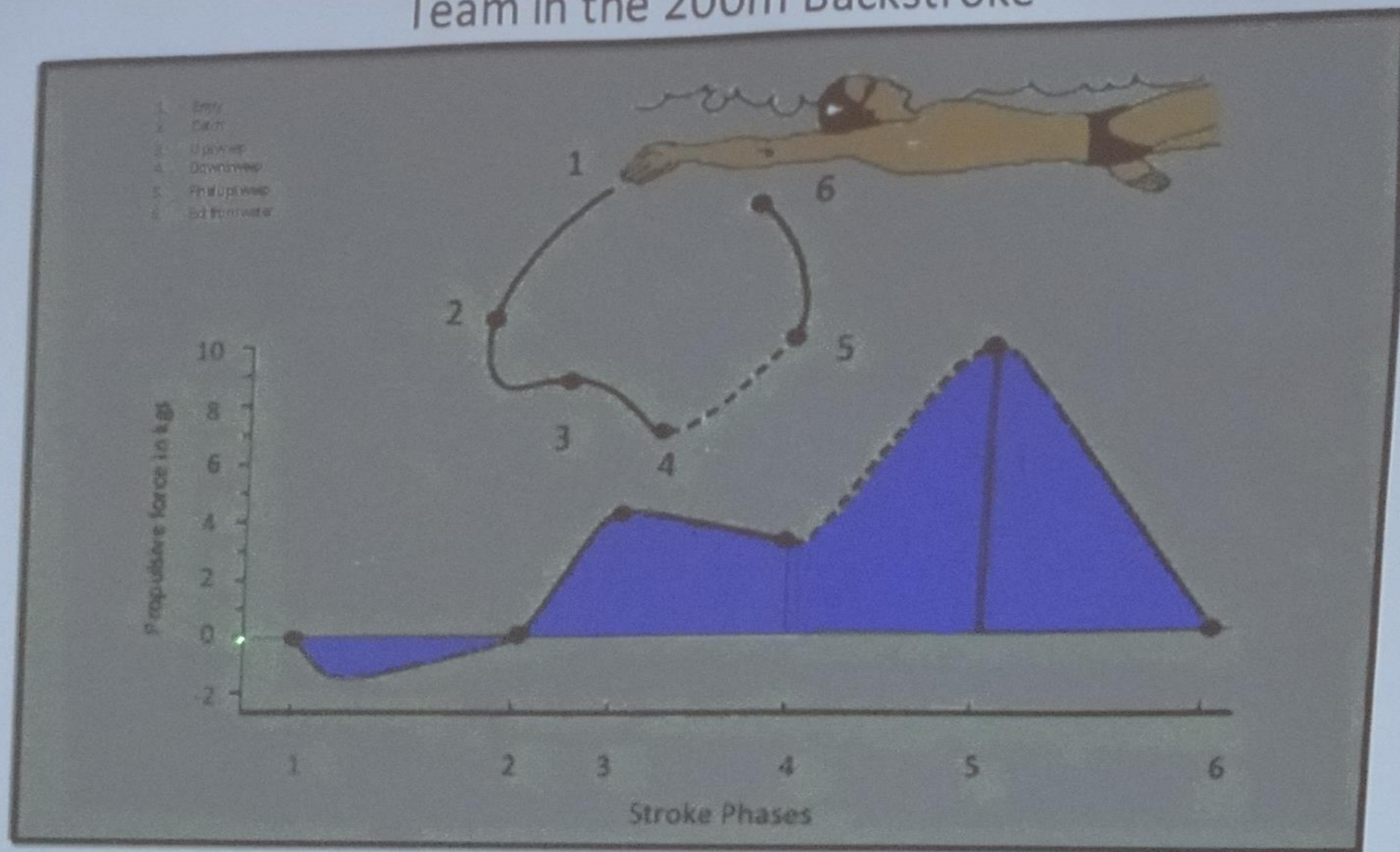
... V 1-RIGHT HIP

- a Catch phase of left hand
- b Upstroke phase of left hand
- c Finish phase of left hand
- d Catch phase of right hand
- e Upstroke phase of right hand
- f Finish phase of right hand

STRONG HIGH-THRESHOLD PROPULSION WHEN ARMS CANNOT
FUTURE TIME HANDS ARE IN THE

Jesse Vassallo- Member of the 1984 U.S.A. Olympic Swim Team in the 200m Backstroke

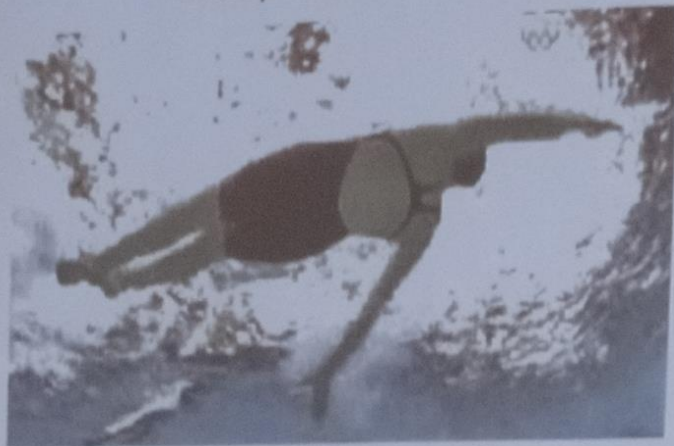
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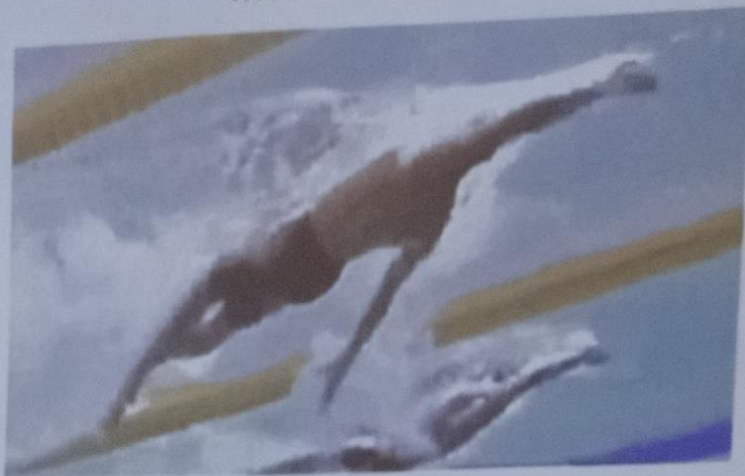
A propulsive force graph for Jesse Vassallo. The data for the graph were gathered during the 1984 USA Olympic Training Camp. Jesse was a member of the USA Olympic swimming team at the time. He was discovered to be using a unique style where he pulled with a nearly straight arm and gained his greatest amount of propulsive force from a long upward sweep of his arm near the end of his underwater arm stroke. These data were reprinted with permission from: Schleihau, R.E., Higgins, J. Hinrichs, R., Luedtke, D., Maglischo, C.W., Maglischo, E.W., and Thayer, A. (1984). *Biomechanics of swimming propulsion*. In: T. Welsh, (Ed.). ASCA World Clinic Yearbook. pp. 19-24. Fort Lauderdale, FL: American Swimming Coaches Association.

Elite backstroke swimmers who may be using a three-peak arm stroke

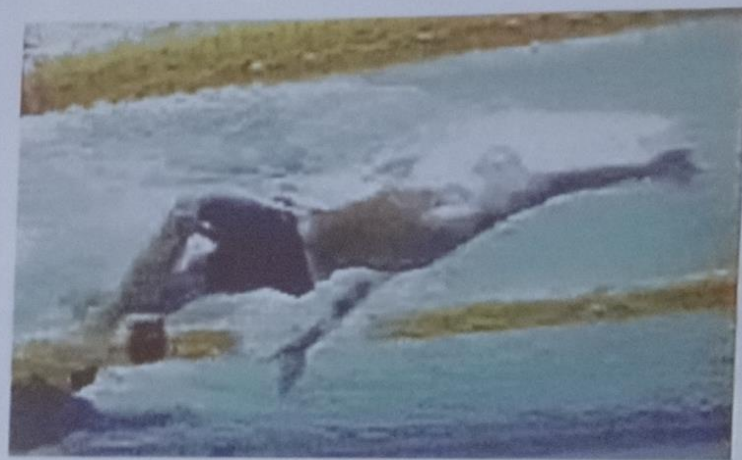
Missy Franklin



Matt Grevers

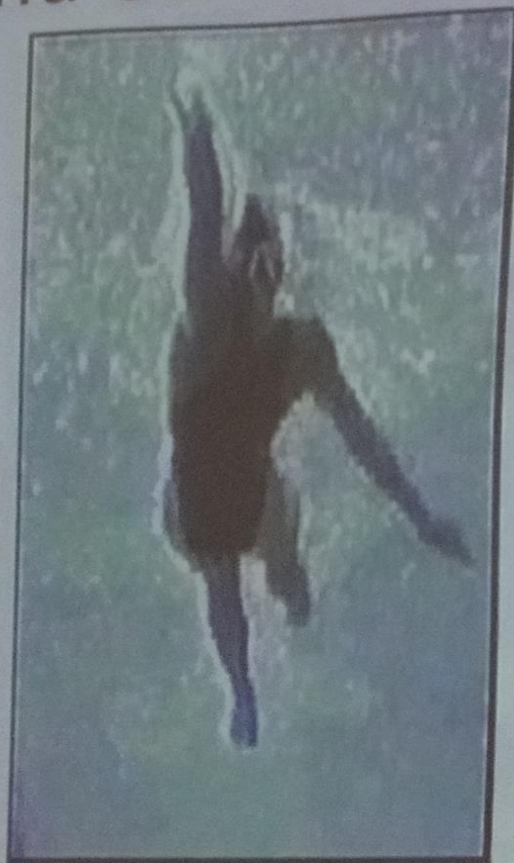


Ryan Lochte



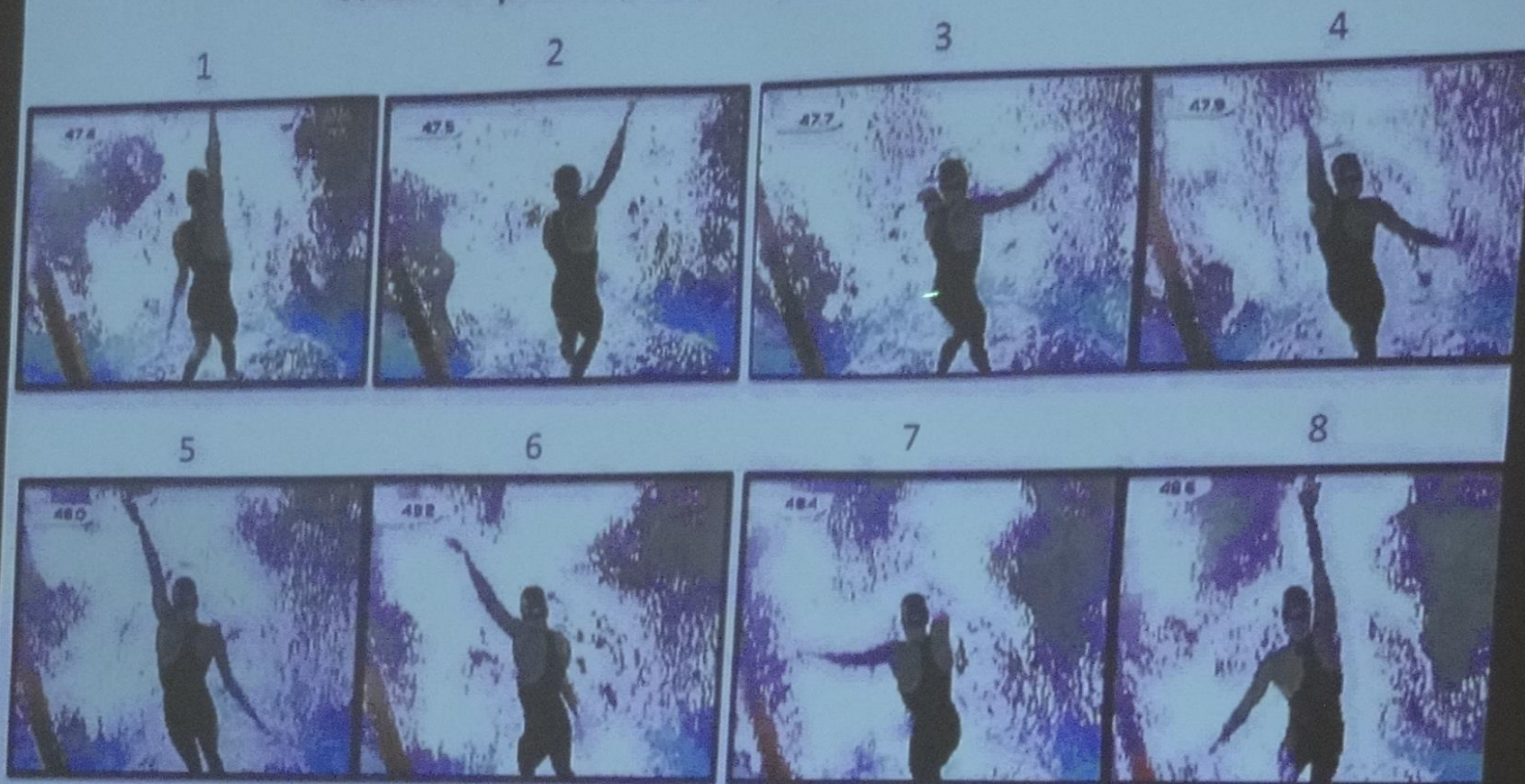
Aaron Piersol

Lea Loveless Maurer – USA Olympian and Gold Medalist



Lea Loveless Maurer's back crawl stroke. Lea appears to be using an inward scull at the end of her arm stroke, as she sweeps her right arm in and up toward the surface. Note, her right arm is straight and sweeping across the water and up at this time. This photo was made by the author from YouTube video of Lea in competition and used with her permission.

Natalie Coughlin using a modified 6-beat timing with a probable 3-peak backstroke



Olympic Champion and World Record Holder, Natalie Coughlin use a modified 6-beat kick with what may be a 3-peak backstroke. The use of these photographs are from in competition YouTube video footage and printed with Natalie's permission.

BUCKET PULL

13



BUCKET PULL

14



BUCKET PULL

15



Possible advantages of a 3-peak backstroke

1. Stroke rate will increase and stroke length may also increase.
2. Average velocity per stroke cycle is likely to be greater.
3. Swimmers are likely to decelerate less between arm strokes.

Greater Average Velocity per stroke:

Table 1. Peak velocity during different stroke phases for 3 elite backstroke swimmers

Name	Final Upsweep	Upsweep	Downsweep
• Jeff Rouse	>2.0 m/sec	1.7 m/sec	1.6 m/sec
• Martin Zubero			
• Right	1.9 m/sec	1.8 m/sec	1.7 m/sec
• Left	2.3 m/sec	1.7 m/sec.	1.6 m/sec
• Kristina Egerszegi	2.52 m/sec	1.7 m/sec	2.0 m/sec

These data were taken from J. Cappaert & B.S. Rushall, (1994). *Biomechanical Analyses of Champion Swimmers*. San Diego, CA: Sports Science Associates with permission.

Faster Turnover

Table 2. Stroke rates (strokes/min) for elite swimmers in 100 and 200 m backstroke events between 1976 and 1998

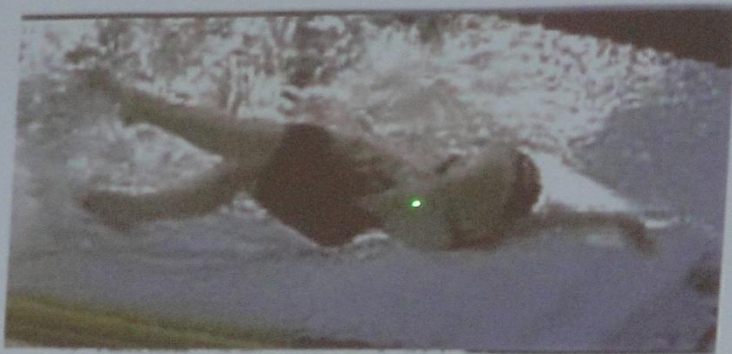
Event	1976	1984	1998	1976	1984	1998
	Women			Men		
100m Bk	46	48	50-56	46	47	48-53
200m Bk	42	41	42-44	39	42	42-44

Traditional and 3-peak backstrokes

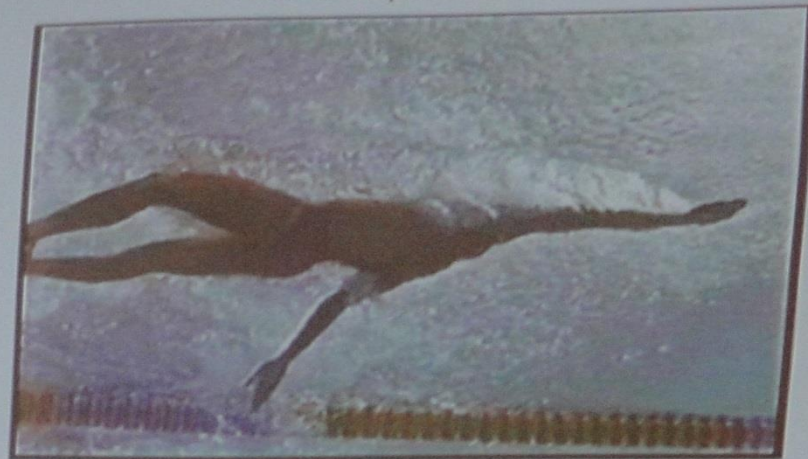
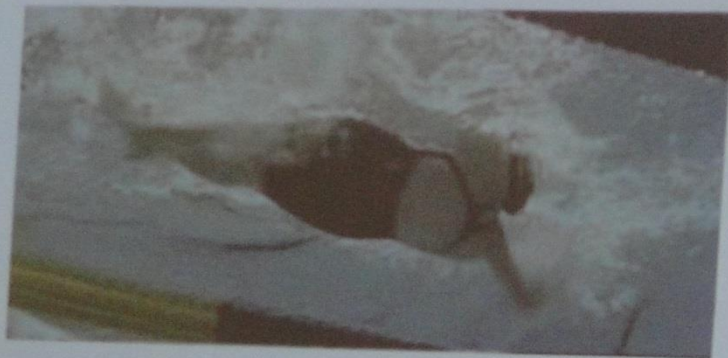
Deceleration time between strokes

19

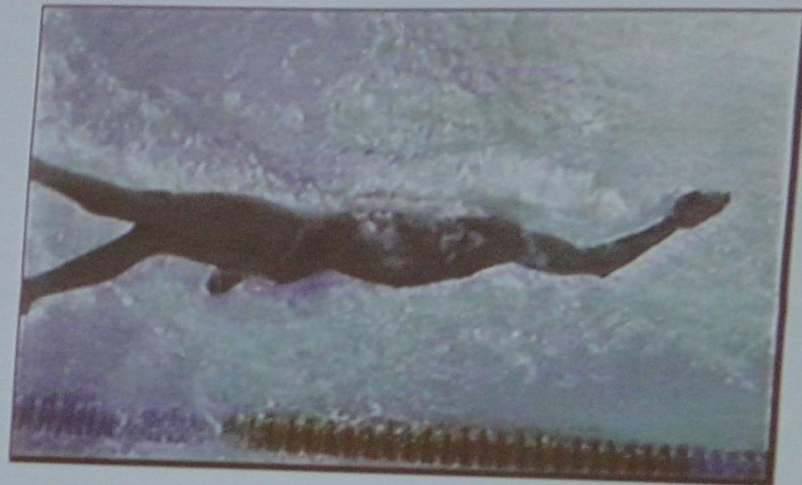
Martin Lopez-Zubero



.50 secs



.30 secs



- Spin(Sit): **EDUCATIVO GIRA BRAÇO**
- Excessively fast turnover of arms while doing backstroke. The arm turnover is so fast the swimmer almost sits up as if in a chair, with their back out of the water. Usually only done for 12 1/2 yards, distance per stroke or technique is overlooked during this drill.



BOB BOWMAN



TREINADOR OLIMPICO NO RIO-2016

- 5 VEZES TREINADOR DO ANO DA ASCA
- ESTEVE NAS PRINCIPAIS SELECOES AMERICANAS DESDE 2001 = EM MUNDIAIS E OLIMPIADAS



BOB BOWMAN

- CUIDANDO DO MICHAEL PHELPS DESDE OS 12 ANOS
- PHELPS EM 2016 VAI TER 30 ANOS = 18 ANOS DE TREINOS
- DISSE “NOSSO TRABALHO É GANHAR MEDALHAS”
- 5% DOS ATLETAS NA VILA OLIMPICA ESTAO LA PELAS MEDALHAS
- NA NATACAO MEDALHAS SAO VENCIDAS NOS ULTIMOS 15m
- RECOMENDOU A PREPARAR SEU ATLETA P O CAMINHO NAO PREPARAR O CAMINHO PARA O ATLETA

SOBRE A OLIMPIADA DO RIO

- PHELPS EM 2016 VAI TER 30 ANOS = 18 ANOS DE TREINOS
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SOBRE A ASCA

- FALOU COMO A ASCA 1986 MUDOU SUA VIDA ONDE QDO PAUL BERGEN PALESTROU SOBRE MICROCICLOS . PELO ACESSO QUE TEVE DO IDOLO.
- FALOU DA IMPORTANCIA DA CAIXA DE FERRAMENTAS
- MAS SOBRE PERIODIZACAO DISSE QUE HOJE ACHA NAO DEVA SER O SEU FOCO
- MUITO IMPORTANTE SE VOCE QUER RESULTADOS NUM DIA X MAS EM CASO CONTRARIO NAO CONSIDERA TANTO
- CITOU O BILL BOOMER” UM PEDACO DA TORTA NAO E A TORTA TODA” Q TREINAR E UMA COISA HOLISTICA
- QUE QUALQUER TIPO DE PROGRAMA DA CERTO POR UM TEMPO MAS FUNCIONA A LONGO PRAZO?
- RECOMENDOU EXPERIMENTAR TODOS OS GOSTOS P/ VER O QUE FUNCIONA MELHOR
- QUE CORPOS SE ADAPTAM MUITO BEM A QUALQUER COISA

NOVO DESAFIO COMO TREINADOR

Arizona State University

- MUDOU DE BALTIMORE PELO DESAFIO E POR QUERER SER UM EDUCADOR
- QUER FAZER A JORNADA DE CHEGAR LA EM CIMA PEGANDO UMA EQUIPE FORA DO TOPO
- O PHELPS O SEGUE SEGUNDO SUAS PROPRIAS DECLARACOES:
- "He has been there for me throughout my career and he will always be my coach."
- "I'll continue to train under him in Arizona and look forward to following the training program we have set in place as we work towards 2016."

HONESTY

ACCOUNTABILITY

COMPETIVENESS

RESILIENCY

RESPECT

SUAS METAS ESSE ANO

- 1-HONESTIDADE-
- SE TIVER QUE FALAR QUE FALE MAS SE PREPARE TAMBEM P/ OUVIR
- 2-ACCOUNTABILITY- PRESTAÇÃO DE CONTAS
- VOCE E RESPONSVEL PELA SUAS DECISOES E ELAS TEM CONSEQUENCIAS
- 1+2 LEVA A INTENGRIDADE
- 3- COMPETITIVIDADE- TREINE O QUE QUER FAZER NA COMPETICAO .DEU EXEMPLO DA CHEGADA DO PHELPS NA OLIMPIADA2008 ONDE GANHOU DO MILORAD CAVIC POR 1 CENTESIMO (50.58 A 50.59) = 4.7 millimeters
- Q ISSO FOI MUITO TREINADO POR ELES NAO FOI ACASO

SUAS METAS ESSE ANO

- 4 – RESILIENCE ? PLASTICIDADE.
- Habilidade de se adaptar com facilidade às intempéries, às alterações ou aos infortúnios.
- a capacidade de uma substância ou objeto se recuperar de volta em sua forma; elasticidade.
- VOCE PODE TOMAR PANCADA E SE LEVANTAR?
- 5- RESPEITO -
- TER AUTO RESPEITO E RESPEITO PELAS OUTRAS PESSOAS .

DOS SEUS TREINOS NA ASU

- QUER REFORCAR OS POSITIVOS ACIMA DOS NEGATIVOS
- ELE MESMO ESTA DANDO O TREINO INTEIRO
- PREGA MUITA PERNA
- ACHA TREINO NEURO MUSCULAR MUITO IMPORTANTE (BOOMER)
- ESTA USANDO MUITA MEDICAO DE (FC)
- ESTA TESTANDO NOVO EQUIPAMENTO DE FC SEM FIO EM UM OCULOS DE NATACAO
- VEM AI UMA GRANDE NOVIDADE NO MERCADO ENDOSSADA PELO PHELPS?
- + 1 GARANTIA DE SUCESSO DO MULTIMILIONÁRIO NADADOR?
- US \$ 50 MILHOES NO ANO POS OLIMPICO 2008/2009



Wayne Goldsmith

Wayne has been at the forefront of swimming performance for the past 22 years.

As national director of sports science and sports medicine, he was instrumental in developing the systems and programs which led to



Australia's outstanding swimming performances at the Sydney 2000 Olympic Games. Wayne is a winner of the Outstanding Contribution to Swimming in Australia and the Outstanding Contribution to Coach Education in Australia Awards and is a world recognized writer, speaker and thought-leader in swimming. He has been an invited guest speaker at the ASCA World Clinic on four occasions and a speaker at the Australian Swimming Coaches and Teachers Association Convention every year for the past fifteen years.

He has been a staff writer for *Swimming World* for the past 10 years and writes the popular "Wayne's Water World" page for the magazine.

Wayne led the Australian Triathlon team at the 2004 Athens Olympic Games and has worked with some of Australia's most respected athletes, coaches and teams in several sports including: the Wallabies (Australian Rugby Union team), the Sydney Roosters (National Rugby League Premiers), the Brisbane Lions (Australian Football) and Tennis Australia / Australian Open Grand Slam Tennis; as well as the All Blacks (World Rugby Champions), British Swimming, USA Swimming and many other sporting organizations internationally.




WELCOME
ASCA WORK
CLINIC 20
+
speedo

Treinando os intrinaveis

As suaves habilidades do treinamento de natacao

COACHING THE UNCOACHABLES: THE SOFT SKILLS OF SWIMMING COACHING



Wayne Goldsmith

www.wgcoaching.com

www.wgaquatics.com

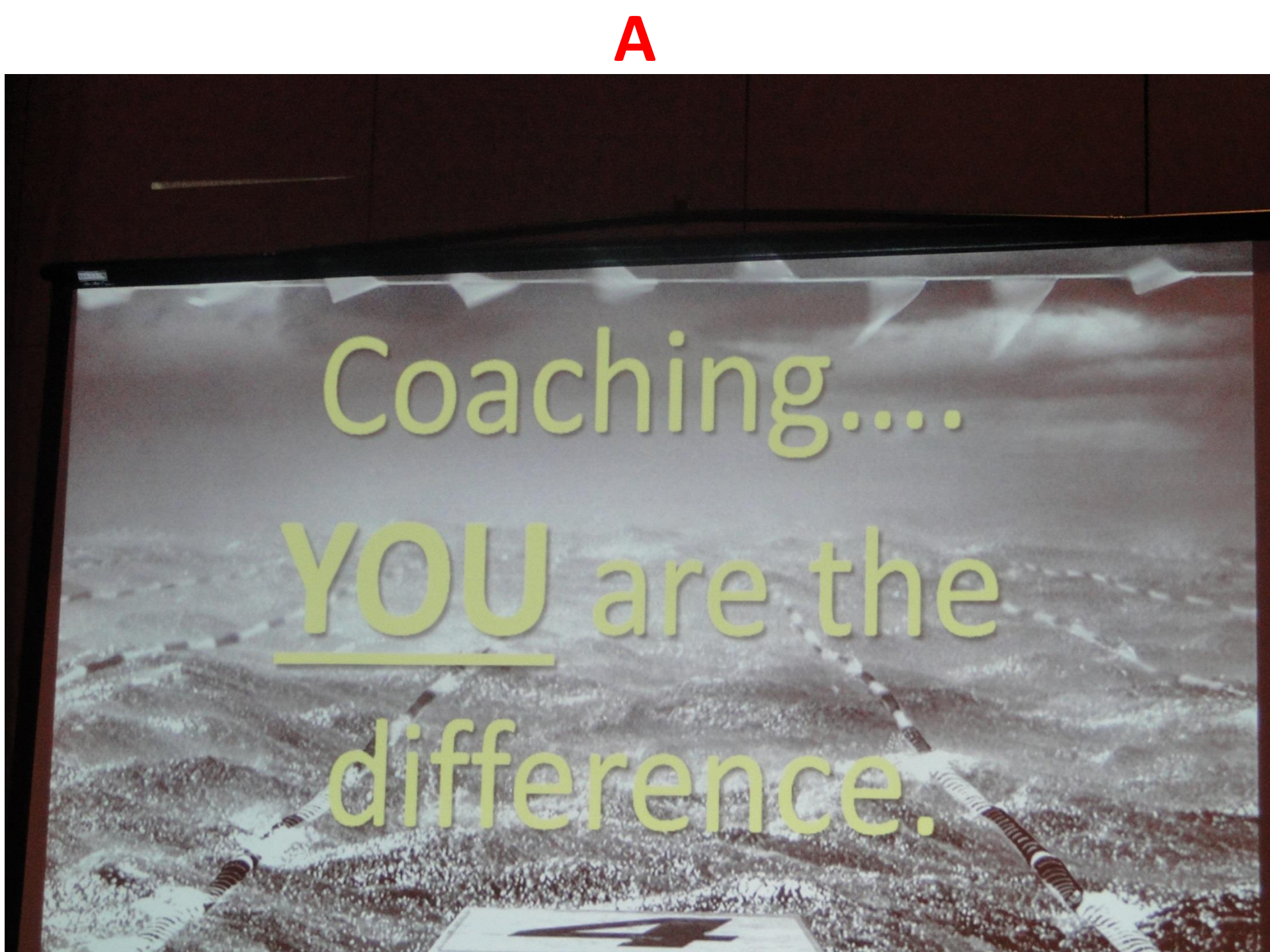
A

Why is this so important to you

- No secrets
- Everyone knows what you know
- Anyone can get anything, anytime, anywhere and for FREE!
- Knowledge is no longer the edge...so what is?



A



Coaching....
YOU are the
difference.

Coaching Confidence

- What is confidence?
- Why is it important to swimmers and coaches?
- How can you coach confidence?
- The Confidence "Bucket".



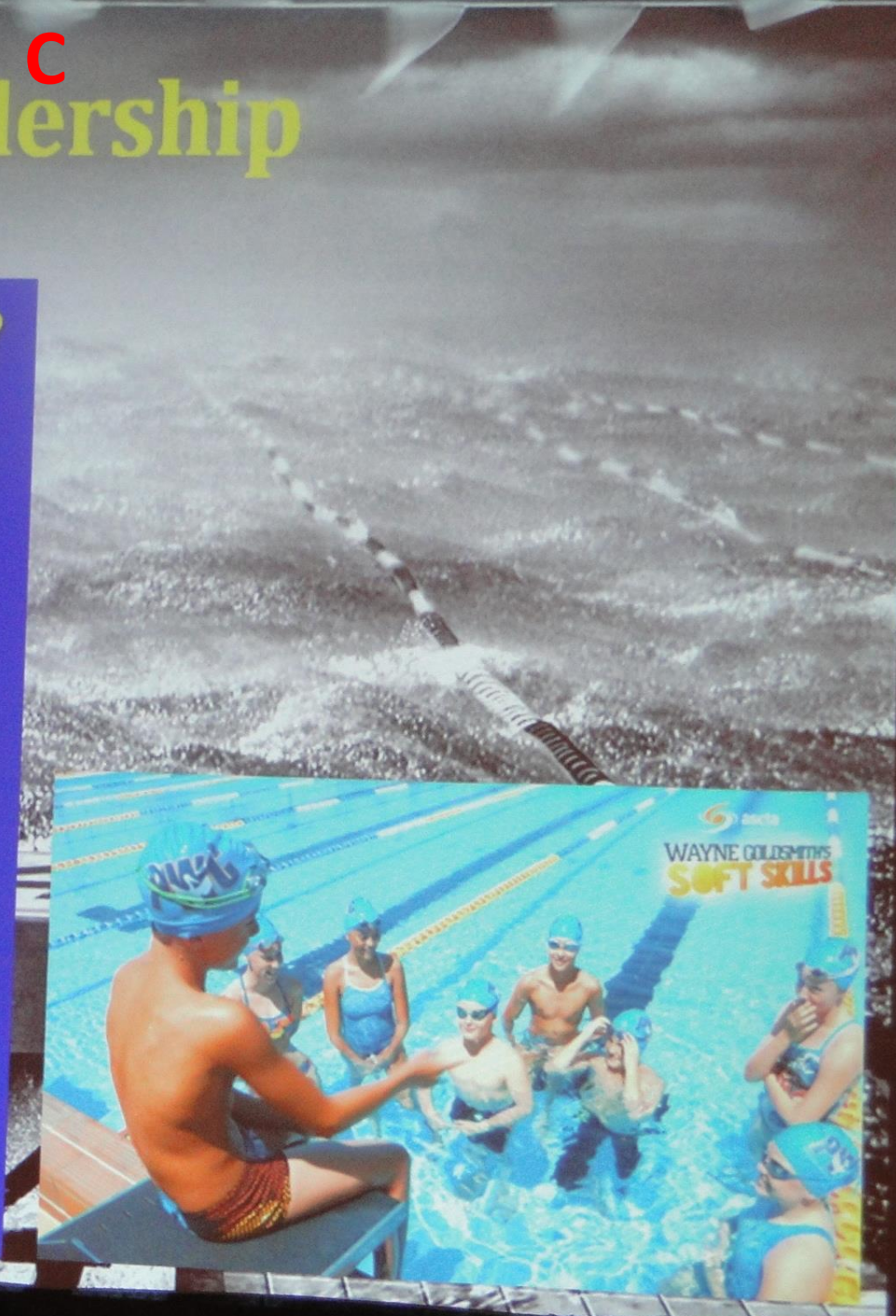
Coaching Courage^B

- What is courage?
- Why is it important to swimmers and coaches?
- How can you coach courage?
- Success comes in cans.



Coaching Leadership^C

- What is leadership?
- Why is it important to swimmers and coaches?
- How can you coach leadership?
- Art of subtle leadership



Coaching a Winning Team

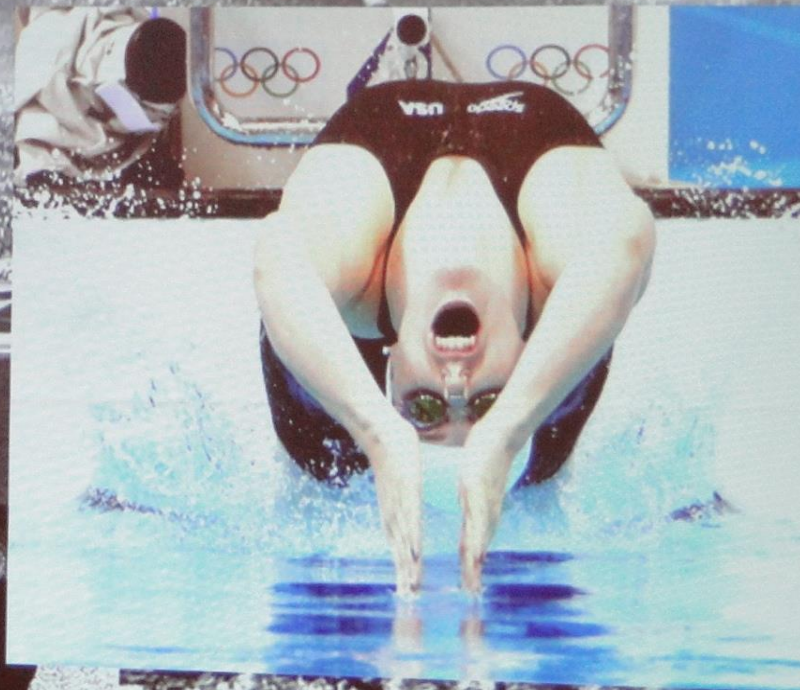
- “We *and* me”
- A rising tide lifts all the boats.
- Creating and managing creative conflict to enhance performance .



E

Coaching a Successful Culture

- What is “culture”?
- How do you recognise what a swim team’s culture is?
- How can you change the culture of a swimming team?
- Living values :
 - 1) pool training
 - 2) gym and dryland training
 - 3) competitions
 - 4) personal management situations.



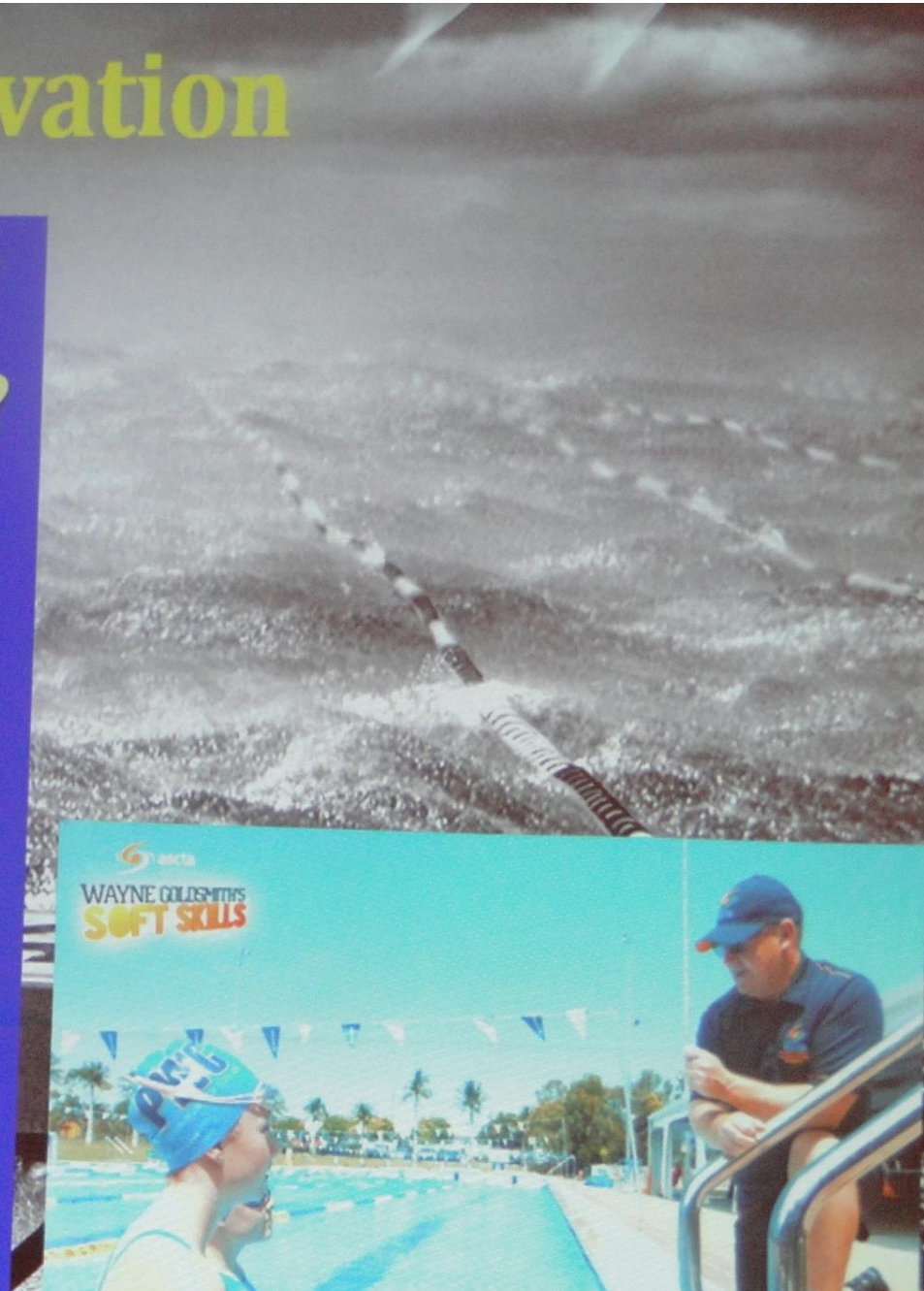
Coaching with Engagement

- Why is it important to swimmers and coaches?
- Inspiring swimmers to give more than could reasonably be expected.
- Not just what you do...it's how you do it.
- The big assumption in workout design – Content vs Intent.



Coaching Motivation

- What is motivation?
- Why is it important?
- First seek to understand then to be understood.
- The five “whys” and understanding the motivation of others.



Coaching Mental Toughness

- What is mental toughness?
- Why is it important to swimmers and coaches?
- How can you coach mental toughness?
- Seven stages of skills development.





7 ESTAGIOS DO DESENVOLVIMENTO DE HABILIDADES

- 1- EXECUTE
- 2-EXECUTE MUITO BEM
- 3-EXECUTE MUITO BEM EM VELOCIDADE
- 4-EXECUTE MUITO BEM EM VELOCIDADE E SOB FADIGA
- 5-EXECUTE MUITO BEM EM VELOCIDADE SOB FADIGA E PRESSÃO
- 6-EXECUTE MUITO BEM EM VELOCIDADE SOB FADIGA E PRESSÃO CONSISTENTE
- 7-EXECUTE MUITO BEM EM VELOCIDADE SOB FADIGA PRESSÃO CONSISTENTE E EM CONDIÇÕES DE COMPETIÇÃO

Coaching Yourself

1. Did I coach at my best today?
2. Did my coaching make a difference today?
3. What did I learn today that will make me a better coach tomorrow?





7x50 on 2:30

+PB+12

PB+10

+8

Volkers

7x50 on 2:30

+PB+12 42 50

→ PB+10 40

x +8 38

+6 36

+4 34

+2 32

→ 2 32

Max 30

TODD SCHMITZ

TREINADOR DA MISSY FRANKLIN



- ▶ Head Coach and CEO since 2008
- ▶ USA National Team Coach since 2009
- ▶ USA Olympic Team Coach in 2012
- ▶ It is not about how many times you get knocked down but how many times you get up.

- TROUXE AQUI APENAS ALGUMAS PARTES DA PALESTRA DELE JA QUE TREINOS EM ALTITUDE SAO LIMITADOS NO BRASIL.

PESQUISA DA FEDERACAO AMERICANA

10 and Under Wonder!!

From USA Swimming

In the 1990's, USA Swimming looked at 10 & Unders who were ranked in the Top 16 and followed the likelihood that they would still be ranked once they were in high school. This is what we found:

Ranked Top 16 as a:

10 & Under	Still Ranked as 17-18	11%
11-12	Still Ranked as 17-18	21%
13-14	Still Ranked as 17-18	36%
15-16	Still Ranked as 17-18	48%

Moral of the Story: A 10 & Under can survive and thrive...but 50% of the top swimmers develop AFTER Junior Year in High School. If you have age-group athlete, make sure you emphasize fun, participation in a variety of sports and activities, including unstructured play and skill development and that there is a long-term progression plan. Discourage early specialization in one sport or one event.

Altitude Training

► Overview of STARS Program

- Train at 3 different pools each week including Olympic Training Center in Colorado Springs (15 yd, 15m, 25 yd, 25 m, 50 m)
- 5 different Distances
- Get what you can! i.e. – backledge, cords
- Training Altitudes between 5700 Feet (1700 M) and 6000 Feet (1900 M)
- Less volume at altitude = same effect as more volume at low altitude

SOBRE FERIAS ENTRE TREINAMENTOS

Other Stuff

- ▶ Took 12/23 – 12/25 off for Family and travel time
- ▶ Missy took 2 weeks off end of summer 2015
- ▶ Usually take about one month off between middle of August and middle of September

DICAS

Take Aways

- ▶ FUNdamentals
- ▶ Variety
- ▶ Train all speeds
- ▶ Coach to the Athlete's strengths
- ▶ Make your Athlete's think
- ▶ Worry less about total volume and more about teaching skills
- ▶ As head coach you need to coach the athletes, parents, and other coaches

SWIM CLINICS FOR MASTERS SWIMMING

Chad Durieux
Rose Bowl Masters



Chad Durieux

Coach Durieux started coaching in Canada with the Red Deer Catalina Swim Club, along with various other assistant coaching positions around the Red Deer and central Alberta.



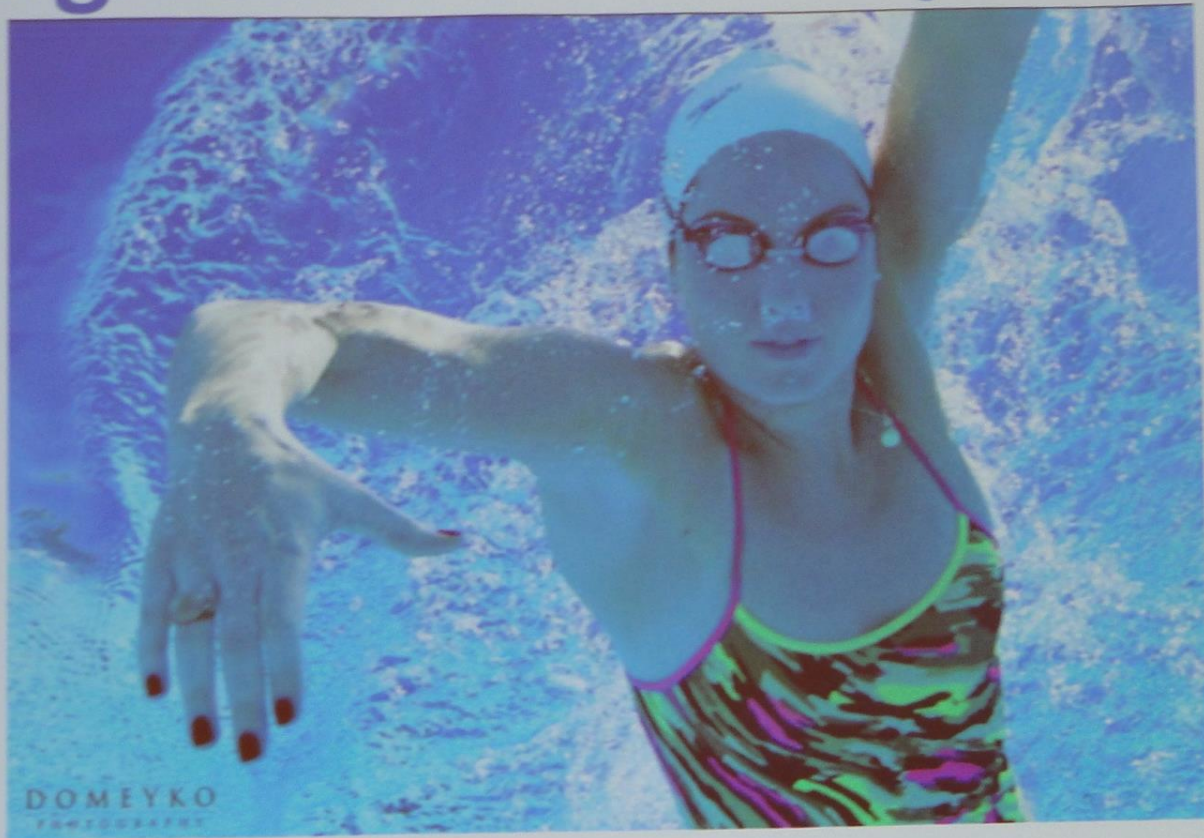
He became the Head Coach of the Old Rapids swim team in 2004, coaching both the Age Group and Masters program. In 2005, Chad took an assistant coaching position with Rose Bowl Aquatics in Pasadena, California and the head coach position of their Masters program. From 2005 to 2009, Coach Durieux coached the youngest age groupers on the team and the developmental team; since then he has been coaching the Rose Bowl Masters swim team. Coach Durieux is a certified Level 3 ASCA coach, Level 2 Masters coach, and Certified Level 3 Theory and Technical with the former Canadian Swim Coaches and Teachers Association. Last year he was awarded one of the first Level 4 United States Masters Swimming Coaches Certifications.



The Foundation: Body Position



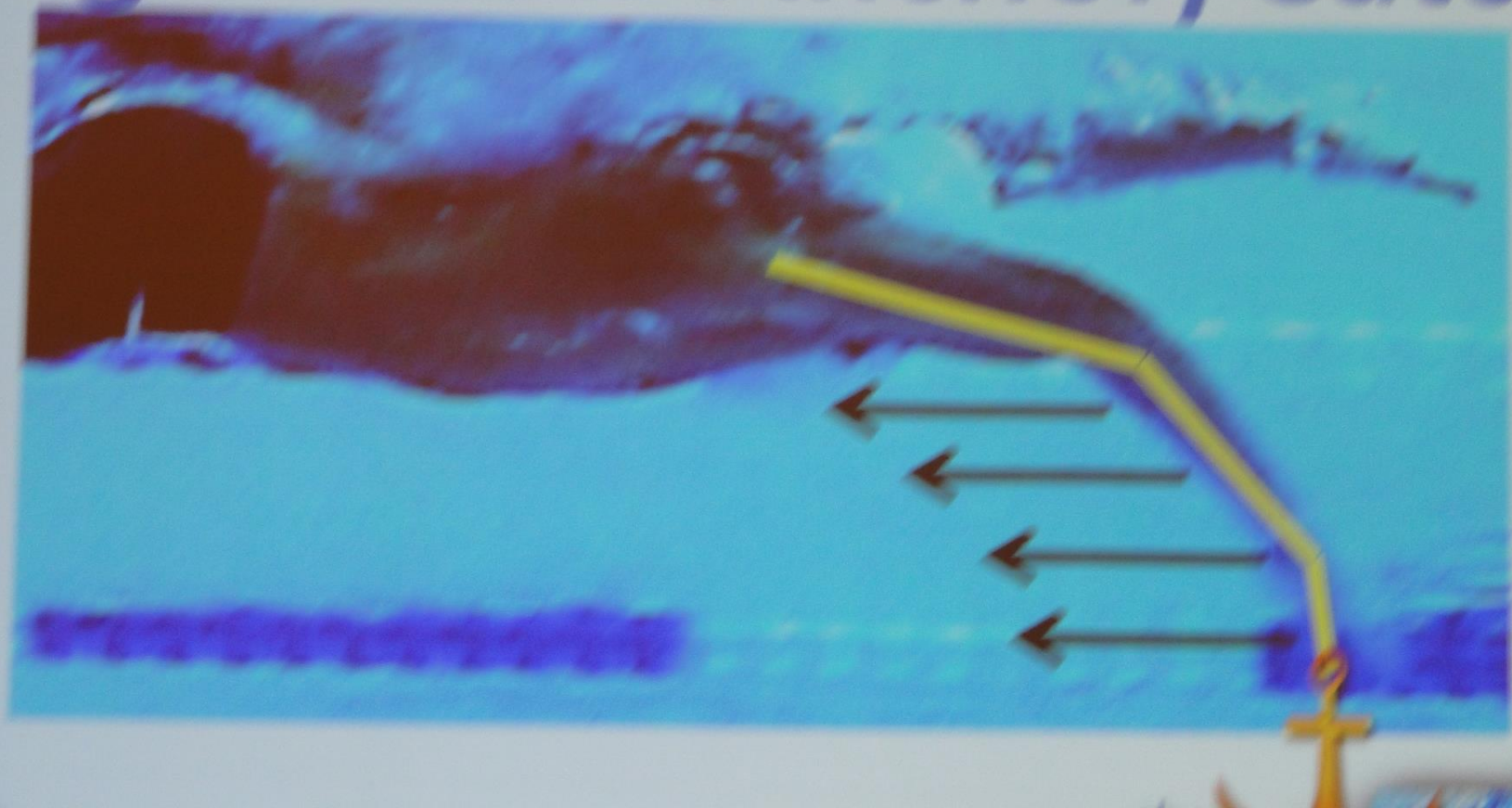
High Elbow Anchor/Catch



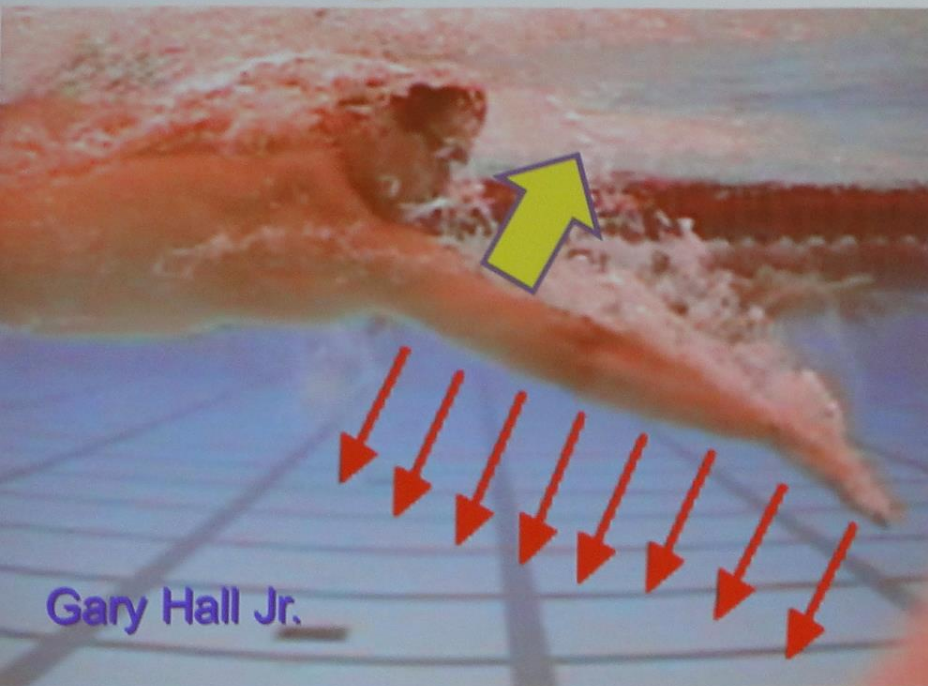
High Elbow Anchor/Catch



High Elbow Anchor/Catch



Straight Arm Anchor/Catch



Great acceleration upon entry

Easy to achieve high stroke rates

Poor stroking efficiency

Difficult to maintain stroke rate

DIRETOR EXECUTIVO DA ASCA TAMBEM MINISTRA CURSO NA CLINICA MUNDIAL





WORLD CLINIC
CLINIC
SEPT 8-12
SANDERLEY
Djan Madruga
COACH

EVERLAST

MUITO OBRIGADO

- DJAN MADRUGA
- djanmadruga@djanmadruga.com.br

• FIM