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## SWIMMING WORLD

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**ARKADY VYATCHANIN**  
SWIMMING'S "ORPHAN" FINDS  
A HOME IN SERBIA

**THE SECRETS  
OF TAPER**  
CLUB COACHES SHARE  
THEIR PROCESS

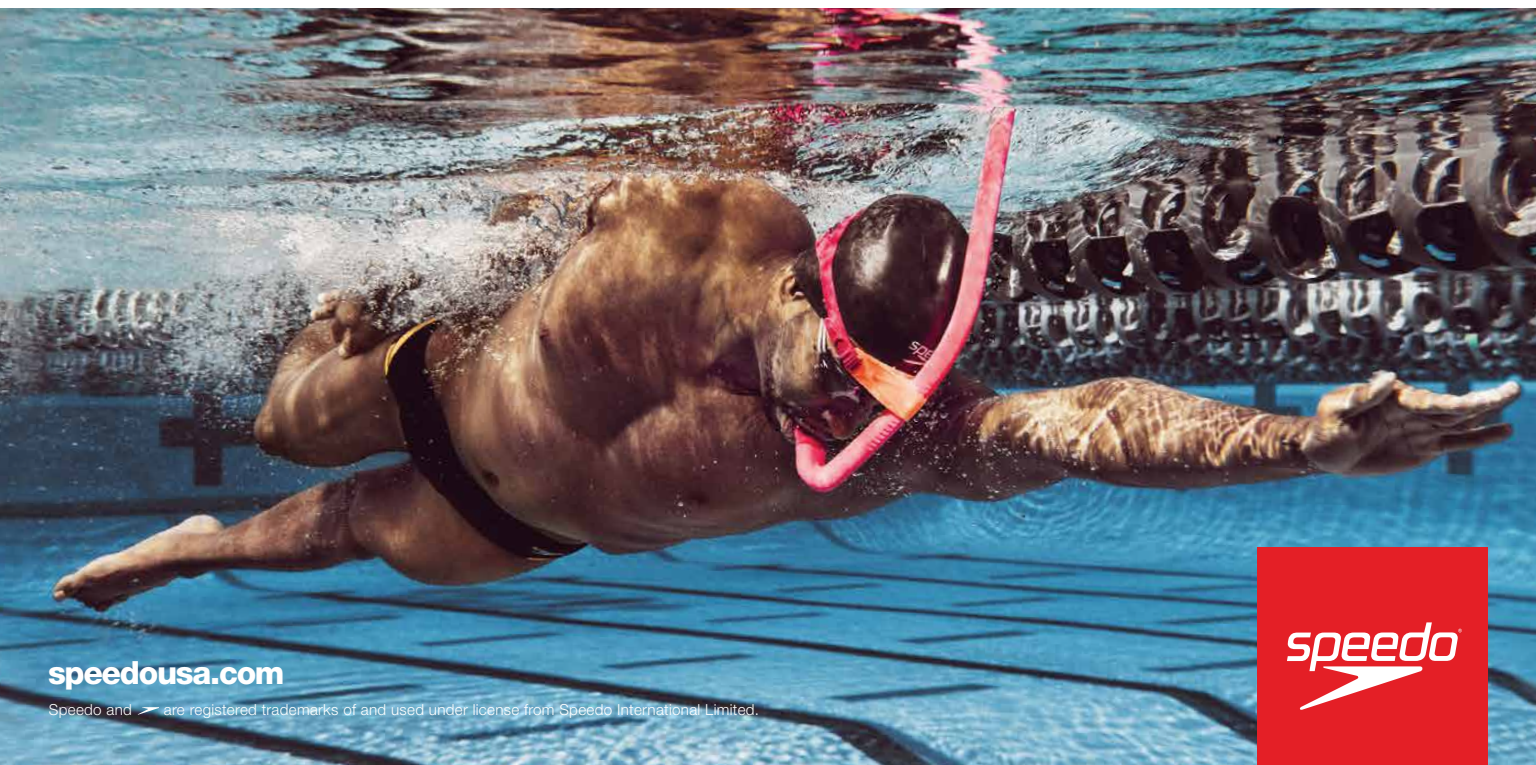
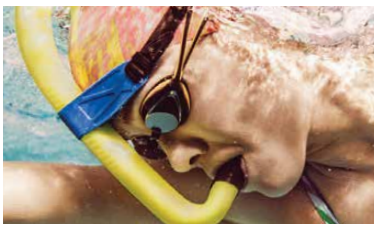
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## FEATURES

### 012 SWIMMING'S "ORPHAN" FINDS HOME IN SERBIA

by Annie Grevers

Russian-born Arkady Vyatchanin has endured quite an interesting journey since capturing the Olympic bronze medal in the 200 backstroke at Beijing in 2008. After a disappointing London Games in 2012 and a series of disagreements with the Russian Swimming Federation, the 31-year-old will start a new chapter in his swimming career by representing Serbia internationally.

### 016 TAKING IT OUT FAST

by George Block

Part III in a continuing series on saving scholarship swimming focuses on what is being done by the College Swimming Coaches Association and discusses common issues and fund raising. It also suggests ways of what we can do to help solve the problem.

### 026 SETTING THE STAGE

by Jeff Commings

Swimming's main stage is reserved for the 2016 Olympic Games, but this summer's World Championships in Kazan, Russia could show who will be ready to command the spotlight next year in Rio de Janeiro.

### 031 YOUNG SWIMMERS ON THE RISE

by Annie Grevers

Seventeen-year-olds Becca Mann and Mark Jurek seem to have all the necessary skills to take their swimming to the next level.

### 034 OPPORTUNITY TO FAIL IN A SAFE ENVIRONMENT

by Michael J. Stott

With the ever-changing expectations and limitations put on today's swim coach, *Swimming World* asked some experienced coaches in the United States their thoughts about "tough love" and coaching.

### 037 HOUSE OF FINA RESTS ON SHIFTING SANDS

by Craig Lord

Swimming governance has reached a watershed. The World Championships will soon unfold in Kazan, Russia against a backdrop of schism in the pool and scandal in world sport.

## COACHING

### 010 LESSONS WITH THE LEGENDS: JIM STEEN

by Michael J. Stott

### 019 PAVING THE WAY

by Michael J. Stott

Success (or failure) of a taper depends largely upon the previous quality of work. Coaches of three USA Swimming club teams share how they taper their age group and senior swimmers.

### 022 SWIMMING TECHNIQUE MISCONCEPTIONS: HULL LENGTH

by Rod Havriluk

A common technique misconception is that maintaining the entry arm straight in front of the body on freestyle can increase a swimmer's body length. Actually, the hull length of a ship (or swimmer's body) is determined by the length of the body at the surface. While a longer hull has an advantage, a submerged arm does nothing to increase hull length.

### 041 Q&A WITH COACH TED KNAPP

by Michael J. Stott

### 042 HOW THEY TRAIN EUGENE GODSOE

by Michael J. Stott



## TRAINING

### 044 DRYSIDE TRAINING: SO YOU WANT MORE POWER?

by J.R. Rosania

## JUNIOR SWIMMER

### 024 GOLDMINDS: G.O.T. TRAINING?

by Wayne Goldsmith

Goal-Oriented Training (G.O.T.) challenges swimmers to achieve specific performance-related goals in every training activity. The volume of training is not determined by adherence to a pre-determined training plan, but by the swimmer's commitment, effort and level of engagement.

## UP & COMERS

## COLUMNS

### 008 A VOICE FOR THE SPORT

### 040 DADS ON DECK

### 046 GUTTER TALK

### 048 PARTING SHOT

## ON THE COVER

Arkady Vyatchanin is a newly-minted Serbian. On April 22, 2013—after 13 years on Russia's national team—Vyatchanin announced his intent to untie himself from swimming for his homeland, and began pursuing another country to represent. Portugal, Spain, France, the Netherlands, the United States, Australia, New Zealand, most eastern European countries—his search went on...until last October when Serbia welcomed him to its national team. (See story, page 12.)

[PHOTO BY PETER H. BICK]

Editor's Note: The cover photo credits for the last two issues were inadvertently omitted. *Swimming World Magazine's* chief photographer, Peter H. Bick, took the photos for both the May and June covers.





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# WINDOW UNHINGED

## FOR ATHLETES TO MARKET THEMSELVES DURING OLYMPICS

BY CASEY BARRETT

If you've chosen swimming as your sport to reach for riches, you've chosen poorly. A minuscule number of swimmers will go on to earn any type of significant income as elite athletes—and that goes for most every member of the U.S. Olympic team. While Olympians are no longer “amateur” athletes in any sense—and it's true that USA Swimming and plenty of other international federations pay a fair wage to its members of the national team—there just isn't much money to go around in our sport.

This is particularly true for American swimmers, where even an individual Olympic gold medal isn't worth as much as you might think. On Team USA, it often takes a basket full of gold to really compete for those endorsement dollars. This is why the recent relaxing of the USOC's Rule 40—which falls in line with the International Olympic Committee's Rule 40—is so important.

Rule 40 states: *Except as permitted by the IOC Executive Board, no competitor, coach, trainer or official who participates in the Olympic Games may allow his person, name, picture or sports performances to be used for advertising purposes during the Olympic Games.*

This is a rule that has restricted the earning power of Olympians at the exact time that they're most marketable.

There's a narrow window for Olympians to strike when it comes to sponsorship. How much are they really in the public consciousness? Unless you're Michael Phelps or Ryan Lochte, it's not much—about one month out of every four years. And here's the cruel irony: during that exact period of time, Rule 40 imposed an “Olympic window” in which American athletes could not appear in marketing for non-Olympic sponsors.

In an archaic remnant of amateurism, Rule 40 effectively froze the bank accounts of Olympians in the exact sliver of time that they were poised to grow them.

That's about to change—*finally*.

This summer, the United States Olympic Committee is amending that anti-athlete rule. Until now, even Tweeting or Facebook-ing about a non-Olympic sponsor during that “Olympic window” was a no-no for athletes. Rule 40 always stank of hypocrisy, controlling the opportunities for the lead characters in the Olympic drama. However, in the social media age, it was finally exposed for what it was: a rule that needed repealing.

This isn't a total victory for the athletes—not yet, anyway. For now, the rule has been softened, not shed. Now Rule 40 will come with a “waiver system” that allows athletes with current sponsorships to continue them through the bright open window of the Games. But they're not allowed to start new campaigns during this time.

This is significant. For example, days before the Belmont Stakes, the owners of Triple Crown winner, American Pharoah, announced a last-minute sponsorship deal with Monster Energy. As a part of the deal, the energy drink was branded across the horse and all the hoopla that came with him—apparel, horse blankets, gear, barn, etc. The bet paid off for Monster. It received immeasurable exposure at the exact moment American Pharoah brought horse racing back into relevance in America.

Why aren't Olympians allowed to capitalize in the same way? A brilliant performance at Olympic Trials, an athlete with a story suddenly thrust into the public consciousness? Why shouldn't he or she be allowed to capitalize on that fleeting fame?

Olympic athletes sacrifice plenty—perhaps more than any other athlete in any other sport. In that small Olympic window of time, they deserve to be rewarded—by anyone who appreciates what they do. ♦

**Casey Barrett**

*Senior Commentator*



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# THE ONLINE TEST

BY **BILL ROSE**

When I was a new officials chair in 1998, I would receive one master copy of all of the tests for officials. Back then, there were many true-and-false questions to go along with other questions that didn't have question marks at the end of the sentence. Also, the questions and answers didn't always match the current rulebook!

After many years of proofreading these tests, I was asked to join the online test team.

There were originally four editors who were assigned to the questions that matched different official's positions. After a few years, the YMCA was interested in using our testing system, so we added another editor.

Each year, the editors would find questions that were missed more than 25 percent of the time. We would then make suggestions for improvement that would lead to a better passing rate.

In the beginning, we didn't want any more true/false questions. We wanted all the answers to come directly from the rulebook. We really didn't want situation questions, which would be difficult to answer from a technical reference not found in the rulebook. Once the recommended changes were made, the questions would be proofread one more time.

We would also write new test questions each year that dealt with new rules. But before we could add them to our list of master questions, they needed to be sent to the rules and regulations chair for approval.

We now have enough questions to choose different questions randomly for each test taker. We also added open water questions, which are now included in two tests: the open water judge and open water referee.

Three years ago, the national officials committee recommended that taking tests for administrative referee, clerk of course, timer and timing judge to become an administrative official was too much to ask, so we condensed questions from these four tests into one. We now have specific editors dealing with questions for open water, administrative referee and official, starter and disability, stroke-and-turn and timer, timing judge and clerk of course, plus an editor working only with the YMCA.

For 2015, the national officials committee suggested that the test team do away with Part 2 of the online tests, which dealt with technical references.

When I first joined the test team, I received test taker's concerns almost weekly, but with each year, the test—and passing rate—has improved.

Hopefully, these tests prove to be outstanding teaching aids in your education to become the best official you can be for our swimmers. ❖

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*Bill Rose is the officials chair for Sierra Nevada Swimming and is on the national officials committee.*



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## Thomas William (Bill) Houk

Thomas William (Bill) Houk of Ohio Swimming exemplifies excellence in officiating at all levels from local to national, including summer leagues, OHSAA, YMCA, USA, CSOA, USMS, college, club and IPC. Houk's children have long retired from swimming, yet he continues to officiate and train local officials. He is instrumental in hosting an OQM each December that attracts officials from other



LSCs and exposes local officials to national protocols. Houk treats every meet as an opportunity to serve and mentor, most often taking a supporting role as he freely shares his knowledge and experience with others. He also is a tireless advocate for new officials, especially women. Houk is currently the administrative vice chair and the officials chair of the Cincinnati Commission for Ohio Swimming. For more than 20 years, he has been active in Paralympic swimming, and was instrumental in bringing a disability meet to Cincinnati. Houk creates material for officials at his own expense that helps decipher disability heat sheets and apply IPC rules correctly.

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# LESSONS with the LEGENDS

SWIMMING WORLD  
CONTINUES A SERIES  
IN WHICH TOP  
COACHES SHARE  
SECRETS OF THEIR  
SUCCESS.

BY MICHAEL J. STOTT

## JIM STEEN

### What is a common thread among your top swimmers?

All have had the imagination to envision the best possible outcome when facing a competitive challenge.

### What challenges are unique to coaching a team with a string of successes?

Starting over, of course. And starting over with a mindset that suggests: "At this point, I really haven't accomplished anything!"

One has to be able to put past successes and failures out of sight, out of mind, and focus on the essential business of creating something of value. Extraordinary success can be a bandit in the night, stealing the necessary drive and determination to genuinely succeed. One needs a sense of perspective as to what is possible down the line, and living one's life in the past greatly compromises the sort of spontaneity and freshness required to be at one's best.

As I told my swimmers frequently at the beginning of the season: "It's always better to go from being a *nobody* to a *somebody*... than to go from being a *somebody* to a *nobody*!"

The question is: "Do you have the courage and force of character to begin this season as a "nobody"—with nothing in the bank other than a willingness to invest in yourself and your teammates day-in and day-out with the sole purpose of creating something of value?"

### What changed most from your career start to retirement?

I noticed very little change in the expectations and motivations of the athletes. The expectations and involvement of parents increased significantly.

### NCAA Division III has grown exponentially, and there's a greater diversity of schools—for example, size and sport sponsorship. Should there be a realignment and/or a Division IV?

I like the nature of Division III as it currently stands. Realignment by size and/or sport sponsorship would narrow divisional diversity, which I view as an asset. Competition among large universities (such as Emory, Johns Hopkins, Washington University, etc.) and small colleges (such as Kenyon, Denison, Williams, etc.) is both spirited and balanced. Attempting to make things equal simply dilutes com-

**PICTURED >** Mentor, innovator, coach, student of the sport, winner—meet Jim Steen, former men's and women's coach at Kenyon College, inventor of the Power Rack and founder of Total Performance Sports Camps. Hired in 1975 and retired in 2012, he amassed 29 men's and 21 women's NCAA D-III national team titles, developed more than 150 college champions and 300-plus All-Americans, and produced more



[PHOTO PROVIDED BY KENYON COLLEGE]

post-graduate scholars than any other coach in any sport or division. Steen was voted NCAA D-III coach of the year 14 times, won seven ASCA Awards of Excellence and was named winner of the 1994 National Collegiate and Scholastic Swimming Trophy. Last May, CSCAA presented Steen with the Speedo Lifetime Achievement Award.

petition while appropriating funds to another division. Regarding swimming...*"no"* to Division IV.

### Should Division III swimmers be allowed to train with their college's club affiliates/college coaches during the off-season?

*Yes!*

### Power Racks: how did they come to be?

The short story is a high school shop teacher constructed our first rack in 1985. The chair of the Kenyon physics department and I collaborated on the design and, in turn, showed how power might be developed and measured. Our "Power Ratio" program yielded great success, and in the late '80s, our sprinters (e.g., Jim Born, Dennis Mulvihill, Jon Howell, et al.) ranked among the best in the nation. Sam VanCura—my best friend growing up—started Total Performance, Inc. and began marketing the rack in 1988.

### Your Total Performance Sports Camps founded in 1980 are synonymous with coaching excellence.

I'm a great lover of coaching excellence, and we bring in very creative and enthusiastic coaches. The camps are clinic-like, where *ideas* flourish. Coaches come because they enjoy sharing ideas. Campers love the enthusiasm coaches have for the ideas.

### It seems like hundreds of your former swimmers and coaches (Jon Howell, Gregg Parini, Josh White, Jess Book, Arthur Albiero, et al.) have gone on to near-Hall-of-Fame coaching careers.

All are professional, resilient and thoughtful individuals—and all have Hall-of-Fame expectations of themselves and their athletes.

### How would you like to be remembered?

Honestly, I'll be quite happy to be remembered as a good G'pa! ❖

*Michael J. Stott is an ASCA Level 5 coach whose Collegiate School (Richmond, Va.) teams have won eight state high school championships.*

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# SWIMMING'S “ORPHAN” FINDS HOME IN SERBIA

BY ANNIE GREVERS

Russian-born Arkady Vyatchanin (second from bottom) has endured quite an interesting journey since capturing the Olympic bronze medal in the 200 backstroke at Beijing in 2008. After a disappointing London Games in 2012—his final time swimming for his homeland—and a series of disagreements with the Russian Swimming Federation, the 31-year-old will start a new chapter in his swimming career by representing Serbia internationally.



[PHOTO BY PETER H. BICK]

**A**rkady Vyatchanin is a newly-minted Serbian. After 13 years on Russia's national team, Vyatchanin began detecting problem after problem with his homeland's way of operating.

A series of disagreements left him with two choices: either pay no heed to the frequent negligence of the federation, or find a new country to represent. Vyatchanin made the only clear choice in his mind, and left Russia in his wake.

### A REPRESSIVE HISTORY

Although he is no longer representing his motherland, his history is deeply rooted in Russia—and in swimming. His parents, Arkady Vyatchanin Sr. and Irina Vyatchanina, met in school, where they were both studying physical education.

Vyatchanin Sr. was a Soviet champion many times over and, like his son, swam best on his back. He was supposed to compete in the European Championship Trials in order to qualify for the 1972 Olympic Games, but Vyatchanin's visa was mysteriously denied, making it impossible for him to qualify for the Olympics.

Joseph Stalin's repressions began in the 1930s with the Great Purge, where hundreds of thousands of victims were convicted of various crimes and sent to labor camps or executed. Vyatchanin Sr.'s own father had been declared an "enemy of the Soviet people," and was taken from his home in the late 1940s when Vyatchanin Sr. was just a child. He was never seen again.

Decades later, the Soviet government saw the familial attachment and stripped Vyatchanin Sr. of his chance to compete on the world stage.

Arkady Jr.'s mother and father were both swim coaches, as were his aunt, older sister and cousin. His two nephews are swimmers, continuing the family swimming legacy. There's no shortage of aquatic understanding in this family, but Vyatchanin said, "With so many coaches in the family, it can be tough mentally. But they all want what's best for me."

Vyatchanin towers at 6-6 and has an attentive glimmer in his eyes. Ingesting swim talk from a variety of loved ones could be contradictory and taxing for this willing student. Irina's training methods always favored the more progressive, technical side, while Arkady Sr.'s training tended to be more "old school, with longer workouts and a simpler approach," Vyatchanin said.

There was a time and place for both methods in their son's swim journey.

### SHOWING GRIT IN 2008

Vyatchanin's most punishing race, both physically and mentally, was his 200 backstroke at the 2008 Beijing Olympics. He had fallen ill after clinching a bronze medal in his 100 back, and was running a high fever the day before he was to swim a race requiring serious stamina. He gutted out a 200 back and made the semifinal. He drudged through another four laps of pain in the semis and came up tied for eighth with Germany's Helge Meeuw. Vyatchanin was in a swim-off to make the Olympic final.

The colossal Russian had endured two depleting 200 backstroke races already, and he wasn't sure he could stomach two more. He deliberated with his coach, who also happened to be his mother.

"I told my mom, 'I'm not swimming that again,'" Vyatchanin recalled.

Mom fired back with a pep talk: "You've been working toward this for four years, for a lifetime, Arkady," she nudged.

Vyatchanin rethought his situation as he cooled down. He began to feel stronger with every lap.

The 200 back swim-off took place at the conclusion of the session, and Vyatchanin willed his hand to the wall to touch out his formidable competitor.

"I was ready to swim fast," Vyatchanin said. "I realized how strong I was. That swim was the catalyst."

The next day at the finals, Vyatchanin coiled toward the block in lane eight with the starter's, "Take your mark."

"I couldn't see anyone from my lane, so I took it out too fast," Vyatchanin recounted. "I don't like dying at the end, but my last 25 was pretty horrible. I kept thinking, 'Give me the wall, give me the wall.'"

He planted his hand on the touchpad and was awed by his new European record of 1:54.93, good enough for a bronze-medal finish behind the two American backstroke titans, Ryan Lochte and Aaron Peirsol.

*continued on 14*

## A CHANGE WOULD DO YOU GOOD

In 2011, the Russian Swimming Federation decided to set a faster time standard than FINA's "A" cut to qualify for the World Championships in Shanghai. They saw it as a way to bring only medal contenders to the big show in August.

The Russian national team was required to attend an altitude training camp in Armenia for three weeks prior to World Trials in April and three weeks after the Trials. According to Vyatchanin, Russian training camps are vastly different from U.S. national team training trips.

The camp took place at an old Soviet training base, which was composed of "a pool, a hotel and ruins, basically," Vyatchanin said. "The food was not good, and it was a long commute if you wanted to get more food."

In a sport where calories run through the engine at supersonic speeds, Vyatchanin was quickly dropping weight and "struggling to train productively."

He arrived at Russian World Trials underweight and tired. He swam the 200 back and made the FINA standard, but not the Russian cut. He finished third in the 100 back and did not make either of the time standards.

Russia. He found a new taper meet—the U.S. Open in Palo Alto, Calif.

His performances in California were prosaic, but the meet was primarily a mall where Vyatchanin could "shop for a new team." Vyatchanin felt he needed a new training climate in order to return to the level of competition in which he belonged.

## FORTUITOUS INTRODUCTIONS

In 2010, Vyatchanin and his wife, Evgeniya Vyatchanina, had been vacationing in Daytona Beach, Fla. He was working out routinely at a local YMCA and caught the eye of a local coach.

"Wait, I know you," Coach Steven Lochte said to Arkady. "You're the 175-meter backstroke Olympic gold medalist."

"Yes, that's me," Vyatchanin laughed.

The following summer in Palo Alto, Coach Lochte and Vyatchanin brushed shoulders again. The hulking Russian said he was looking for new training grounds, and Lochte proposed, "Would you like to swim with Ryan?"

Vyatchanin knew the answer to that question before it was posed. Yes, he wanted to train with the best. He was introduced to Gregg Troy, and a plan was formulated.

Coach Troy was skeptical when he first shook hands with Arkady: "He was already pretty old, but I told him, 'If you're interested, show up in August.'"

Vyatchanin and his wife packed up their life and moved to Gainesville, Fla. Troy's skepticism was put to rest, as he realized Vyatchanin was a coach's dream.

"He's very questioning—one of those swimmers who makes you a better coach," Troy said. Troy is continually impressed by Vyatchanin's work ethic and his unrelenting love for the sport at 31.

"So many older guys want to take a softer approach to training. Arkady—he just wants to get better."

There is a glowing mutual respect in this swimmer/coach pairing.

"He's a very strategic man," Vyatchanin said about Troy. "He's a visionary. He thinks four years ahead."

## QUEST FOR COUNTRY

In 2012, Vyatchanin represented Russia for one final time at the London Olympics. He finished a disappointing ninth place in the 100 back and sunk to 17th in the 200.

After the Games, he had begun sniffing out other possibilities for countries that might run a tighter ship than Russia, and not maintain Russia's mantra that

"Sport is war."

"His original intention was to become an American," Troy said. "But he found out he would miss gaining citizenship in time for Trials by four or five months."

On April 22, 2013, the day after Russian nationals had wrapped up, Vyatchanin announced his intent to untie himself from Russia.

"I believe I can offer nothing else to Russian Swimming," Vyatchanin concluded.

Again, Vyatchanin would make the U.S. Open his taper meet. He pursued every country imaginable, hoping someone would see his value and want to adopt the man without a country.

Italy promptly replied to an inquiry, saying, "Yes, of course we're interested, but do you have any Italian relatives? ... No? That will be a 10-year wait then."

Vyatchanin, then 29, never dreamed it would take so long to gain citizenship elsewhere: Portugal, Spain, France, the Netherlands, Australia, New Zealand, most eastern European countries—his



[PHOTO BY AZARIA BASILE]

"(Arkady's) sports accomplishments will most certainly upgrade the position of swimming locally in our country. His exemplary demeanor as a high-performance sportsman and his professional excellence are recognized as an asset to our ambitious national team."

— Milena Neskovic,  
managing director, Serbian  
Swimming Federation

The Russian federation decided they would take Vyatchanin for the 200 back and said, "We'll think about you" for the 100.

In late May, after enduring the second altitude camp, Vyatchanin competed in the Mare Nostrum circuit, swimming "horribly slow," with only two months left until World Championships. He was not concerned because beloved taper time was approaching.

The Russian Cup meet took place in July. Irina Vyatchanina received a call from the federation president, Vladimir Salnikov, three days before the meet began. "Arkady needs to swim a 1:58 this weekend in order to make the World team in the 200 back," he said.

Irina attempted to defend the tapering process, but her point fell on deaf ears. For the month between Mare Nostrum and the Russian Cup, no one had communicated to Vyatchanin that he needed to qualify once again.

"I knew I could not bust out a 1:58 that weekend," Vyatchanin said. "So I said, 'OK I'm not going (to Worlds) then.'"

He was fed up, weary of the unpredictable nature of things in

# THROUGH THE YEARS WITH ARKADY VYATCHANIN

[PHOTOS PROVIDED BY ARKADY VYATCHANIN]

search went on. Four years, three years, nothing was fitting into the quadrennium.

Vyatchanin felt the ups and downs. Coach Troy could see the frustration eating at his hulking athlete.

“For a great big guy, he’s really sensitive,” Troy said. “I could see when he was distracted in practice.”

## DIVINE CONSENT

Serbia. The country aligns very closely with Russia culturally, but “they’re a more peaceful people,” according to Vyatchanin. The country also shares the beliefs of the Russian Orthodox Church, which became an integral part of the Vyatchanins’ decision last fall.

Arkady Vyatchanin Sr. succumbed to cancer on Sept. 1, 2014. According to Russian Orthodox doctrine, human souls linger for 40 days before entering into the afterlife.

There had been radio silence from Serbia throughout September. Then on the 40th day after Vyatchanin’s father’s passing—before his soul departed—Serbia gave a promising reply.

“We discussed things further and understood the search was over,” Vyatchanin said.

Serbia is home to seven million people, slightly more than half of Moscow’s population. Vyatchanin has been warmly welcomed by the compact country and said he’s “a big name there” already.

“His sports accomplishments will most certainly upgrade the position of swimming locally in our country,” Milena Neskovic, the managing director of the Serbian Swimming Federation, said. “His exemplary demeanor as a high-performance sportsman and his professional excellence are recognized as an asset to our ambitious national team.”

## LIVING IN LIMBO

Yes, Arkady is now a Russian-born Serbian, but there is still a waiting game to be played.

During Vyatchanin’s limbo, he has not been pursued by sponsors nor has he signed any contracts. It would have been a risky move to sign the “orphan” swimmer, hoping he would have a country by the time the Olympic year rolled around.

The Vyatchanins are supported by Eva’s (short from Evgeniya) part-time job at the University of Florida, any prize money Arkady wins, and largely by payments from the New York Athletic Club.

“He’s my hero,” Eva said about her husband. “He did not do anything wrong. He just wants to do his job. I’m really surprised he cannot get an official contract.”

They get by, but acquiring a country should aid in acquiring new deals.

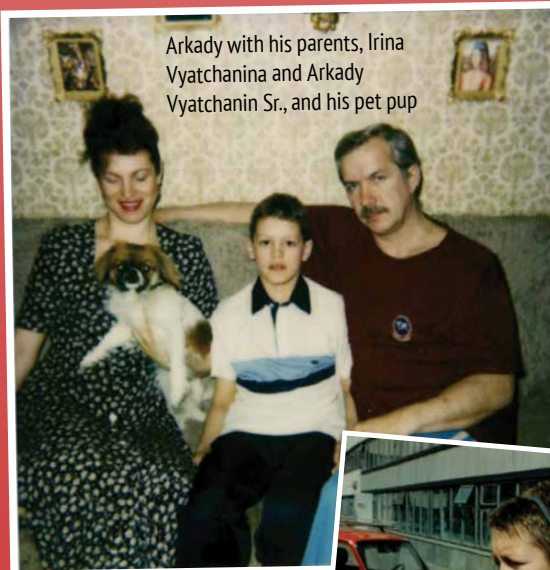
Serbia Swimming can begin helping Vyatchanin with finances one year after the acquisition of his passport, which went through this March.

For the third consecutive summer, Vyatchanin will sit out of international competition. The 2015 World Championships in Kazan, Russia are “one championship I can skip safely,” Vyatchanin said. “It would have been tricky”—swimming in his home country while representing another domain.

“People don’t understand that he doesn’t hate Russia,” Eva said. “It’s so sad that they think he is an enemy.”

In Russia, sports are political, Eva said. To this Russian-born backstroker, sport is not war...nor is it about money. Vyatchanin maintains, “Sport should be about competing.”

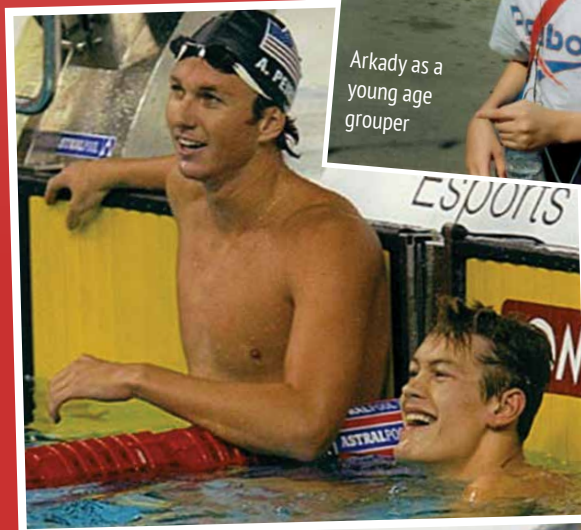
“I told him to just go back to Russia at first,” Troy said. “He was highly reimbursed there. But he’s very principled. He’s a true sportsman—he’s given up money to continue to compete.” ❖



Arkady with his parents, Irina Vyatchanina and Arkady Vyatchanin Sr., and his pet pup



Arkady as a young age grouper



**ABOVE >** Arkady (shown here with Aaron Peirsol after the 100 back at the Barcelona WCs in 2003) went on to win two bronze medals in both backstrokes at the 2008 Olympics, while Peirsol took gold in the 100 and silver in the 200 at Beijing.

**RIGHT >** Arkady with wife, Evgeniya



PART III IN A CONTINUING SERIES ON SAVING SCHOLARSHIP SWIMMING FOCUSES ON WHAT IS BEING DONE BY THE COLLEGE SWIMMING COACHES ASSOCIATION AND DISCUSSES COMMON ISSUES AND FUND RAISING. IT ALSO SUGGESTS WAYS OF WHAT WE CAN DO TO HELP SOLVE THE PROBLEM.

*Editor's Note: Part I of this series, "Swimming Is in Trouble: Crisis in College Scholarships," appeared in the February online issue of Swimming World, pages 18-20. Part II, "Saving Scholarship Swimming," appeared in May, pages 12-14.*

**It** was Saturday, May 2, in a hotel in Colorado Springs. The USA Swimming Board meeting was running—no, crawling—way behind schedule, and he knew he would miss his flight.

It sounded like the first time Joel Shinofield had sat down in months. In the nearly two months since the USA Swimming board approved a three-year, \$125,000/year grant to the College Swimming Coaches Association (CSCAA), Shinofield has moved non-stop. He has met and established relationships with more than 20 NCAA Division I athletic directors; he has taken part in both formal and informal discussions and panels on the future of college sports; and he has started to develop the seeds of a plan moving forward.

Shinofield has clearly been "drinking from a fire hose," and at times, seemed to "miss the forest for the trees"—but he has been so deep in the forest, that can easily be forgiven right now. He has started to develop parts of a plan moving forward and is working on those parts of the plan that he sees clearly. On other issues, he is having more conversations, gathering more data and waiting until the plan reveals itself.

#### **PROGRAM DIRECTOR**

One area where he moved patiently was in hiring his "program director" for both



# TAKING IT

BY GEORGE BLOCK

Saving Scholarship Swimming and in the day-to-day operations of many of the programs across all three divisions (plus NAIA and junior colleges) of college swimming. His hire was both brilliant and controversial. It was brilliant because he brought mammoth skill sets into his tiny organization. It was controversial because he hired a long-time lightning rod in collegiate swimming.

Greg Earhart was successful coaching both on the NCAA Division III and Division I levels. What made him a lightning rod was his founding of collegeswimming.com. Earhart recognized the need for a serious web presence long before social media was an everyday phrase. Collegeswimming.com became valuable as an up-to-date compiler of news, results and gossip in collegiate swimming. Collegeswimming.com became controversial because gossip was placed side-by-side with news, but what Shinofield got with Earhart was the proven ability to see the future and act on it—before the future got here. That is something college swimming has failed to do for decades.

With Earhart, the CSCAA got a deep understanding of higher-ed funding and analytics, along with an already developed tool kit of fund raising, alumni engagement and

partnership development. Additionally, as a college coach, Earhart had been consumer of the CSCAA's products and services, so he was ready to take over operations of those programs to free Shinofield to hit the road. So Shinofield hit the road.

#### **DIVISION I RESTRUCTURED**

Shinofield's biggest takeaway at this point is that there is no such thing as Division I any more. There are the Power 5, the Next 5, the basketball-only and everybody else. Even the Power 5 conferences are sharply divided into a camp that is buying in to the "professional minor league" model and another group that is promoting the "academic model," where the value is a terrific education, not a pro contract.

The Power 5 are willing to raise the funding bar constantly to distance themselves from the Next 5. The Next 5 are scrambling to keep up, and it is much easier to cut expenses than it is to raise funds. The basketball-onlys and everyone else are just fighting to retain their share of the basketball money and not have the Power 5 take over basketball as well.

All of these discussions are about money, and there is only a whisper of conversation about academics in the media and





[PHOTO BY MIKE ARON]

public discourse. However, as evidenced by the recent statements by Jim Delaney of the Big 10 and Jack Swarbrick at Notre Dame, among others, internal conversations about re-centering the conversation on education are starting to take place and even divide the Power 5.

Although Shinofield said, “There just does not seem to be a Division I solution to a Division I problem,” 14 of the ADs he mentioned by name all identified fund raising as a critical piece of the solution, and 100 percent of them identified funding as the critical problem. There did seem to be a Division I solution to a Division I problem. Division I coaches have to get quickly into the fund-raising mode with their alumni and their local swimming community.

### COMMON ISSUES

There were many other common issues as well:

#### Change the conversation.

According to Shinofield, “We have not articulated the direct (educational) benefit of the college athletic experience.... When done right, the Division I athletic experience has tremendous value; produces great (educational) experiences; and provides an opportunity to push oneself personally, edu-

cationally and athletically.” We need to sell the direct, real-life educational benefits of the Division I athletic experience.

#### Regional conferences for Olympic sports.

Many ADs realize that the “mega-conferences” really only work for football. Since they are 100 percent TV-driven, why should non-TV sports be shoved into them, with all of the unnecessary travel, expense and school time missed? Meaningful, in-season competition can easily be found with local plane and bus rides. Let the Olympic sports develop their own regional competition—at least for in-season competition and, perhaps, for their full conference schedule.

#### Stop stupid spending.

- Training trips without a plan for funding, without specific educational and athletic outcomes;
- Plastic bag swimsuits;
- Cross-country dual meets;
- Things that

make the sport easier, not better;

- Elements that are not aligned with your institution/department’s stated mission. A training trip or a cross country dual meet in the right context might be a great investment in the educational and athletic experience—just know why you are doing it...beyond the “swimming or diving” reason.

#### Bring in great kids...

...and then sell them on campus and as alums. Feed material to your SID. Make it easy for them to do their job. Tell the stories of what they accomplish in the pool, on campus, in the community and after graduation.

#### Train your coaches.

They are already great with a stopwatch. Make them great with alumni. Make them great with faculty. Make them great with the community. Give them boilerplate materials they can use for all of the above.

#### Change scholarships...

...to tuition-only for all Olympic sports. Make all other aid need-based, just like for other students. Allow athletes to apply for other scholarships, grants and loans.

#### Become a revenue sport.

If the athletic department owns the facility, run a swim school and a Masters team. These become major revenue streams from your team to the department. The Masters swimmers become potential donors as well.

#### Be a valuable part of the community.

Build community service into your program. Teach life lessons and keep an open door to faculty, staff and students.

### FUND RAISING

But by far, the most common refrain was fund raising. Specifically:

#### Endow scholarships

The scholarships are the biggest expense. By endowing, you eliminate the

— continued on 18

Greg Earhart was hired as CSCAA’s program director for both Saving Scholarship Swimming and in the day-to-day operations of many of the programs of college swimming. With Earhart, the CSCAA got a deep understanding of higher-ed funding and analytics, along with an already developed tool kit of fund raising, alumni engagement and partnership development.



[PHOTO PROVIDED BY COLLEGESWIMMING.COM]

annual expenditure from the department budget, while guaranteeing that the experience continues.

**Endow the coaching positions.**

The university presidents and faculty “get” endowed chairs. Endow the head coach positions, and then move to the assistant jobs and even the GAs.

**Endow the annual operating budget.**

Once fund raising gets this far, the program has essentially zero cost to the university while retaining all of its benefits. ❖

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*George Block is a former president of the American Swim Coaches Association (1997-98) and current president of the World Swimming Coaches Association. He retired from the Northside School District in San Antonio in June 2009, where he served as the director of aquatics and assistant director of athletics. As a coach for the Alamo Area Aquatics Association, he developed six different Olympians in three different sports (swimming, triathlon and pentathlon) and Olympic swimmers from three different countries (USA, Nicaragua and Algeria).*

## WHAT SHOULD WE DO?

By fall, Shinofield has committed to having the College Coaches’ Tool Box built with strengthened messaging, alumni engagement marketing and community outreach. He will also discretely identify “at risk” programs and build local advisory boards around them. The real question is: “What should we do?”

If you are a swimming alum, you should talk to the current head coach and make sure that coach has an endowment fund-raising plan in place. If there isn’t one, volunteer to start it. If there is, give...and give annually!

If you are a swimming parent and you want to keep these opportunities for your kids, get your LSC involved. In every LSC, there is at least one Division I program, and in most LSCs, there is more than one Division I program. Work with your LSC to develop a matching fund to match the scholarship endowment funds that the schools in your LSC raised during the year.

Add a couple of surcharges, perhaps to annual registrations for all USA Swimming members, perhaps to meet entries (not a splash fee; most LSCs have already maxed that out). Find a way to build a significant annual fund. Tell the head coaches, athletic directors and presidents of your local Division I swimming schools that your LSC has created a matching fund to match a percentage of scholarship endowment funds raised by that team this year.

At the end of every fiscal year, the colleges prove to the LSC how much scholarship endowment they raised, and the LSC divides up the matching fund based on the percentage of funds raised by each school. This will both put pressure on and give support to your local Division I coaches. They will have public pressure to raise funds. They will have community support from a matching fund. The ADs and presidents will know that the swimming community will do more than “voice” support; it will raise funds!

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This is something that can’t wait. Over the next six to 18 months, scholarship swimming will either thrive or die. At a local level, we can’t wait that long. By this fall, every LSC should have a matching fund in place.

Every LSC that cares. ❖

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# PAVING THE WAY

*For those of you who say, "I missed my taper," coaching legend Jon Urbanchek responds, "You didn't miss your taper; you missed the training." The fact is that the success (or failure) of a taper depends largely upon the previous quality of work. Following are the views of three USA Swimming club teams on how they taper their age group and senior swimmers.*

BY MICHAEL J. STOTT

## **NATION'S CAPITAL SWIM TEAM**

In March, Nation's Capital Swim Team won the boys, girls and combined titles at the NCSA Junior Nationals. For them, the time leading to the meet was viewed not as a "taper," but as a race preparation phase based on the adherence to the entire training cycle.

"At NCAP, taper is an exciting time when we want our athletes formulating, 'What's possible,' and proving it to themselves in the pool," says Coach Jeremy Linn.

Team meetings focus on what it takes. Topics include time management, championship routine, rest reminders, diet and shaving guidelines. "We create both individual and team goals, imbuing each athlete with the confidence and knowledge regarding race prep and adjustment to unforeseen events.

"While tapers vary depending on athletes and events, we always add something specific for each athlete, be it on land or in the water. Most athletes work overtime on racing," says Linn. "We arm them with progressive skills, speed or power sets that prepare them physically and mentally. Communication between coach and athlete allows for shared ownership. Working alongside teammates with similar goals makes additional individual work more enjoyable," he says.

Rather than implement different protocols based on gender, NCAP

coaches group athletes more by physical characteristics. Individuals with more muscle mass spend more time focusing on recovery, while others who battle race weight maintenance may do glycogen depletion work/recovery. Swimmers with less muscle mass often just continue hard work. "There is value in gender-specific sets," says Linn, noting that males tend to get up for pulling, while females prefer kick sets.



"Taper is an exciting time when we want our athletes formulating, 'What's possible,' and proving it to themselves in the pool."

—Jeremy Linn, Nation's Capital Swim Team Warrenton branch

During the "rest" phase of NCAP training, swimmers continue to revisit—albeit it in a reduced capacity—all aspects of dryland, flexibility and weight room work.

"Instead of looking at removing aspects of training, we look to add focal points that include speed play, explosiveness, power, breath control, extended intervals, swimming at race speed, race planning and mental preparation. We do many of these things as a team, but often break out sets in order for stroke, race or distance-specific athletes to focus on their races," says Linn.

"As we move closer to the meet, we do daily race-specific training and continually emphasize the importance of the meet's first races." After the first day of the 2015 NCSAs, NCAP men and women won four of six events and led the women's competition by 38 points and the men's by 123.

— continued on 20

Athletes facing multiple championships focus on entire weeks of racing in order to build the physical and mental capacity for multi-day meets.

“It is very important to know that we will be as strong on Day 5 as we are on Day 1,” says Linn. “For age groupers, we aim peak preparation at the meet about which they are most excited and where they have the best chance to race, as opposed to facing the highest level of competition. Once chosen, we will use the other championship opportunities to grow a competitive list and get race experience. For our elite-level athletes, with several weeks between meets, we often increase their work load directly before beginning recovery leading into the next meet,” he says.

### DELAWARE SWIM TEAM

When Bruce Gemmel moved to NCAP from Delaware Swim Team in August 2012, he left behind a talented group of age group coaches, among them Steve Earley, Doug Copper and Pablo Marmolejo. In December and again in April, their charges broke the girls 11-12 national age group record in the 400 yard free relay.

Forty-eight swimmers, ranging in age from 9 to 14, comprise the Delaware Swim Team’s junior national group. While they practice together in various subgroups, the team as a whole has set performance and practice expectations. Even with set plans, the disparity in ages and physical abilities still creates a challenge when preparing swimmers for age group championship meets.

“The training cycles of our season allow us to rest these swimmers with success,” says Earley. “It’s really no surprise that when we group the fastest 11-12 girls in the Middle Atlantic LSC together in the same group, and make them practice next to each other on a nightly basis, we end up with an intensely competitive training environment that prepares these girls both physically and mentally. They have thrived in this environment, and it has allowed us to continually lower the training paces to the point where we have five 11-12 girls under 5:10 in the 500 (yard) freestyle,” he says.

“Twelve days of Christmas training prepared the team for the back half of the season,” says Earley. “Our top junior nationals subgroup swam 93,000 yards in the 12 two-hour practices. We have five

girls all capable of being on the national age group relay: Chase Travis, 51.8; Hadley DeBruyn, 53.6; Isabella Paoletti, 53.6; Bella Warner, 53.9; and Madison Kolessar, 54.4. Grouping these girls for a set of 30 100s on 1:30 best average—and watching them all be under a minute for all 30—gave us confidence they would perform well at season’s end,” he says.

This year, DST swimmers competed in two championship meets in four weeks from mid-March to mid-April. As a result, the coaches had swimmers slated for the NASA Showcase Challenge swim through LSC JOs by competing in off events.

“We do not call what we do with our younger swimmers a taper.

We look at our overall plan as a rest, given that our swimmers hit the water 20 to 24 times during the course of a multi-day weekend meet. We find the physiological development of 11-12-year-olds allows them to recover quickly.

“Two weeks out from Florida, we started to rest our swimmers. Throughout the two-week rest, we brought down the yardage from 6,500 to 3,000 the day before the meet. We simply added more rest and focused on quality turns, starts and finishes while maintaining aerobic capacity. We scheduled race pace (broken swims from the blocks) into our daily workouts and also built in freestyle pace work.

“This approach allowed us to have five 11-12 girls under 54.5 in the 100 freestyle and enabled us to finish first, second and third in the 400 IM, with Chase Travis (4:23), Isabella Paoletti (4:28) and Madison Kolessar (4:30) all cracking top-10 swims in the country for the season.

“The only thing that we did differently for our relay swimmers attending the NASA Showcase was to work on relay exchanges each night for 10 minutes. Other than that, we trimmed the yardage, gave them more rest with more quality and worked on the little things such as exchanges, starts and turns,” says Earley.

### IRVINE AQUAZOT SWIM CLUB

Ranking third behind first-place NCAP in the 2015 USA Swimming Club Excellence program is Aquazot Swim Club from Irvine, Calif. Head coach Brian Pajer’s swimmers consistently compete well at season-ending national meets. Four



“We do not call what we do with our younger swimmers a taper. We look at our overall plan as a rest, given that our swimmers hit the water 20 to 24 times during the course of a multi-day weekend meet. We find the physiological development of 11-12-year-olds allows them to recover quickly.”

—Steve Earley, Delaware Swim Team,

bottom row, left (pictured with fellow head coaches of the junior national group at Delaware—from left—Doug “Coop” Copper and Pablo Marmolejo; and DST’s 11-12 NAG record-breaking 400 yard free relay, 3:33.57, 4-11-15—top row, from left—Chase Travis, Hadley DeBruyn, Isabella Paoletti and Bella Warner)

weeks out from a target competition, he meets with his senior swimmers to talk about the taper period plan.

"I give the swimmers the choice of three different tapers: long, medium and short. The long taper is 14-16 days, the medium is 10-12 and the short is six-to-eight days. I explain the differences and let them choose the one that fits best. Some swimmers will ask me which taper they should choose, but I always first ask for their opinion and why they would choose a particular taper. After they explain, I will usually agree—or very occasionally—suggest a different taper if I believe their choice is not the best for them," says Pajer.

"When choosing, I ask them to consider what has worked for them in the past, their recent workload, illnesses, injuries or limiting practice time commitments. I suggest they consider a longer taper if their best events are 200 or below. If their best are 400 or longer, a shorter taper may work better," he says.

"Probably half of our male swimmers chooses the long taper and the other half chooses the medium-length one. About 75 percent of the ladies choose the medium taper and 25 percent the short. Putting the ownership on the athlete keeps them more engaged at practices and also creates a better partnership and balance between the coach and swimmer.

"For our dryland training, which is four times per week for 45 minutes, I let them decide when they want to drop from the normal training to a maintenance dryland routine (20 minutes three times per week). I recommend the swimmers switch to the maintenance routine four to seven days before their swim taper begins," he says.

"Four to five weeks before the competition, I stop giving major corrections and begin offering positive adjustments in the form of, 'That was good, but try this small change and see if it helps make it even better.' This helps swimmers keep building a positive mindset during this period. We also address proper nutrition, regular sleep patterns, abstinence from unusually strenuous activities the last week before the meet and adjustments to any time zone changes.

"Taper workload begins where normal training leaves off and progresses to the yardage that the athletes will experience

during the competition. Longer tapers have gradual declines in workload, while shorter tapers drop off more quickly," says Pajer.

"In the 12 years that I coached 12-and-unders, I found that a shorter taper—say five to seven days—works best for most of the younger swimmers," he says. "It is easier to get these swimmers excited about racing. They are less concerned with the exact taper details and just want to get to the meet, have fun and race."

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NCAP's Linn has had a similar experience: "We work our age groupers pretty hard leading into racing. The simple fact is that before they have physically matured, they really do not get all that tired," he believes. "The only real reason they would 'die' in a race is because they have lost focus or quit on themselves.

"Age groupers should focus on getting excited to perform! As athletes mature and draw from their aerobic backgrounds, we are able to adjust their training toward more racing. With physical maturity, athletes will need more mental recovery. Feeling good begins to mean a lot more," he says. "And at all levels, we remind our swimmers that all great swims HURT!"

*Next month: "Preparing for the Prize: Tapering College Swimmers" by Michael J. Stott. ❖*

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"I found that a shorter taper—say five to seven days—works best for most of the younger swimmers. It is easier to get these swimmers excited about racing.

They are less concerned with the exact taper details and just want to get to the meet, have fun and race."

—Brian Pajer, Irvine Aquazot Swim Club

(pictured with Corey Okubo: 2014 junior national champion, 200 fly; 2014 Junior Pan Pacs silver medalist, 200 back, and bronze medalist, 200 fly)

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[PHOTO BY KRISTIN KARKOSKA]

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*Michael J. Stott is an ASCA Level 5 coach whose Collegiate School (Richmond, Va.) teams have won eight state high school championships.*

# HULL LENGTH

BY ROD HAVRILUK

Many people believe that the technique of the fastest swimmers is worth copying, resulting in numerous misconceptions. In reality, even the fastest swimmers have technique limitations, but they offset them with strength and conditioning. The purpose of this series of articles is to address scientifically the technique misconceptions that have become “conventional wisdom,” and to present more effective options.

Hull length is directly related to a theoretical “hull speed” or maximum practical speed for a given hull length. A formula shows that a longer hull length has a higher hull speed. There are caveats to the hull speed formula—however, that will be addressed in the next issue of *Swimming World Magazine*.

## LIMITATIONS OF RECOMMENDATIONS TO INCREASE HULL LENGTH

Dr. Brent S. Rushall, professor emeritus of exercise and nutritional sciences at San Diego State University, noted in 1999 the prevalence of suggestions to maintain a position that “lengthens” the body. These suggestions “implied that a swimmer should remain long, on the side and with an arm outstretched.” (A recent blogger concisely explained the misconception: “hull length is from fingers to toes.”) There are recommendations to maintain this outstretched position for swimming as well as for numerous drills.

A swimmer who attempts to increase hull length by maintaining the arm straight in front of the body after entry limits his/her performance in a number of ways:

- Biomechanically, the arm is in a weak and awkward position to begin the pull. Consequently, the arm moves relatively slowly until the hand is below the shoulder.
- Anatomically, this position puts considerable stress on the shoulders. Maintaining the entry position increases the “time of exposure” to shoulder stress.
- Physiologically, the lack of arm move-

ment (i.e., propulsion) results in deceleration, fluctuations in velocity and an inefficient use of energy.

- From a skill-learning perspective, the delay in arm movement causes a negative index of coordination (i.e., catch-up stroke) and reinforces an arm synchronization that is inconsistent with fast swimming.

You will find more detail on these limitations in an article on “catch-up” stroke in *Swimming Technique* (Havriluk, 2015).

**FIG. 1** In freestyle, some swimmers attempt to increase hull length by maintaining the arm in front of the body and parallel to the surface after the arm entry.



**FIG. 1**

## ACTUAL HULL LENGTH FACTORS

Hull length is an important concept in the performance of ships. The hull length of a ship is the length at the waterline. While ships and humans perform very differently in the water in a number of ways, the hull length of a swimmer is also defined as the length at the waterline (Colwin, 2002).

**Fig. 2** (next page, top) shows the hull length of a swimmer from the bow wave at the head to the stern wave at the feet (Toussaint & Truijens, 2005). Maintaining an arm submerged and in front of the body does not increase the length of the body at the waterline because the arm does not change the wave pattern at the surface. The arm position, therefore, does not increase hull length.

## SWIMMING TECHNIQUE MISCONCEPTION

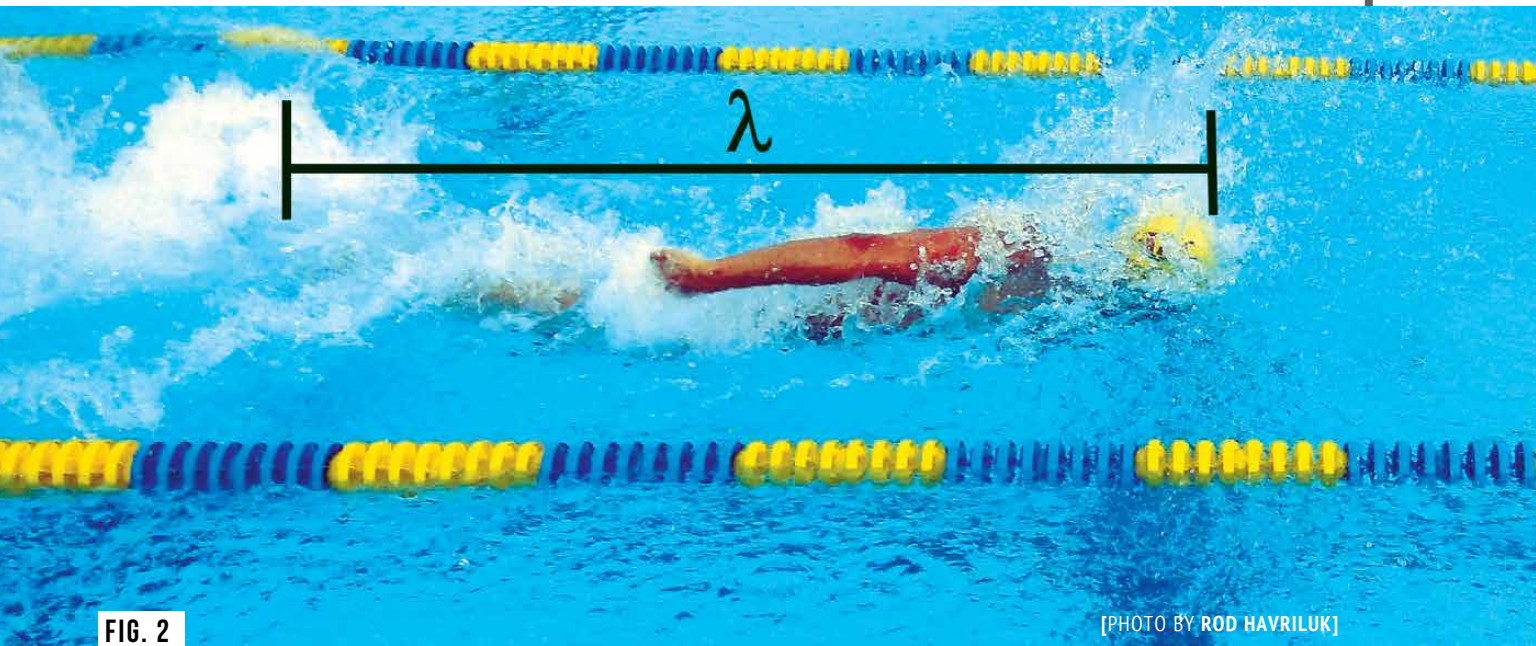
A common technique misconception is that maintaining the entry arm straight in front of the body on freestyle can increase a swimmer’s body length (see Fig. 1). Actually, the hull length of a ship (or swimmer’s body) is determined by the length of the body at the surface. While a longer hull has an advantage, a submerged arm does nothing to increase hull length.

Although an arm cannot increase hull length, it can decrease resistance. A straight arm overhead does make the shape of the body more streamlined. For example, research shows that the resistance with one arm overhead is almost 10 percent less than having both arms along the side of the body (Vorontsov & Rumyantsev, 2000). However, there is a relatively small difference in shape if the arm in front of the shoulder is motionless or moving. Therefore, any resistance advantage is far less than 10 percent.

As shown in **Fig. 3** (next page, middle), any possible resistance advantage is compromised as soon as the arm begins to move from in front of the body and parallel to the surface to the position below the shoulder where propulsion begins (green arrow). Because the arm begins to move from a weak and awkward position, it is moving slowly and causing resistance (red arrow) until it is below the shoulder.

## MINIMIZING RESISTANCE FOR EVERY HULL (BODY) LENGTH

Each swimmer is limited in performance by the length of his/her body. A swimmer can, however, take advantage of the most effective body shape. Here are a few tips to



**FIG. 2**

[PHOTO BY ROD HAVRILUK]

optimize the shape of the body:

- Maintain the head in a motionless position with the water level at the hairline when not breathing.
- Rotate head as little as possible when breathing.
- Keep the body straight so that the hips and legs are directly behind the shoulders.



(An oval around the shoulders provides a guideline for minimizing the body area as shown in **Fig. 4**.)

- Rotate the torso as a single unit.

In addition to technique elements related to body shape, there are many propulsive aspects of technique that a swimmer can optimize to offset a body length disadvantage. ❖



**FIG. 3**



**FIG. 4**

**FIG. 2** → (TOP) The “hull length” of a swimmer is the length of the body at the waterline ( $\lambda$ ).

**FIG. 3** → (MIDDLE) When the arm begins to move from a position parallel to the surface to a position where propulsion begins (green arrow), there is resistance against the arm (red arrow).

**FIG. 4** → (ABOVE) An oval around the shoulders (left image) provides a guideline for optimizing body shape.

*Dr. Rod Havriluk is a sports scientist and consultant who specializes in swimming technique instruction and analysis. His unique strategies provide rapid improvement while avoiding injury. Learn more at the STR website—[swimmingtechnology.com](http://swimmingtechnology.com)—or contact Rod through [info@swimmingtechnology.com](mailto:info@swimmingtechnology.com)*

## SUMMARY

*There is no question that there is an advantage for a swimmer to have a longer hull (body) length (Vogel, 1998). Unfortunately, a swimmer’s body length is limited by genetics and age. Fortunately, a swimmer need not be tall to be competitive. There are numerous technique elements that can decrease resistance and increase propulsion to help compensate for body length.*

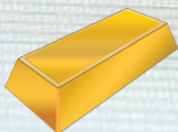


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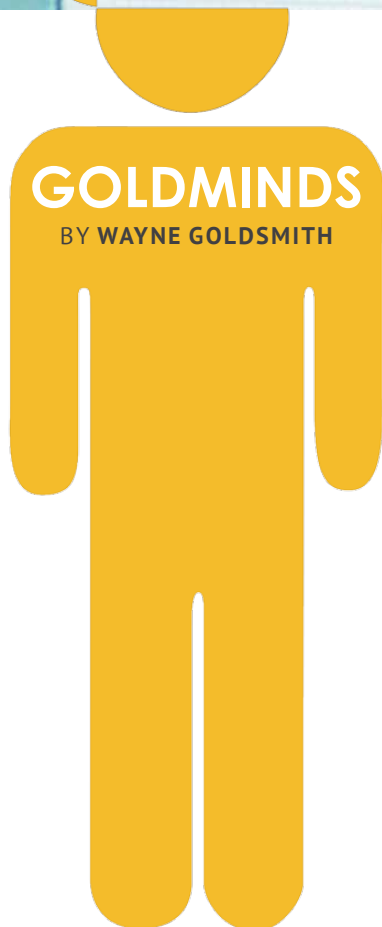
to learn more about the references for this article.

# G.O.T. TRAINING?

Goal-Oriented Training (G.O.T.) challenges swimmers to achieve specific performance-related goals in every training activity. The volume of training is not determined by adherence to a pre-determined training plan, but by the swimmer's commitment, effort and level of engagement.



[PHOTO BY ANDREA NIGH]



**W**hen swimmers get together, sooner or later the topic of conversation turns to training and on swapping “war” stories about hideous, horrible and horrendous training programs: “We’re working so hard!” “We’re doing a lot of long, hard sets!” “Last week, we swam 40 miles in training!”

Rarely do swimmers say, “Last week in training, I achieved all of my performance goals.”

It’s time we shifted our thinking about training from “a distance to be done” to “a goal to be achieved.”

It’s time to stop thinking about doing 10 or 20 of this or 10,000 of that, and start thinking about what physical, technical, tactical and mental goals can be achieved in training today.

It’s time to think about GOAL-ORIENTED TRAINING—a new perspective on training that you’ve G.O.T. to try!

## WHAT IS G.O.T.?

The traditional way to train for swimming is to work hard and focus on completing a number of repeats in each training set—e.g., 20 x 100, 6 x 300, 16 x 50—and on achieving a specific volume of training in a training session—e.g., 8,000 yards,

5,000 meters.

By contrast, Goal-Oriented Training challenges swimmers to achieve specific performance-related goals in every training activity. The volume of training is not determined by adherence to a pre-determined training plan, but by the swimmer’s commitment, effort and level of engagement. For example:

- Volume-focused training set: 10 x 100 on 1:45
- Goal-oriented training set: 1 x 100 at goal pace—including goal race-pace splits, race-specific stroke mechanics and competition quality starts, turns and finishes. Set continues until the swimmer can achieve their goal for the set.

## IS G.O.T. A “SOFT” OR EASIER WAY OF DOING THINGS?

Everyone is looking for a short cut—a way of getting better results in less time and with less effort. Just look at the fitness industry today: the “20-minute workout”; “Lose fat and look fabulous in 10 minutes a day”; the emergence of the High-Intensity Interval Training philosophy; plus many, many other similar “more-for-less” programs.

There are no easy ways to be the best.



However, all training programs can be made more effective and more efficient by better engaging the mind and body of the athletes.

By shifting the swimmer's focus from "swimming laps" to the "achievement of clear, specific, measurable, competition-related goals in all training activities," training becomes more efficient, effective and engaging.

Doing less—but doing it with competition-level focus, concentration, effort and energy—is anything but the easy option.

### THE NAME OF THE GAME: CONTINUOUS IMPROVEMENT THROUGH A LEARNING MINDSET

Swimming, like all performance activities, demands continuous improvement. Swimmers of all ages and at all stages of development strive for one thing: to improve—to get a little better every day.

Studies of the habits and behaviors of successful people show that continuous improvement comes from adopting a "learning mindset"—an attitude of actively seeking new ideas, enthusiastically learning new things and continually evaluating progress with a goal to learn even more...and to learn it faster.

Adopting a G.O.T. approach to training requires swimmers to accept more responsibility for their training and to apply a learning mindset before, during and after their workouts.

G.O.T. demands that each swimmer sets and achieves goals that are relevant to them as individuals and not just on swimming lap after lap after non-specific lap.

At the beginning of each training session, swimmers should ask themselves:

- What are my training goals for today?
- What do I need to do today to ensure I achieve my training goals?
- What new information, advice and feedback do I need from my coach to help me achieve my training goals today?

G.O.T. encourages swimmers to actively seek coaching and willingly and deliberately invite their coach to offer advice, guidance and technical information that can help them achieve their training goals. Swimmers and coaches become partners in performance.

At the end of every training session, swimmers should be encouraged to ask themselves three personal-performance questions: three simple questions that, if answered honestly, help to ensure that training is goal-oriented and focused on the achievement of specific competition targets:

- Did I train at my best today?
- Did my training make a difference to-

day—i.e., Did the training that I completed today contribute to the achievement of my competition goals?

- What did I learn from my training today that will make me a better swimmer tomorrow?

### EXAMPLES OF G.O.T. SETS AND ACTIVITIES The Perfect 100

Instead of swimming a long set of 100s, swimmers start with a goal of swimming one "perfect" 100. Before the set starts, clearly determine what "perfect" looks like. For example:

- Splits and overall time at target race pace;
- Stroke counts and stroke rates at target race standards;
- Breathing control at target race standards—e.g., in freestyle, not breathing the first three strokes into or off all walls;
- Race-quality dive, turns and finish.

The set is finished once the swimmer can swim the "perfect" 100.

### Bonus 200s

Start with a volume-based set—e.g., 10 x 200 on 4:30. Then offer the swimmer some competition-focused goals and targets, which if achieved, shorten the training set.

For example, if the swimmer's competition goal for 200 is 2:45, offer a goal-based incentive—a "bonus" to engage and excite the swimmer:

- Any repeat swum at 2:45 or lower = 5 repeats
- Any repeat swum at 2:46-2:55 = 3 repeats
- Any repeat swum at 2:56 or slower = 1 repeat

"Bonus" sets give swimmers the opportunity to impact the volume of the training set by trying harder and by putting more effort and energy into their work.

### Long-Swim G.O.T.

To apply G.O.T. principles to longer distance continuous swimming, ask the swimmers to commence their set, but without stating a specific volume—i.e., without setting a maximum distance to be swum. However, also set some clear, performance-focused goals for each individual swimmer to achieve, which, if completed, will mean the end of the set.

- For example, the following instruction could be given: "Start swimming, and when I can see you holding target race pace, stroke rate and race-standard turns and streamlining for 10 consecutive laps, I'll signal you to stop swimming."

The emphasis shifts from just "swimming laps" to "swimming laps at the speed and to the technical standard that will directly contribute to the achievement of your competition goals." ❖

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*Wayne Goldsmith has worked with swimmers, coaches, swimming clubs, swimming parents, sports scientists and swimming organizations all over the world for 25 years. He has contributed to Swimming World Magazine for 15 years. He is one of the world's leading experts in elite-level swimming and high-performance sport. Be sure to check out Goldsmith's websites at [www.wgaquatics.com](http://www.wgaquatics.com) and [www.wgcoaching.com](http://www.wgcoaching.com).*

## SUMMARY

1. **"Don't Count the Laps...Make Every Lap Count."** We are well past the days of swimming hundreds and thousands of mindless laps. Now—more than ever—swimming successfully is about finding ways to engage swimmers mentally with everything they do in the pool.
2. **Don't just practice to practice!** There are a lot of very, very good *trainers* out there who are great at producing hard workouts, but who never deliver winning results in competition. Swimmers should strive to train with clear goals—goals that are directly connected to achieving success in competition.
3. **Swimmers should continually, honestly and critically review their own training performance.** By routinely evaluating their individual training performances, swimmers can optimize their learning from every training session through the adoption of a continuous improvement mindset.



# SETTING THE ST

Swimming's main stage is reserved for the 2016 Olympic Games, but this summer's World Championships in Kazan, Russia could show who will be ready to command the spotlight next year in Rio de Janeiro.

BY JEFF COMMINGS

[PHOTO BY PETER H. BICK]

# STAGE

**PICTURED > (ABOVE)** Hungary's Katinka Hosszu will be looking to defend her individual medley titles and determine which other events she should race in Rio for her best chance at winning multiple medals.

**PICTURED > (RIGHT)** Japan's Daiya Seto could be in line for at least three medals in Kazan. The reigning world champion in the 400 IM (2013 Barcelona), Seto had the fastest time in the world this year as of press time in the 200 fly, and he's also strong in the 200 IM, having won two bronze medals in 2014 at Pan Pacs and short course Worlds.

**T**he year before the Olympic Games is an important one for swimmers looking not only to represent their country at the biggest sporting event in the world, but to find themselves on the medal podium. Some use the pre-Olympic year to gauge what events give them the best opportunity to be in contention, while others use it as their moment to break through and introduce themselves to the global swimming community.

Although the World Championships were first held in 1973, FINA only began scheduling the meet on a regular basis in the odd-numbered years beginning in 2001. The meets that were held in the pre-Olympic years have served both causes. In 2003, 2007 and 2011, we were introduced to new names, while the already-established stars were raising the bar as they prepared for Olympic glory. The 16th FINA World Championships, Aug. 2-9 (pool events), in Kazan, Russia, is likely to follow that pattern.

Who will be the next big star to rise from these World Championships? Team USA will have several newbies at this summer's meet who are likely to have a big impact. Kathleen Baker, Katie McLaughlin, Ivy Martin and Tim Phillips could surprise with individual medals and ride that momentum into 2016. Other countries have plenty of untapped young talent on the rise as well, which could make for some very exciting storylines in August.

## RUSSIA UNDER THE MICROSCOPE

Russia's assignment as host of the World Championships has come under scrutiny in the past 12 months, as the country has dealt with numerous failed drug tests and allegations of financial kickbacks from FINA. Though some called for FINA to move the event to another country, Russia will still do its best to put on a show that will make the doubters forget about their complaints.

Russia is bound to rank in the top three medal winners across all six sports. (In addition to pool swimming, FINA hosts competitions in open water swimming, diving, synchronized swimming, high diving and water polo.) Though no one can seemingly touch Russia in synchronized swimming, the task is up to the Russians to put up a strong medal tally in the race pool.

The spotlight will be on two of the country's superstar swimmers. Yulia Efimova won the 50 and 200 meter breaststrokes at the 2013 Worlds, then was handed a 16-month suspension for a positive drug test that occurred two months after the meet.

*continued on 28*

[PHOTO BY JOAO MARC BOSCH]



Though Efimova claimed she did not know of the tainted substance in her daily regimen of supplements, she still was unable to compete in 2014. That has likely fueled a fire in Efimova, who is motivated to show the world that her 2013 performances were legit. She didn't waste any time in declaring her intentions to her rivals with strong times so far in 2015.

Vladimir Morozov is on the cusp of winning his first long course title—something many thought he would do in the 50 free in 2013. But he came away with a silver in that race two years ago. He should also figure in the title hunt in the 100 freestyle, given that he's the only athlete so far this year to crack 48 seconds. Russia wants to upgrade from the bronze medal from 2013's 400 free relay, but the squad behind Morozov hasn't shown much speed so far this year.

Danila Izotov was the other individual swimming medalist for Russia at the last World Championships, taking third in the 200 free in 2013. But the 23-year-old still appears to be recovering from a shoulder injury and will likely only help his team in the 400 free relay. Daria Ustinova, Veronika Popova and Ilya Khomenko could get into the top eight, where medals are up for grabs.

### FEMALE STARS JOCKEYING FOR "BEST" STATUS

Hungary's Katinka Hosszu will be looking to defend her individual medley titles and determine which other events she should race in Rio for her best chance at winning multiple medals. After

the IMs, her next best event is the 200 fly, but she'll have Mireia Belmonte Garcia and Natsumi Hoshi and others in her way. It could be a similar story in backstroke, with Missy Franklin and Emily Seebohm likely to take center stage.

Franklin and Katie Ledecky are two more defending world champions on the women's side with choices to make.

Will Franklin go for a seven-medal haul again, as she did in Barcelona in 2013? If so, it will mirror Michael Phelps' quest for history in 2007. Her American teammates, Simone Manuel and Ledecky, are Franklin's main rivals in the 100 and 200 freestyles, along with Australian sisters Bronte and Cate Campbell in the 100. In the 200 back—Franklin's most dominant event—she'll need to battle longtime opponent Seebohm, who is making big strides.

There's no doubt that Franklin will still go for four individual events in Rio. This year's outcomes in Russia will show her how much work needs to be done to ensure that her returns in Rio are golden.

Ledecky might be the only unchallenged leader in the world rankings going into Russia and looking farther ahead to Rio. She's a clear favorite in the distance freestyle events, and she'll also test herself at Worlds in the 200. Last year's victory in the 200 free at the Pan Pacific Championships was a big step forward for Ledecky, but with Franklin back on her game after a stellar showing at the NCAA Championships in March, the competition looks to be even tougher.

continued on 30

**PICTURED > (BELOW)** Ryan Lochte's strongest "focus" in Kazan will be the 200 IM, where he'll look to keep the American winning streak alive. The U.S. has won the men's 200 IM at the past six World Championships.

**PICTURED > (NEXT PAGE, BOTTOM LEFT)** Sisters Cate (right) and Bronte Campbell of Australia placed 1-2 in the 100 free at last year's Commonwealth Games, and followed that with the same finish in the 50 and 100 freestyles at the Pan Pacific Championships. This summer, they could produce the first 1-2 sibling finish in the same event at a World Championships.

**PICTURED > (NEXT PAGE, BOTTOM RIGHT)** Russia's Yulia Efimova returns to international competition after serving a 16-month suspension for a positive drug test two months after the 2013 Worlds, where she won the 50 and 200 meter breaststrokes.



[PHOTO BY PETER H. BICK]

Will Missy Franklin go for a seven-medal haul again, as she did in Barcelona in 2013? If so, it will mirror Michael Phelps' quest for history in 2007. This year's outcomes in Russia will show her how much work needs to be done to ensure that her returns in Rio are golden.



[PHOTO BY PETER H. BICK]



[PHOTO BY DELLY CARR]



[PHOTO BY JOAO MARC BOSCH]

All three women could walk away from the meet as the top female performer based on times, medals won and overall crowd approval. It could make for some impressive feats in Kazan.

### BIG NAMES TO DO BATTLE AMONG THE MEN

The men's competition also has its share of big-time names looking at Worlds as a race planner for Rio. Ryan Lochte appears to be clearing some events off his plate, giving his 100 free spot to Jimmy Feigen. Though Lochte did not qualify for the 200 back and hasn't raced the 400 IM since London, don't count him out of those two events next year. Lochte's strongest focus in Kazan will be the 200 IM, where he'll look to keep the American winning streak alive. The U.S. has won the men's 200 IM at the past six World Champion-

ships, but Kosuke Hagino could be the spoiler. Hagino, the *Swimming World Magazine* Male World Swimmer of the Year in 2014, posted an upset in the 200 IM at last year's Pan Pacs, beating Lochte and Michael Phelps to take gold.

Based on performances earlier this year, Japan looks to score enough medals to place in the overall top five. Hagino didn't perform up to expectations in 2013, winning just two medals among the seven events he swam. Look for Hagino to turn up the heat in the individual medley races, as well as the 200 back, 200 free and 400 free.

Another big performer this year is Daiya Seto, the reigning world champion in the 400 IM. As of press time, Seto had the fastest time in the world in the 200 fly, setting him up as Chad Le Clos' most formidable opponent. Add in the 200 IM, and Seto is in line for at least three medals.

The men's 200 backstroke could be one of the highlight races of

the meet. With reigning gold medalist Ryan Lochte out, the door is open for a new champion. Can Tyler Clary and Ryan Murphy keep the American tradition alive, or will Ryosuke Irie of Japan finally earn a place at the top of the podium? In addition, Australia's Mitch Larkin could be dangerous.

### JAPAN, AUSTRALIA AND USA COULD SCORE BIG

The Japanese women will suffer greatly from the retirement of Aya Terakawa in December 2013, but the breaststroke duo of Kanako Watanabe and Rie Kaneto could do some damage.

Natsumi Hoshi will be strong in the 200 fly, and Sakiko Shimzu might be a strong force in the 400 IM.

Japan has been collaborating with Australia this year as a long-term initiative to earn lots of medals by the time Tokyo hosts the 2020 Olympics. So far, the partnership has helped both countries. Australia appears to be making big strides in the pool, with many young stars prepared to make major statements. Emma McKeon, Mack Horton and Cameron McEvoy are likely medal contenders, but it will be the duo of Cate and Bronte Campbell that might be the headliner for Australia.

Cate is the reigning 100 free world champion, and her sister could produce the first 1-2 sibling finish in the same event at a World Championships. They will have American Simone Manuel, Ranomi Kromowidjojo of the Netherlands and Bahamian Arianna Vanderpool-Wallace to contend with in the 50 and 100 freestyles, but the momentum they have created so far this year gives the Campbells the edge.

The United States will win the most medals, but if Australia and Japan can swim as fast as they have already done this year, Team USA will suffer a few losses. Although Australia will be without James Magnussen, and the United States will soldier on without Michael Phelps, each country has distinct advantages that could make the medal picture very interesting. ❖

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# Young Swimmers on the Rise

*Seventeen-year-olds Becca Mann and Mark Jurek seem to have all the necessary skills to take their swimming to the next level.*

BY ANNIE GREVERS

Becca Mann's goal is to make the Olympic team in the pool and also in open water. This August in Kazan, Russia, Mann will be reeling in competition in the sea and the chlorine.



## BECCA MANN: A Gal With A Plan

[PHOTO BY DELLY CARR]

"I just love swimming," 17-year-old national teamer Becca Mann chimed sporadically during our conversation. Mann swam her first 10K when she was 7 years old. Her parents had always been triathlon enthusiasts, so Becca learned tri sports early on. She really took to the water.

Mann was 14 years old at the 2012 Olympic Trials. She placed fifth in the 800 free and 400 IM and took sixth in the 400 free. The Olympic Games have long been Mann's goal. The middle of three daughters, Becca was supported by her parents when she threw out a crazy idea to move from her hometown of Homer Glen, Ill. to train with legendary coach Randy Reese in Florida when she was just 13. Her parents traded off living with Becca in Florida and living with their other two daughters, Rachel and Julia, in Illinois.

"They're the greatest, just so supportive," Becca said about her folks. "They believe life is short and you might as well have fun doing what you love."

After the 2012 Games, Becca was reading up on the phenomenal group of athletes that tossed waves in the pools of the North Baltimore Aquatic Club under Bob Bowman's watch. What an environment that must be, Mann daydreamed.

### ON THE MOVE

Forever the adventurer, Mann expressed an interest in uprooting from Florida to cannonball into the fast waters at NBAC. Her parents consented.

The change paid off. In 2013, Mann took gold in the 1500 meter free and silver in the 400 IM and 800 free at the Junior World Championships in Dubai. By 2014, Mann had propelled herself up the ranks among the USA's top athletes, grabbing third in the 800 and fourth in the 400 IM at summer nationals in Irvine, Calif. She had qualified to represent the U.S. at the Pan Pacific Championships in Australia.

*continued on 32*

Mann took fourth at Pan Pacs in the 800 and became the second-ranked American in the event, which meant she had earned her place on USA's 2015 World Championships squad.

Erik Posegay is Mann's primary coach at NBAC. He is continually impressed with her can-do attitude. She swims between 70,000 and 80,000 per week, and after a taxing Saturday swim, she trots off to complete a one-hour lift with conditioning coach Keenan Robinson.

"It would be so easy to sulk and be negative, but not one time has she ever reacted outwardly at a workout with anything but a smile and a 'Thanks, Erik—that was fun' at the end of each day," Posegay said.

Mann trains with distance stars Lotte Friis, Cierra Runge and Sierra Schmidt. According to Posegay, "The harder the set, the better Becca performs. She usually does a great job with 30 100s, best average."

Mann's goal is to make the Olympic team in the pool and also in open water. This April, Mann competed in the open water nationals and stormed to the finish, taking gold in the 10K and inching ever closer to her Olympic dreams. This August in Kazan, Russia, Mann will be reeling in competition in the sea and the chlorine.

"Becca is a fearless racer in the open water scene," Posegay added. "She is not afraid of any competitor, jellyfish, shark, crowded feeding area, etcetera."

### **PUBLISHED AUTHOR**

When Mann is not exercising her adventurous side physically, she is jotting down stories in her head then putting them to ink. In October 2014, Mann became a published author when her science fiction novel, "The Stolen Dragon of Quanx: The Eyes Trilogy," hit the shelves.

"I came up with the idea during a swim set when I was 10," Mann recalls. "I wrote the first few chapters as notes in my smart-

Becca Mann finished third in the 800 and fourth in the 400 IM at last summer's senior nationals to qualify for Pan Pacs in Australia, where she took fourth in the 800 and became the second-ranked American in the event.



[PHOTO BY GRIFFIN SCOTT]

phone when I was 11. Between 11 and 12, I didn't write much, but when I was 13 and 14, I pounded it out. I was writing whenever I wasn't studying or swimming."

Mann finished the book at 15 and edited for a year thereafter. She's working on the second book in the trilogy now. She doesn't know the specifics of the plot yet, but she knows how the trilogy will conclude.

As for her swim story, Mann has a strong inkling of how she will wrap up this quadrennium. If all goes as planned, there may be an exclamation point or three in the summer of 2016. ❖

## **MARK JUREK: The Gold Standard**

When Mark Jurek was 10, he committed himself to competitive swimming and qualified for the age group state meet. His goal from age 10 was to make the podium. But Jurek finished fourth in most of his events.

"I threw the typical 10-year-old temper tantrum, and my coach at the time just told me to remember how this feels for the next big meet, so it doesn't happen again," Jurek recalled.

The sting of not attaining his goal stuck with him. So Jurek stuck with swimming.

"I'm always going to want to make the podium, no matter what meet it is," Jurek said.

Mark is now 17 years old and has climbed the podium a time or two. The Arizona Gold Swimming standout first made a statement

in 2013 at the Arizona Division I high school state meet, where he obliterated two state records.

Jurek surged forth to defeat sprint phenom Ryan Hoffer in the final 25 of the 100 yard fly (47.80) and chopped more than a second off the previous state record in the 200 IM (1:48.31). At the 2014 state meet, Jurek snapped another second off his medley state mark (1:47.03) and matched his record in the 100 fly.

Funny thing is, the high school meet lineup doesn't even cater to Jurek's strongest events, the 200 fly and 400 IM. At junior nationals last summer, Jurek took fourth in the 200 meter fly (1:59.41) and ninth in the 400 IM (4:22.91).

He was not pleased with his finishes at juniors, but as longtime coach Jerry Olszewski puts it, "He's kind of a perfectionist."





At the Austin Sectionals in March, Mark Jurek won the 200 yard fly (1:43.72), 400 IM (3:48.32), 500 free (4:23.67) and 100 fly (48.26). But Jurek was “most proud of how our guys collectively set new sectional records, won relays and ultimately won the meet.”

[PHOTO BY ANGUS SMITH]

Arizona Gold recently merged with Swim Neptune—a nearby club in Arizona—and will be renamed Neptune Gold. The team trains in two facilities—one in Chandler and one in Scottsdale. Three times per week, the two groups share water, and “those guys get it on,” as they each refuse to back down throughout a demanding set.

“It’s a really great group of senior kids,” Olszewski said. “Jurek has grown with the program, and has helped grow the program.”

Technically, Jurek excels underwater. He works the walls by completing a hellish daily challenge from Olszewski. Jurek must kick 15 yards underwater off of every wall during every 3,000-yard warm-up set. That’s lung capacity.

“When he races, he comes off the last wall and can go 15 meters underwater because he does it every day in practice,” Olszewski said.

### A TEAM PLAYER

Last November, Olszewski gave the men’s team a goal—to win the short course sectional meet in March. Every swim and every point was going to be critical to achieve this championship title.

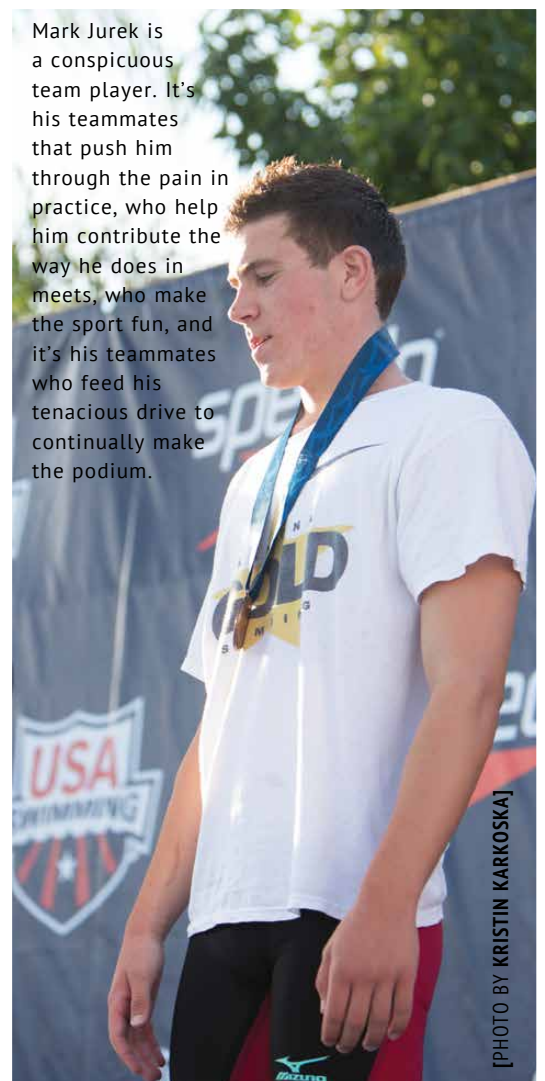
At the Austin Sectionals in March, Jurek won the 200 yard fly (1:43.72), 400 IM (3:48.32), 500 free (4:23.67) and 100 fly (48.26). He also swam to respectable times in the 50 (21.17), 100 (45.75) and 200 (1:37.9) free. Olszewski calls freestyle Jurek’s “third best stroke.”

“I am proud of how I performed in most of my events and how I contributed,” Jurek said. “But I’m most proud of how our guys collectively set new sectional records, won relays and ultimately won the meet.”

Jurek is a conspicuous team player. It’s his teammates that push him through the pain in practice. It’s his teammates who help him contribute the way he does in meets. It’s his teammates who make the sport fun. And it’s his teammates who feed his tenacious drive to continually make the podium.

“It’s the competitiveness that makes me love this sport,” Jurek said. “I am fortunate to have competition every day with my teammates. I love my teammates, and I love what they provide for my team—*competition.*” ❖

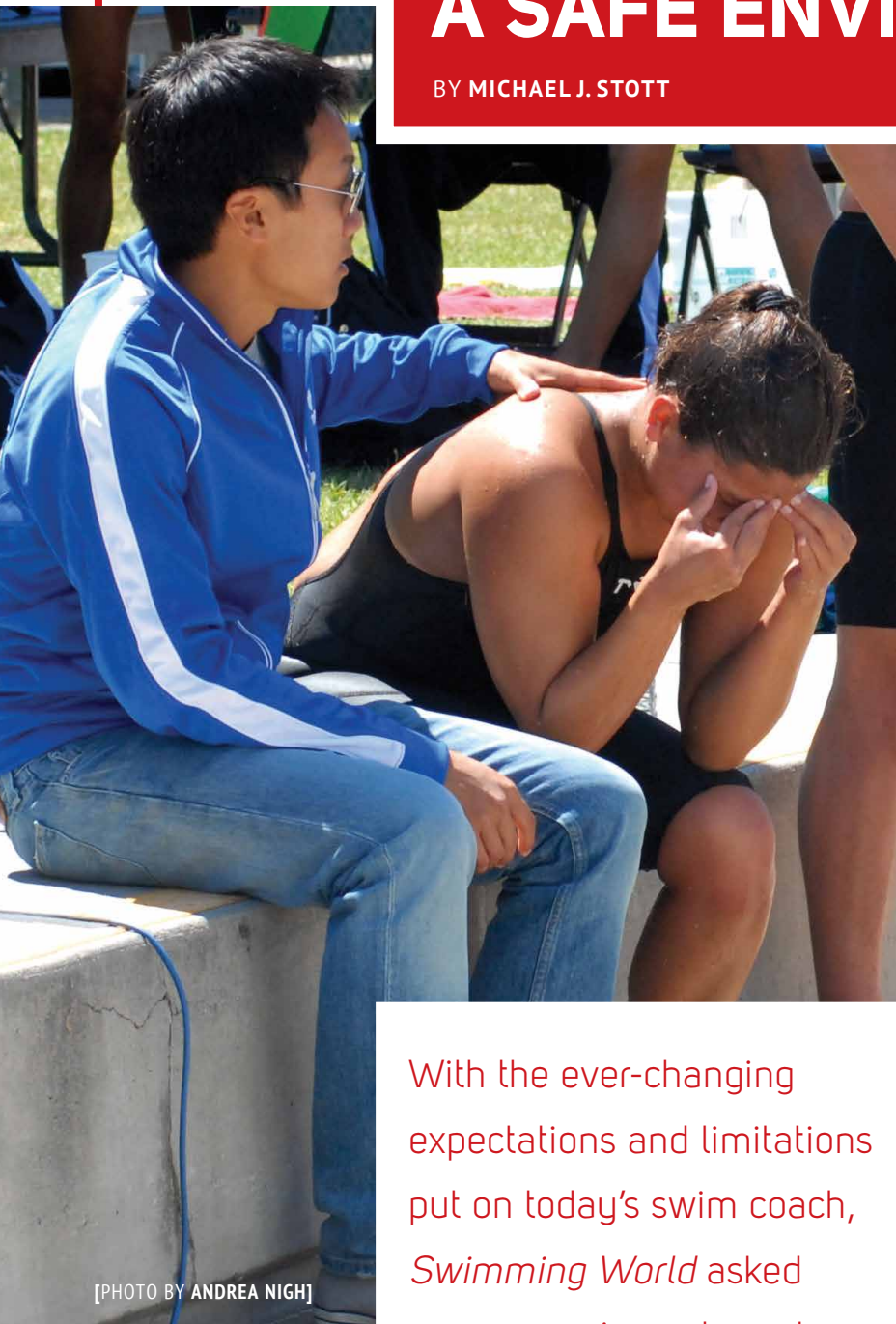
Mark Jurek is a conspicuous team player. It’s his teammates that push him through the pain in practice, who help him contribute the way he does in meets, who make the sport fun, and it’s his teammates who feed his tenacious drive to continually make the podium.



[PHOTO BY KRISTIN KARKOSKA]

# OPPORTUNITY TO FAIL IN A SAFE ENVIRONMENT

BY MICHAEL J. STOTT



[PHOTO BY ANDREA NIGH]

With the ever-changing expectations and limitations put on today's swim coach, *Swimming World* asked some experienced coaches in the United States their thoughts about "tough love" and coaching.

• *Have political correctness, "Safe Sport" and society in general altered the swimmer/coach relationship and the coaching paradigm?*

• *Have we gotten to the point where addressing insufficient practice effort in strong terms is verboten...or where passing reference to behavior is grounds for dismissal?*

• *Is "tough love" a term that is no longer accepted in today's world of coaching?*

Take the New York coach who lost his job for an innocuous response to a Facebook post. Or the Middle Atlantic coach of the year hauled into Human Resources and AD offices for a Miley Cyrus reference.

Indeed, times have changed...and coaches, especially younger ones, are feeling limitations.

"Parents just won't let us be tough on kids any more" is a frequent refrain. A counterpoint is that some coaches are being too lenient and permitting behaviors antithetical to the concept of athletics.

"Swimming is supposed to be preparation for life, where you are allowed to fail and get back on your feet, learn from your experience and go forward," says Chuck Warner, ASCA board member and founder of ARETE Aquatic Services. "You learn to do it before you go on to real life. A parent's role is not to make sure their child never fails, but to pick them up when they do fail and help them learn the lesson for life.

"What would help the swim training process is for coaches to articulate to parents why they should be allowed to be tough on swimmers. In many cases, coaches aren't very good at that," notes Warner.

## CLARITY OF COMMUNICATION IS KEY

One who is very good at such education is Berkeley (N.J.) Aquatic Club coach Jim Wood, past president of USA Swimming and architect of its "Safe Sport" doctrine.

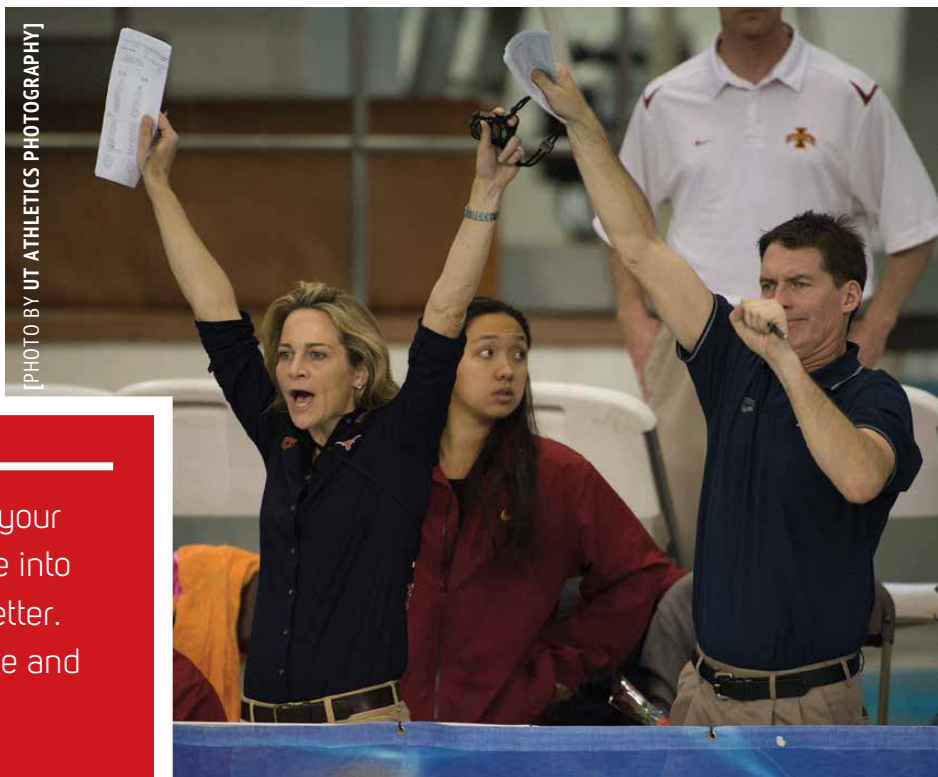
"Clarity of communication up front is a key," he says. His program, like the one at North Baltimore Aquatic Club, is not for everyone. "If you are clear on your expectations and the responsibilities of families and athletes, you will normally get a group of parents that completely buys in. If you are not clear with that at the beginning, you are just asking for trouble," Wood says. "Be prepared to live with loss of families not in tune with the approach," he says. "You have to live by your philosophy.

"I don't think you demean an athlete by expecting that they do things correctly. You can correct them by talking to them quietly, by raising your voice, by pulling them aside, putting your arm around them and telling them 'why,' and that varies athlete by athlete.

"There are some who do not respond whatsoever to any type of negative criticism. Some do. One of the arts of coaching is figuring out what method works in reaching an athlete.

"Our program is based on positive reinforcement, telling and teaching athletes repeatedly why a certain way of doing things is the correct way. If, after making corrections hundreds of times and teaching the right way, some athletes are still determined that is not something on which they choose to focus, we may have them sit out. Without verbal abuse, you need to get the athletes' attention some way and tell them how important it is to make changes if they hope to get better," says Wood.

"It is important for athletes to understand why they are doing certain things. What we do is based upon fun and fundamentals and good effort every day. As coaches, we have to live and communicate that philosophy. Our primary goal is to help prepare people to become great adults...not great swimmers. Every day, we emphasize lifestyle values such as integrity, keeping your word, punctuality, respect, treating others well.



"You are investing the time, your interest, energy and your love into these kids so they can get better. You are taking your knowledge and pouring it into them."

— Carol Capitani, University of Texas

"Some families buy into that and look at it as an extension of what they are teaching at home. There are others who just don't. Those families are usually not a part of our program," he says. "Anything that you do has to fall within the realm of 'Safe Sport.' Tough love can be done in a respectful, mindful way from which kids can learn."

### MAKING CONNECTIONS

And sometimes, tough love means hard conversations.

"Those conversations have to be honest, authentic and from you," says University of Texas women's coach Carol Capitani. "They need to be clear. Be direct, be honest and don't be afraid to rip the band-aid off. Having these conversations means you care enough to be uncomfortable. That's coaching in a nutshell. You are investing the time, your interest, energy and your love into these kids so they can get better. You are taking your knowledge and pouring it into them," she says.

"Difficult conversations can be central to forming a bond and trust, which are the foundations of all good coaching and are central to moving a relationship forward. Good coaching is all about making connections," she says.

John Flanagan, a Nation's Capital coach in northern Virginia and mentor to countless senior national qualifiers (the latest being Andrew Seliskar, Megan Byrnes, Kylie Jordan, John Shebat, et al.), has been making connections with swimmers for more than 40 years.

With regard to changing mores and their effect on coaching, he says, "Every day, that comes to mind. I know things have changed for other people. Car pooling and political correctness, that's all 'Safe Sport' stuff, but in terms of the way I coach, I don't think things have changed."

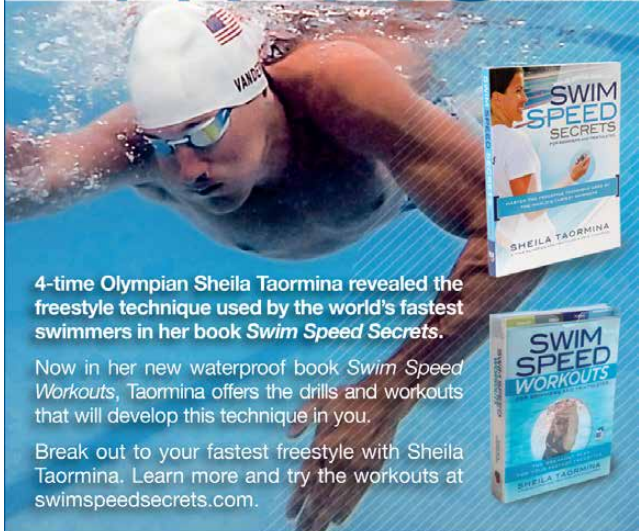
There is a reason for that, and it is embodied in Flanagan's coaching style: "I don't yell, I don't criticize. I don't make them do do-overs, and I certainly don't do punishment swims. All I do is ask the athletes, 'Was that the most you could give me today?' If it was, I'm satisfied if they're satisfied. I always leave it up to them.

"Did you give me a HE (honest effort)?" I ask for that daily. That's in the training sets, and we do some pretty hardcore racing. The thing I love about my guys is that they give it all every day. There are very few situations where I am not satisfied with what is going on in a three-hour workout. And I leave that responsibility totally up to them. The bottom line is that they are responsible. When it comes time to race, most of them will get the results they trained for. You train hard, you rest, you swim fast. It's on you," he says.

Flanagan sets the stage each season, carefully explaining what it takes to swim well at season's end. He readily recounts the Doc Councilman exercise of issuing jellybeans in the fall and reiterating that by subtracting jellybeans for missed practices, a less-than-full jar in March is a good indicator of championship meet performance.

— continued on 36

# SWIM LIKE A PRO



4-time Olympian Sheila Taormina revealed the freestyle technique used by the world's fastest swimmers in her book *Swim Speed Secrets*.

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To fly we have to have resistance. -Maya Lin

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He is also careful to tread middle ground when it comes to punishment or praise regarding swims at meets: “You are better off just being careful. I’d love to give somebody a hug and tell them that was the greatest race ever, but I just don’t do that. I go over the race, tell them, ‘Good job, you made the cut.’ That’s it.

“On the other hand, regarding a poor swim, I ask, ‘Why was that a poor swim? What could you have done a little bit better?’ But to say we are going to the warm-up pool and you are going to do that event again, etc.—I think you have to be right in the middle and not go too far either way.



PHOTO BY HEIDI TORREGROZA

“Our program is based on positive reinforcement, telling and teaching athletes repeatedly why a certain way of doing things is the correct way... Without verbal abuse, you need to get the athletes’ attention some way and tell them how important it is to make changes if they hope to get better.”

— Jim Wood, Berkeley Aquatic Club

“In all fairness, you have to be a guide, a task-master by giving them good work and tools stroke-wise that will get them to the goals they need. Then let their teammates drive them to the point that will make them great. I don’t need to stand there with a whip to make them go fast. The environment you create for them will make them go fast. The onus

is always on them to go and get themselves there,” says Flanagan.

But to get them there also requires coaches educating parents. Just like life, there is nothing easy about fast swimming. And frequent two-way communication between all parties can go a long way toward smoothing the journey. ❖

Michael J. Stott is an ASCA Level 5 coach whose Collegiate School (Richmond, Va.) teams have won eight state high school championships.

# HOUSE OF FINA

## RESTS ON SHIFTING SANDS

BY CRAIG LORD

*Swimming governance has reached a watershed. The World Championships will soon unfold in Kazan, Russia against a backdrop of schism in the pool and of scandal in world sport.*

FINA politicians, it could quite easily be said, will be there to serve themselves, preserve the status quo and keep the gravy train on the tracks.

Let's be clear: FINA is not FIFA. The house of soccer is being demolished by the work of journalist Andrew Jennings and others and the welcome wrecking ball of the FBI investigations.

Swimming is not nearly as popular as soccer. Swimming does not generate nearly the level of funding, sponsorship and broadcast rights that soccer commands; and in swimming, there is no suggestion of criminality and steep corruption of the kind alleged in FIFA.

However, FINA is built along the same Swiss "fault" lines as FIFA. They are non-profit concerns, answerable largely only to themselves. The FINA leadership includes people who gain professionally and financially from their positions.

If that sounds like opinion, it is not. It is fact, backed up not only by the figures, but by the status and behavior of those who run swimming. Cast your mind back to January and behold what FINA bosses—some whose tenure stretches the spectrum of the performance-enhanced GDR women dating back to 1976, the China Crisis of the 1990s and the "shiny suits" saga that came to an end at the beginning of 2010—had to contemplate in the midst of a winter of woe:



- A return to the United Arab Emirates for open water just four years after the death of Fran Crippen during a FINA-sanctioned open water race in Fujairah, UAE;

- Awarding Vladimir Putin FINA's top honor at a time when Russia has the worst doping record in swimming;

- Refusing to answer "negative" questions, such as, "When did FINA first know that Sun Yang had tested positive?";

- Announcing that FINA minimum pool standards designed with athlete health and safety in mind do not apply when world records are established even though the world record application form clearly states that "ALL FINA Rules" must have been observed;

- Ignoring calls from *Swimming World* and SwimVortex for reconciliatory measures with regard to the dark chapters of swimming history, the GDR's systematic doping State Plan 14:25 at the helm;

- Ignoring the views of FINA Committees and Commissions;

- Ignoring the case for coaches to have a say at the top table;

- Ignoring a tidal wave of complaints when it came to nodding through night swimming at the Rio 2016 Olympic Games.

Would all of the preceding bullet points explain why FINA president Julio Maglione called his leadership group together in Lau-

sanne—including executive director Cornel Marculescu—for an extraordinary session last January? Afraid not.

The meeting was called to urge everyone to back Maglione's plan to change the rules and allow him to be re-elected for a third term. After the sport had endured 20 years with the same man (Algeria's Mustapha Larfaoui) at the helm, Maglione, back in 2009, ran as a "two terms only" candidate—although earlier, he had pledged to be a "one-term FINA president."

### FINA'S FINANCES

The coaching associations in the United States and Australia, alongside the World Swimming Coaches Association (WSCA), has backed a call from veteran coach Bill Sweetenham for FINA to end schism in the sport, stop the rot of its reputation and submit to independent review of operations and finances.

FINA's response: *silence...and a covert plan to kill off criticism.*

Leadership starts at the top, and in swimming in 2015, the buck stops with Marculescu (a highly paid director) and Maglione, a highly-rewarded "volunteer" and career sports politician. Maglione, 79, wants to stay in the "big chair" from 2017 until he's 85—well past the age limit set for high office by the International Olympic Committee, of which Maglione has long been a member.

Maglione and those who lead FINA feel re-election is in order and everything is fine "because we're doing it all for the athletes—just look at the money we're paying in prizes."

So...let's look at the reality on how FINA manages its money:

- \$100 million: FINA net assets in the bank, according to FINA Bureau members with access to the figures;

— continued on 38

- \$32 million: Olympic revenues—what swimming will get in the next round of IOC share-out post-Rio 2016;

- \$5.6 million: “FINA family expenses” in 2013;

- \$1.64 million: the total prize pot for pool swimmers at the World Championships to go to some 120-150 swimmers, based on Barcelona 2013 (\$2.5 million at Kazan this August);

- \$1.5 million: a conservative estimate of the likely cost of “per diems” paid by FINA to Bureau, Committee and Commission members over three weeks this summer;

- \$150,000: the budget for a three-point proposal and rollout aimed at:

1. Cozying up to USA Swimming (no need to spend a dollar on that, given the predisposition of the board of USA Swimming and its president, Jim Sheehan);

2. Making Michael Phelps a poster boy for Maglione (not a chance);

3. Discrediting critics (what a waste of money);

- \$15,000: the sum received by

some \$20 million in income from broadcasters and sponsors, supports the notion that FINA leaders spend more on themselves and the dryland side of the sport than they spend on athletes:

- \$26 million: expenses related to FINA events;

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The coaching associations in the United States and Australia, alongside the World Swimming Coaches Association, have backed a call from veteran coach Bill Sweetenham for FINA to end schism in the sport, stop the rot of its reputation and submit to independent review of operations and finances. FINA’s response: *silence...and a covert plan to kill off criticism.*

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- \$5 million: hotel and per diem costs at FINA events for administrators/FINA “family”;

- \$5 million: costs of the marketing agent, mainly associated with the World Championships;

- \$4.4 million: payroll for 21 staff and 11 part-time workers at FINA;

- \$1.6 million: prize money for pool swimmers at the 2013 World Championships (\$2.5 million at Kazan this August).

#### WHERE IS USA SWIMMING LEADERSHIP?

In May, Dale Neuburger (FINA vice president/chairman of Development Commission/Bureau liaison to Technical Swimming Committee) and Carol Zaleski (American chair of the FINA Technical Swimming Committee) plus USA Swimming lawyers and a member of the FINA Legal Commission, Rich Young, persuaded the board of USA

Swimming to stick with the devil it knew.

A statement supportive of FINA was issued in the name of Jim Sheehan, president of USA Swimming. His views were said to reflect the “unanimous” opinion of the USA Swimming Board. (See accompanying sidebar, “10 Truths about FINA that Cannot Be Denied.”)

Neuburger’s arguments in favor of the status quo come as no surprise. To his benefit, Neuburger is among those who rolls up sleeves at swim meets and does a job of work, while most FINA blazers do very little. However, he is also the North America director at TSE Consulting, a company that benefits enormously from contracts to run FINA events. Neuburger justifies his per diems when at FINA events

or traveling to meetings (the level now set at \$400 to \$500 per day) by saying that he is taking time out from his work when on FINA business. Of course, it is also true to say that he earns money at TSE, which has a direct and very close relationship with

Julio Maglione (right), 79—shown here at the FINA World Championships in Doha, Qatar last December—wants to stay in the “big chair” (as FINA president) from 2017 until he’s 85—well past the age limit set for high office by the International Olympic Committee, of which Maglione has long been a member.



FINA Bureau members for just 37 per diems at events where they have no personal costs;

- \$15,000: what FINA pays to an athlete for a world swimming title.

The 2013 FINA accounts, which show

- \$6.9 million: cost of the new FINA Headquarters in Lausanne;

- \$6.5 million: travel assistance and “other contributions” to federations to attend FINA events;

- \$5 million: administration expenses;

FINA.

Neuberger argues that USA Swimming should stick to what it knows because it has “strategic initiatives.” Neuberger notes that the USA has the lion’s share of representation throughout the FINA structure, with 20 folk in 21 places available from the FINA Bureau to commissions and committees (AUS 13, CHN 10, FRA 3, for example).

### POLITICAL FORESHADOWING

We get down to the *Realpolitik* when we read this line in the presentation by Neuberger and Zaleski to United States Swimming’s board of directors: “Maglione is a ‘close ally and advisor to IOC President Thomas Bach and ANOC (Association of National Olympic Committees) President Sheikh Ahmed Al-Fahad Al-Ahmed Al-Sabah, the two most influential leaders within the Olympic movement.’”

Al-Sabah is known in sports circles as “The Sheikh.” The Kuwaiti former head of oil cartel OPEC is one of the power brokers of world sport. His influence includes being head of the Solidarity Commission of the International Olympic Committee, a body that has its hand on the spice, with a say to where funds might flow.

In swimming, the influence—such as Al-Sabah from another country with no

Leadership starts at the top, and in swimming in 2015, the buck stops with Cornel Marculescu (right), FINA’s highly paid executive director, and Julio Maglione, FINA’s president, a highly-rewarded “volunteer” and career sports politician.



swimming program to speak of—is as follows: change the constitution this summer in readiness for 2017 voting and a return of Maglione so that Kuwait’s Bureau member Husain Al Musallam, friend of Sheikh Ahmed Al-Fahad Al-Ahmed Al-Sabah, can step up as a stand-in president of FINA when Maglione decides—mid-third term—that the pace of it all has finally got to him and steps down. “The Sheikh” might then find himself in a perfect position to press on for a permanent three-termer of his own. If that were to happen, then the “big chair” in FINA would have been in the hands of nations with no elite swim programs for nearly

half a century by the time Maglione’s successor steps down. All theory, of course—but watch for it.

USA Swimming will return to the debate on FINA later this year. Its members need a strong dose of deeper understanding. ❖

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*Craig Lord is editor and writer for SwimVortex.com, a website dedicated to quality coverage of world-class swimming. He also is a sports writer and journalist for The Times of London/The Sunday Times. For more on FINA and schism in swimming, visit: [www.swimvortex.com/specials/fina-future/](http://www.swimvortex.com/specials/fina-future/)*

## 10 TRUTHS ABOUT FINA THAT CANNOT BE DENIED

**1. Truth about Committee Representation:** Most Americans on committees will tell you that the committees and commissions are there as window dressing, the bulk of issues raised never seeing the light of day, and some issues raised that lead to the very opposite of the advice given by experts when FINA leaders make their decision.

**2. Truth about Prize Money/Athlete Representation:** FINA is spending more on other things than prize money for athletes, and lags professional sports by several decades.

**3. Truth about Profile and Fabric Changes to Swimsuits:** FINA leaders were pressed, cajoled, whipped and harangued by media, coaches, officials and swimmers all the way to the line, just as they were on doping and the China Crisis of the 1990s.

**4. Truth about Out-of-Competition Drug Testing:** This from Dick Pound, IOC and WADA: “We think we’re catching five percent.” Part of that is down to FINA, the leadership having condoned selective testing and having resisted the full measure of athlete passport and testing technology available to them. Beyond that, the refusal to answer questions has been woeful.

**5. Truth about the Creation of Coaches and Athletes Commissions:** A joke. They are not elected; they are selected—and much of what they say is ignored by the top table.

**6. Truth about FINA Transparency:** Dale Neuberger, FINA vice president, stated, “PricewaterhouseCoopers conducts an annual external audit compliant with Swiss Law, Swiss Accounting stan-

dards and the FINA Constitution.” On the other hand, we have this, from the *New York Times* in an article on the FIFA crisis: “Sport associations headquartered in Switzerland have no requirement under Swiss Law to do any reporting of their finances.” Changes to the law in Switzerland are in the cards, but as things stand, 60 sports federations—including the IOC and FINA—base themselves where they do at least in part because of the conditions related to their “not-for-profit” status.

**7. Truth about Demands for Change:** “Not a single president or general secretary of 209 national federations worldwide has expressed support for the WSCA demands,” said Neuberger. Really? Gosh, well, there’s a shocker from the buffers of the gravy train.

**8. Truth about Mechanism for Change:** Neuberger implied that there was no mechanism within the IOC Charter for replacement of an international federation. That’s like saying, “We have no wheel, so how can we get our wood out from the trees?” Answer: invent the wheel and build a machine fit for purpose.

**9. Truth about FINA Priority for Spending:** We’re told that FINA has more than \$100 million in the bank and scheduled/guaranteed revenues from Rio and Tokyo, plus scheduled championships through 2019—more the reason to conclude that the athlete is not a priority for FINA.

**10. Truth about Open Water Swimming:** It took the death of a USA swimmer for FINA to rewrite safety standards for open water swimming. ❖

# DADS ON DECK

# JOSE ALICEA

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BY ANNIE GREVERS



PICTURED > (FROM LEFT) Dr. Jose Alicea with daughters, Kristen and Taylor

[PHOTO PROVIDED BY JOSE ALICEA]

**Dr.** Jose Alicea is an orthopedic surgeon and a gung-ho swim dad planted in Tucson, Ariz. His two daughters, Kristen (15) and Taylor (13) Alicea-Jorgensen, swim for Tucson Ford Dealers Aquatics. The girls plunged into summer league swimming in El Paso, Texas to become water-safe and escape the sweltering heat. Kristen asked to begin club swimming when she was 9, and her younger sister followed suit. Both girls are committed to the sport and their team, and have progressed into an elite echelon of Arizona swimming. Having been a part of the club swimming scene for more than six years, Dr. Alicea has wads of swim-dad-wisdom to share with the aquatics community.

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How do you stay involved without being a helicopter parent?

Being able to trust their coach goes a long way to appease parental apprehension. Ultimately, it is the child's work, ownership and commitment that are the most important.

What are the most valuable lessons your girls have garnered from the sport?

The commitment, discipline, learning how to dust yourself off after failing and the individuality of the sport have helped them achieve academically. Being truthful to yourself in the effort put in at practice—as it translates to improvement in swimming—is invaluable.

What lessons in parenting have you learned from swimming?

Patience. Swimming is exciting when they are young and can drop big chunks of time. As they get more experienced and stronger, the improvements are harder to achieve. Keep loving and supporting your children as they plateau and make breakthroughs, and keep going through that cycle. There are also so many life lessons to be learned about teamwork, perseverance toward a long-term goal and working through the tough times.

Any words of wisdom for new swim parents?

Realize that your child may not go to the Olympics and will be incredibly fortunate to receive scholarship money for college. You must embrace the sport for the life lessons and the discipline it will teach your children. ❖

*"Moms at Meets" and "Dads on Deck" is a quarterly feature sponsored by TRI SWIM about swim parents for swim parents. Check out the website at: [www.sbrsportsinc.com](http://www.sbrsportsinc.com)*



# TED KNAPP

BY MICHAEL J. STOTT

After 28 years as an assistant and associate head coach at Stanford, Coach Ted Knapp has the Cardinal on pace to remain among the nation's swimming elite.

**Q. SWIMMING WORLD:** Skip Kenney coached at the Houston Dad's Club (1972-76), where he first coached you as a young teenager. Was he a reason you matriculated at Stanford?

**A. COACH TED KNAPP:** Actually, my parents were the driving force for me to apply to and attend college at Stanford. Without the Internet to do much research, I relied on my parents' guidance much more than most kids do today. Skip clearly helped my swimming get to where Stanford was interested in recruiting me, but it wasn't until my junior year that Skip was hired at Stanford. I couldn't have asked for a better way to conclude my swimming career.

**SW:** You have had many head coach offers and were chosen as *Collegeswimming.com's* first assistant coach of the year. Why did you choose to stay on *The Farm* as an assistant for all those years?

**TK:** Loyalty, commitment, tradition...to Stanford, Stanford swimming and Skip. Plus my wife is a local, and (Palo Alto has) great weather!

**SW:** In recruiting for the Class of 2019, you intend to place extra focus on NCAA-scoring relays. How so?

**TK:** As much as you can focus on any particular needs (due to the integrity of the admissions office), when possible you need to get athletes who can contribute in both individual and relay events—especially given that relay points count double and the advantage that depth offers when fielding morning relays at NAAs.

The Class of 2019 fell into this category quite well. We certainly had the opportunity to bring in additional support in the IMs and distance free, but wanted to manage class size a little more this particular year.

That said, we have had a very strong tradition in middle/distance free and IMs

and will be actively recruiting the very best in all events for the Class of 2020.

**SW:** Peer coaching is a team tradition. What's the value?

**TK:** Gaining perspective and knowledge about race strategies, stroke technique and skill work for starts and turns from your teammates—rather than the coaching staff—is very powerful. Peer coaching helps reinforce what is important to each team member and helps develop team chemistry.

**SW:** Stanford diving. What does it mean to the program?

**TK:** We have always valued the notion of diving and its three NCAA events being as important to our program as the 13 individual swimming races. Swimming is in a very vulnerable state right now, and I think diving enhances it.

**SW:** No Pac-12 title in 2015. Why?

**TK:** NAAs was our focus with a goal to see how far up we could move from last year's NCAA finish. We knew we were better than what those three days in 2014 showed. Winning Pac-12 was certainly attainable, but it might have cost us a place or two at NAAs. We did get sixth rather than seventh by 5-tenths of a point. Only four of last year's teams in the top 10 moved up in the 2015 results.

**SW:** The men's NCAA finish improved from ninth in 2014 to sixth in 2015. What was the difference?

**TK:** Preparation was definitely a key along with great leadership from the seniors. Scott Armstrong and I have continued to learn and support each other as a staff, and the training cycle has improved quite a bit in three years. Our seniors were a tremendous influence both in and out of the water.



[PHOTO BY STANFORDPHOTO.COM]

## Coach Ted Knapp

Goldman Family Director of Men's Swimming  
Stanford University | Stanford, California

- Stanford University, B.S., civil engineering, '81
- A freestyle All-American for Stanford and 1980 U.S. Olympic Trials qualifier
- Served as assistant and associate head men's coach for 28 years during Stanford's seven NCAA team and 10 runners-up titles
- Named head men's coach in 2012
- Coached 10 different swimmers to 20 world records, and 19 Olympians representing eight countries
- Trained Olympic medalists Pablo Morales, Jeff Rouse and Markus Rogan as well as 28 swimmers who won a total of 69 NCAA individual championships

Knapp's national team experience includes being assistant coach for the 2013 *Duel in the Pool* and men's assistant for this year's *Pan Am Games*. He also was head men's manager for the 2008 U.S. Olympic team, the 2002 U.S. junior national team and the 1998 *Goodwill Games* as well as assistant manager for the 2005 and 2007 U.S. World Championship teams.

- continued on 42

We also had a full squad (two divers, 13 swimmers and four relay alternates), which gave us great energy. Five of the 13 were freshmen, which is pretty good representation and should bode well for next year.

**SW:** How is the postgrad program going?

**TK:** It started in the fall of 2012 and has taken on several different iterations, com-

binning working to match swimmer needs with coaching skill sets from me, Scott Armstrong and Tony Batis of Palo Alto Stanford Aquatics. This summer, we have four postgrads going to international meets: Drew Cosgarea to the World University Games, while Bobby Bollier, B.J. Johnson and Eugene Godsoe are going to the Pan Am Games.

**SW:** You have a terrific reputation as a mentor to other coaches. How have you been so successful?

**TK:** If this is true, I'm truly humbled. Having only coached at Stanford and not having the experience of being with other successful programs, I feel I've asked many more questions than I've answered. I've never felt there is only one way to do something

## HOW THEY TRAIN:



[PHOTO BY STANFORDPHOTO.COM]

# EUGENE GODSOE

BY MICHAEL J. STOTT

Psychology major Eugene Godsoe graduated from Stanford in 2010, ranked fifth in his class (4.08). He also was an NCAA champion and school record holder in the 100 yard backstroke (44.93).

He then moved to Charlotte, N.C. to swim with the SwimMAC pro group through the 2012 Olympic Trials before returning to The Farm as a Cardinal volunteer assistant and resuming training with coaches Ted Knapp, Scott Armstrong and Palo Alto Stanford Aquatics' Tony Batis.

This month he will represent the United States at the Pan Am Games in Toronto, hoping to improve upon his 2011 Pan Am Games performance in Guadalajara, where he won four silver medals (100 meter back and fly plus the 400 medley and 400 freestyle relays).

Since then, he also has accumulated U.S. national championships in the 50 and 100 meter fly (in 2013) and second-place finishes in the 50 fly at the 2013 World Championships and the 50 back at 2014 SC Worlds.

Originally from Greensboro, N.C., the 6-2 Godsoe faced an uneasy transition from high school to college due to pre-freshman year shoulder surgery. "With the medical guidance provided by Stanford and with his mental and physical fortitude, he qualified for NCAA's his freshman year, which was a phenomenal accomplishment," says Cardinal coach Ted Knapp.

"Stanford has produced many great underwater kickers. Day after day, we would focus on being efficient off walls, while pushing to stay under for longer and go faster. You can't help but get better when you are racing your teammates in a 10-by-100 kick set, knowing everybody is going to push it to 15 meters underwater on the last wall." Knapp attributes much of Godsoe's success to his mastery of underwater skills.

"Eugene's commitment to and passion for swimming and his teammates was evident by his desire to learn, try and perfect new things, always wanting to get better and help others. He embraced peer coaching, often spending an extra 10 to 30 minutes after practice working on small details and helping others," says his coach. Godsoe committed to staying after every practice his senior year to work on details/technique/underwaters.

"As a team captain his senior year, Eugene did a wonderful job acting as a liaison with the team members and the staff. He was always well prepared and levelheaded when he needed to present issues and concerns. And, of course, he had the respect and confidence of his teammates while being a tremendous ambassador for our team and Stanford University," says Knapp. ❖

### PROGRESSION OF TIMES

SCY	2006-07 (Fr)	2007-08 (So)	2008-09 (Jr)	2009-10 (Sr*)
100 Back	48.00	46.75	45.49	44.93
200 Back	1:44.45	1:42.38	1:40.08	1:40.07
100 Fly	48.80	47.47	45.99	45.97

\* = Senior year, many team members contracted norovirus upon arriving at NCAA's

and that I know that way. Talking one-on-one with coaches and visiting their practices are still great educational tools.

**SW:** *You are a Pan Am Games coach this summer. What do you expect from U.S. swimmers, given that USA Swimming has mandated that selection for Worlds and World University Games retains priority in athlete assignment?*

**TK:** Regardless of the hierarchy in establishing selection criteria, this team of athletes, coaches and support staff will honor the opportunity to represent the USA, and we're excited to perform at a very high level. Team USA dominated the meet in 2011, and expectations are the same for 2015.

Along with an opportunity to do best times, set records and win medals, it is an incredible opportunity for the athletes to

experience a new culture along with making new friends and preparing for additional international competitions down the road. ❖

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*Michael J. Stott is an ASCA Level 5 coach whose Collegiate School (Richmond, Va.) teams have won eight state high school championships.*



[PHOTO BY STANFORDPHOTO.COM]

## GODSOE SAMPLE SETS

### Early Season

Godsoe focused on building a strong aerobic base, working legs and doing some IM work.

- 20 x 50 @ 1:00 LC kick, best average, holding :36-:39
- 3x {4 x 200 IM @ 3:00 LC swim (descend 1-4, with #12 being all out)

**Coach Knapp:** "Eugene was great racing teammates on sets like this once he was fatigued. He did dolphin kick on breaststroke, going 2:16 on #4, 2:15 on #8 and 2:11 on #12."

### Mid-Season

Godsoe started building into more lactic acid production and threshold sets (e.g., 16 x 100 SCY)

2 rounds of:

- 4 @ 1:20
- 4 @ 1:15

**Coach Knapp:** "Evens were all out; odds, just make the interval. When working with sprinters, he held :55s. Working with the distance group, he sometimes held :50s."

- 5 x 200 kick @ 4:00 SCY (descend 1-5)

**Coach Knapp:** "He started at about 2:15 and descended

down to 1:59, kicking on his back and focusing on underwaters."

- 5 x 400 swim @ 5:00 SCY (descend 1-5)

**Coach Knapp:** "This would be done often on Friday afternoon. It was a great opportunity to race teammates, compare with previous best times and measure progress."

**Godsoe:** "Best set I had was the 'minute challenge,' trying to be one minute faster on #5 than #1. I went 4:57 on #1 and 3:43 on #5."

### Championship Season

Sets during the championship season focused on details, speed, power weight room session in the morning, followed by short bursts on the power racks/resistance swimming. For example:

- 8 x 50 @ 4:00 SCY (all out, from the blocks)

\*\*\*

"During practice, Eugene was always a better racer than doing basic training sets. He loved racing teammates during tough sets when given the opportunity. When he moved to the sprint group in January, Eugene always made sure sets were designed so he could push through fatigue and still race teammates and produce surprisingly fast times," says Knapp. ❖

# SO YOU WANT MORE POWER?

BY J.R. ROSANIA

PHOTOS BY EMMI BRYTOWSKI

DEMONSTRATED BY

CARL MICKELSON AND SUSIE PAUL

One of most effective methods to swimming faster is to create the ability to apply more power to your strokes. More power typically means more applied force through the muscles to recover, catch and pull. This process can enable the swimmer to pull themselves more quickly through the water. Explosive power will also allow for greater push-offs from the walls to create more distance and speed from turns.

Where does this power come from? Basically, the swimmer needs to add some form of resistance to the muscles while swimming or doing dryland that mimics swimming. In this month's article, I've created four exercises that can build more power and, hopefully, result in additional speed from the improved power.

These exercises should be done with weight light enough to allow the swimmer to complete all the sets and reps. The swimmer can increase the weight used by 10 percent every two weeks until his/her limit is reached. Exercises should be performed two times a week. Each exercise should be done for eight to 10 reps and three sets. All exercises should be done in a quick, explosive, concentric movement. Discontinue this program three weeks before a major competition, and transition to a speed/taper workout. (*Tune in next month for the taper workout.*) ❖

## MEET THE TRAINER

J.R. Rosania, B.S., exercise science, is one of the nation's top performance enhancement coaches. He is the owner and CEO of Healthplex, LLC, in Phoenix. Check out Rosania's website at [www.jrhealthplex.net](http://www.jrhealthplex.net).

## MEET THE ATHLETES

Carl Mickelson swam for the University of Arizona. As a senior, he finished fourth in the 100 and 200 yard breaststroke at the 2012 NCAA Division I Championships.

Susie Paul has been a Masters swimmer for the past 10 years.

## NOTICE

All swimming and dryland training instruction should be performed under the supervision of a qualified coach or instructor, and in circumstances that ensure the safety of the participants.

### 1 DUMBBELL JUMP SQUAT

While holding dumbbells by your side, squat down, then in a quick motion, jump upward. Repeat.



### 2 SUPINE CABLE PULLOVER

While lying on your back and holding cables or swim-stroke cords, quickly pull the cables over your body and thrust your legs straight upward. Slowly lower and repeat.



### 3 MEDICINE BALL CHEST THROW

Standing six feet from a wall, throw a med ball away from your chest toward the wall. Fully extend your arms as you throw the ball. Catch the ball and repeat.



### 4 DUMBBELL CHEST PRESS WITH STRAIGHT-LEG RAISE

Lying on your back on a flat bench, quickly perform a dumbbell chest press movement and do a straight-leg raise at the same time. Slowly lower arms and legs. Repeat.



# UP & COMERS

## AGE GROUP SWIMMER OF THE MONTH

BY JASON MARSTELLER

# MIRIAM SHEEHAN

**M**iriam Sheehan 10, of Phoenix Swim Club recently set three 10-and-under girls national age group records in four weeks: 50 meter backstroke (32.44, April 3), 50 yard butterfly (26.64, April 12) and 50 meter butterfly (30.43, May 1).

Sheehan is a coach's dream, as she continues to try to find ways to get faster—even before a coach has to tell her.

Carolyn Sheehan, Miriam's mom, tells *Swimming World* the story about how her daughter developed her strong underwater:

"At age 9, shortly after starting USA Swimming, Miriam saw a video of Tom Shields anchoring the California men's 400 free relay to a come-from-behind win at the 2012 Pac-12 Championships, largely on the strength of his underwater kick-outs. She asked how someone could do that. When she heard the answer was to practice, she held herself to doing nine dolphin kicks off every wall in practice."

Miriam also has already become a "student of the game," as Carolyn puts it.

"Miriam genuinely loves swimming and seems to be a budding student of the sport. She loves listening to coaches and more experienced swimmers tell stories about the game within a game, as it relates to rivalries of the past, relay lineup strategies and technique," says Carolyn. ❖

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[PHOTO PROVIDED BY CAROLYN SHEEHAN]

### WHAT IS THE BEST THING YOU DO IN SWIMMING?

The underwater dolphin kick while holding a streamline is one of my strengths.

### WHAT ARE SOME OF THE TOUGHEST SETS YOU'VE DONE?

- 8 x 50 fly on 1 minute, holding 33.5s or faster
- 24 x 25 fly on 30 seconds, holding 13.9s or faster

### WHAT IS YOUR FAVORITE THING ABOUT SWIMMING?

Swim practice because, as athletes, we work together to improve and get faster.

### WHAT ARE YOU MOST LOOKING FORWARD TO THIS YEAR?

Speedo Long Course Far Westerns in San Jose (Calif.) is something

I am looking forward to this summer. It is a great opportunity to compete with some of the fastest swimmers in the country.

### WHO IS YOUR SWIMMING IDOL...AND WHY?

The Phoenix Swim Club coaches and my dad are my swimming idols. They are still training and competing in swim meets. I admire how much dedication they have for the sport, and I realize swimming is one of the best life sports.

### WHAT ARE YOUR FAVORITE HOBBIES?

Spending time with my sisters and friends, reading books, sketching and playing video games.



# FINA: TIME FOR AN AUDIT?

*IN LIGHT OF THE RECENT FIFA SCANDALS, DO YOU THINK THAT A FINA AUDIT SHOULD HAPPEN AS PART OF THE SCHEDULED 2020 IOC SCHEDULED AUDIT, OR SHOULD FINA BE AUDITED SOONER THAN THAT?*

BY ANNIE GREVERS



**BRUCE STRATTON /**  
Past President, USA Swimming

“Even though I have a lengthy involvement in USA Swimming, including being the most recent past president and a former treasurer, my comments are based primarily as a CPA with over 39 years of experience preparing financial statements for entities of all kinds, including tax-exempt organizations. It is important to note that the following represents my personal view and does not necessarily represent the view of USA Swimming.

“Recommendation 29 in the Olympic Agenda 2020 states, ‘The financial statements of the IOC will be prepared and audited according to the International Financial Reporting Standards (IFRS), even if these higher standards are not legally required from the IOC.’ FINA, in fact, already has its financial statements and accounting records audited on an annual basis by a very large and very reputable independent international accounting firm, PricewaterhouseCoopers.

“However, the report of PricewaterhouseCoopers on FINA’s financial statements is very specific that the audit is conducted in accordance with Swiss Law and Swiss Auditing Standards. Whether or not the International Financial Reporting Standards are higher than Swiss Law Standards would require a thorough analysis of the two in order to understand the differences. Regardless, the transition from having FINA’s financial statements prepared and audited in accordance with Swiss Law and Swiss Auditing Standards to having them prepared and audited in accordance with International Financial Reporting Standards may be a very easy and seamless transition, and I personally believe FINA should implement the change as soon as possible.”



**JOHN LEONARD /** Executive  
Director, American Swimming  
Coaches Association

“FINA is simply a smaller dollar amount version of FIFA. Exact same mechanisms at all levels. All learned from the IOC. It needs immediate external audits of finance, operations and governance/structure as asked for by Coach Bill Sweetenham and supported by the American Swimming Coaches Association and the World Swimming Coaches Association.”



**IRA KLEIN /** Head Coach,  
Sarasota Swim Academy/  
Sarasota Tsunami Swim Team

“My point of view is that five years away is way too long to wait for a proper audit of FINA or any of the IOC governing bodies. From what I read, I see FINA to be very similar to FIFA—just on a much smaller scale.

“I would hope that the USOC on behalf of all Olympic sports and the leadership of USA Swimming would press for an ‘American Style Audit’ of FINA by an unencumbered objective company. Any in-house audit is an extremely useless tool.

“The athletes and coaches deserve honesty and transparency. I would hope that is a universal—and not just an American—concept.”





**DAVID BERKOFF** / International Swimming Hall of Fame Swimmer; Former Technical Vice President, USA Swimming

“An independent and comprehensive third-party audit of FINA, including its finances, governance, bidding and sponsorship processes, and management must start immediately. When the character and trustworthiness of the Olympic movement is being questioned by the public, the time for action and accountability is now, not later.

“I would go one step further. I think USA Swimming can show some leadership in this area by asking a third-party organization specializing in non-profit boards to review our board makeup and specifically address how our NGB selects its representatives to FINA and other international bodies. In my experience, the process is neither democratic, nor transparent.

“My latter suggestion is not new. A vocal group of us on the board in 2013 demanded that USA Swimming have a thorough and transparent third-party review and audit of our Safe Sport program, among several other suggestions. Chuck Wielgus adopted this recommendation despite opposition by our then-president. The end result was the Veith Report, which made several critical changes to our Safe Sport program. This transparent audit also forced the USOC to take action on the Safe Sport front.

“Immediate and thorough auditing works. If FINA opens its books and its archives to a third-party now, we will either find nothing untoward or problems that need to be fixed. Either way, swimmers, coaches and swim fans win because a transparent and open review will restore confidence in our sport’s governing body. If FINA fails to act, its stock in the eyes of the public will plummet—and justifiably so.” ❖

## SWIM MART

**If you fail to prepare, you're prepared to fail. - Mark Spitz**



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# PARTING SHOT

[PHOTO BY PETER H. BICK]

PICTURED > Texas A&M senior Sarah Henry made quite a splash at this year's women's NCAAAs!