



Maverick Swim Club
Naperville, IL

November, 2011

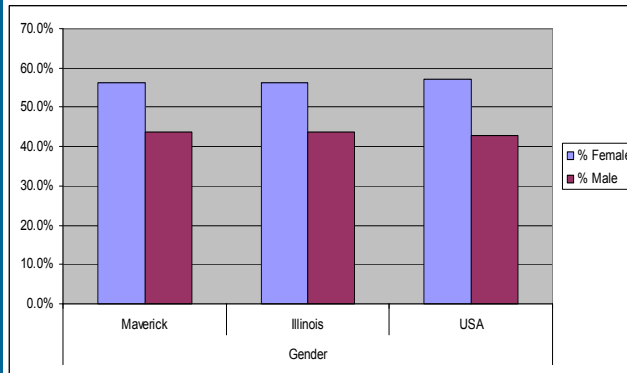
Maverick Families,

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As part of administrating a club of our size, the Maverick Board reviews USA Swimming (USAS) membership data to compare our club to trends across Illinois and the US. The following is a summary of some of the things we had to consider at our meeting in October.

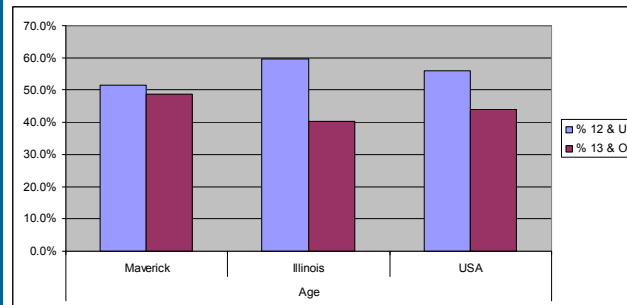
USA Swimming's 2,800-plus clubs and 300,000-plus athletes are broken up regionally into 4 Zones and 59 Local Swimming Committees who are responsible for governing swimming in their individual regions. Maverick Swim club is in the Central Zone and is part of the Illinois LSC (ISI).

The first data analyzed was club breakdown based on gender:



This data shows that Maverick Gender breakdown follows the Illinois trend, which follows the US trend. This shows it would be unrealistic to strive to be a club with a 50/50 gender split based on the wider swimming population. When this data is broken down further by age-group, Maverick follows the ISI and USAS trends even closer, where, the 12&U split is 60/40 and the 13&O split is closer to 50/50.

Second we looked at age-group data:



This data shows that Maverick isn't following the Illinois and US trends, we look more balanced. But, does this mean that Maverick is an "older" team that will shrink over the course of the coming years? When diving into the data further, the number of swimmers 12&U swimming for Maverick has GROWN over the last 4 years by nearly

20%. Also, our club's 12&U retention rates were 3% higher than the USAS and 4% higher than ISI over that same time period. So the team isn't shrinking at the age group level (and we had a higher than normal number of swimmers turned away this season).

UPCOMING DATES

Nov. 18-20 - West Chicago Fall Fling @ WCHS

Nov. 18-20 - Fall Western Great Lakes Open (Genesis Only) in Brown Deer, WI

Dec. 2-4 - Westmont Mid-Season Challenge @ UIC

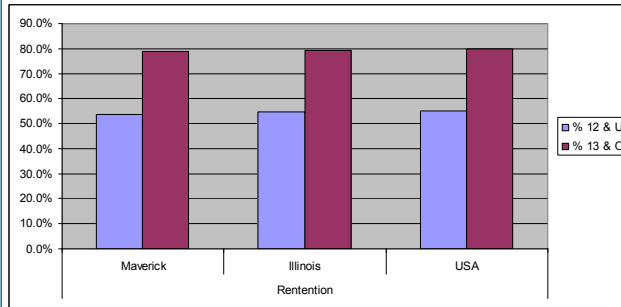
Dec. 3-4 - Express Winter Classic @ DGNHS



Maverick Membership Data (cont'd)

If you are still reading, then you must like data as much as I do – my apologies to the rest...

So then we naturally looked at the retention data:



Nothing out of the ordinary here (this is just 2011). We enjoyed several years of higher retention percentage in the 12&U category than both ISI and USAS but our 13&O retention was not to their level. This past season, we are more typical against the wider swimming population.

These are trends we will continue to monitor. Overall, Maverick, ISI and USAS describe a retention rate of about 65% year-on-year.

Basically, our gender and age based trends describe a healthy club membership with continued interest from our current swimming families and from the broader local swimming community. Remember the large wait list that couldn't get on the team I mentioned above? That was largely due to a capacity constraint; pool time. There simply isn't enough pool time to accommodate everyone that wanted to swim on Maverick this year, and if there was, our age-group data would likely mirror the ISI and USAS trends.

As you can see, it is important that we treat the facilities we use with care and respect, to protect our current pool capacity. Anyone have another pool we can use?

Maverick President Jay Hines

Coach's Corner

Trying to Be At Your Best at All Times

When the coaches plan out a season, they do so with the ultimate goal of making each swimmer better in multiple events, not just his or her favorite stroke. Many times a new swimmer comes to the Mavericks specializing in the 50 Free or 50 Breast. It is my job to broaden their horizons and help that swimmer become good in a variety of events and distances. This is much to the chagrin of the swimmer in question. Athletes will usually find multiple excuses and reasons for why they can't swim an event. Many times the event they wish to avoid is the 200 Fly. Part of my vision is to educate, push, convince, cajole, bribe, suggest, demand and insist that swimmers perform events that first appear uncomfortable and challenging to finish. As a coach, I never want to appear to be mean or uncaring. It's just that I usually know what's best, when it comes to swimming. Please remember, you as swimmers are joining our team and philoso-

Always listen to your coach's advice on what you should swim. You never know how good you can be until you try it!

Coach's Corner (cont'd)

phy. Our team is not joining what you like to do. There is never an attempt to embarrass anyone by putting a swimmer in a particular event. By swimming the 400 IM, it helps your 200 IM and 100 IM. Swimming the 500 Free, makes the 200 Free, the 100 Free and the 50 Free that much easier. Swimming the 200 Fly, the 200 Back, and the 200 Breast, allows the swimmer to attack the 50's and 100's of those strokes with ease.

Recently, at the Lake Forest Scout meet, I had an argument with a young lady who was attempting to get out of the 100 fly. She discussed, quarreled and pouted numerous times in an attempt to get out of this event. I told her in no uncertain terms, "You're swimming it and that's that." She reluctantly swam her event and lo and behold dropped 25 seconds in the 100 fly. Afterwards, she stated how much fun she had swimming her dreaded event. She would never have found this out, unless she experienced this swim.



Coaching swimming has many similarities to parenting. The swimmers many times know much more than I do and are not bashful about telling me so. This kind of goes with the territory. Here is another parallel that you parents of my generation or younger can understand. If I am on you, it is because I care and want you to succeed and get better. I have not had a bad day and I am not picking on you. Here's another gem of wisdom to remember. If I'm telling you that you are good and you can do it, it is because you are good and can do it!!!! I'm not making this stuff up, just to impress you. Sometimes you'll get on the block and swim great right away. Other times it might take awhile to accomplish your goals. Please remember, our sport is a marathon and not a sprint. Swimming prepares you well for the ups and downs of life. If and when you reach a plateau in the progression of your times, you might have to reach down a little deeper inside to accomplish your goals. Once you've done that, now you know you can and will succeed in your quest to be at your best in whatever endeavor you may choose. Don't let a little bump in the road get in the way of what you want to accomplish in swimming or life. Always listen to your coach's advice on what you should swim. You never know how good you can be until you try it! Happy Thanksgiving everyone!



Coach Mike Adams

Official's Notes

Watching your child in the water from the stands is fun and exciting but, sometimes trying to understand what is going on in the water or on deck is difficult. For families new to the sport of swimming, it can be even more difficult to follow what is happening in the water and on the deck.

The coaches have been spending lots of time at practice with our children to help improve their strokes to swim them legally and improve their times. But what constitutes a legal swim from an illegal one? The rules that USA Swimming uses are set by FINA, the international swimming organization. USA Swimming's rules can be found at www.usaswimming.org

Included below are some of the **most common stroke infractions or disqualifications** seen in the water:

Butterfly: *Alternating movements of the arms or legs; pushing the arms forward under instead of over the water surface (underwater recovery); a breaststroke or flutter kick; touching with only one hand at the turns or finish, or with a non-simultaneous two hand touch.*

Backstroke: *Multiple pulls or kicking into the wall once a swimmer has turned on their stomach to perform the flip turn, turning onto the stomach before touching the wall with the hand at the finish of the race.*

Breaststroke: *An illegal kick such as flutter (freestyle), dolphin (butterfly), or scissors (side stroke); not on the breast; alternating movements of the arms; taking two arm strokes or two leg kicks while the head is under water; touching with only one hand at the turns or finish, or with a non-simultaneous two hand touch.*

Freestyle: *Walking on the bottom, pulling on the lane line, not touching the wall on a turn, or not completing the distance.*

Individual Medley (IM): *Not swimming the strokes in the proper order (Fly, Back, Breast, and Free), or making a violation of one of the strokes listed above.*

Your child should check in with their coach on deck after their race to get feedback on their latest swim. Their coach can give them important tips on how to improve for their next race. If your child is disqualified during one of their swims use it as a learning experience for future improvements.

In addition to the technical rule information mentioned above parents, can also visit the Illinois Swimming website, www.ilswim.org. This website can help to find events occurring in the state and also includes information such as time standards for JO's and Senior Championships.

Maverick Official Dave Johnson



A Local Swim Committee of USA Swimming



Focus: Being In The Right Place At The Right Time (USA Swimming Speedo Tip of the Week Archives)

By Dr. Lenny Weirsma//Sport Psychologist

One of the greatest mental skills an athlete needs to learn is to focus. The ability to focus—to be in the right place at the right time, mentally—is such a critical aspect of swimming success. Whether it be to focus on your goals, on a specific part of your stroke, on certain parts of your body during warm-up, focusing is a skill that is probably as important to your success as any other mental skill. To illustrate this, I want you to take a few moments to imagine yourself doing the activities below.

First, imagine that you are standing about 10 feet away from a group of your friends. Each friend is holding a ball of a different size, color or shape. You ask each of your friends to hold up a ball, and you choose which one is your favorite. Choose only one. Now, on the count of 3, all of your friends—at the exact same time—throws his ball in your direction so that you may catch it. To only catch your ball, you have to be in the right place at the right time, mentally. In this case, you need to focus on the one ball that you want to catch, while ignoring all the others. Most of the time, you are able to do so because your focus allowed you to catch the ball as if it was the only one being thrown to you.

Now, imagine if I asked you to identify two balls you wanted to catch, both at the same time. Your friends all throw the balls at the same time, and you attempt to catch two. More often than not, not only would you not catch two, you wouldn't even catch one. Why? Because trying to focus on more than one thing at the same time limits your ability to focus on anything.

Now, imagine that you are at a swim meet. At the meet are a variety of things that may catch your attention, some of which would be helpful for a proper mindset and some of which would not help your performance. Teammates. Competitors. Parents. The weather. The pool. The crowd. Your sore arm. The song that is going through your head. Your doubts. Your goals. Your swim bag. The snack bar. Qualifying times. Your coaches. Your race plan. Expectations. The amount of information – and potential distractions – at swim meets can be overwhelming. But it doesn't have to be if you have a plan.

Now, imagine that each of those things mentioned above – expectations, goal times, your parents, etc. – are represented as a different color ball that was held by your friends. Imagine, as you did in the first exercise, that you were to choose something very specific to focus on at a meet – during warm-up, behind the blocks, or during a race. It would be as easy to direct your mental energy at that as it would be to catch just one ball out of many coming at you. It would be easy because you have chosen very carefully ahead of time what you wanted to focus on, and in the process that would allow you to ignore, or block out, all of the other potential sources of stress or distractions around you.

The key here is that you want to create a mindset so that YOU are in control of your focus, no matter what is going on around you. You certainly don't want your environment, or what happens in it, to control your mindset.

Before your next meet, write out one very specific thing you want to focus on in the car on the way to the meet, during warm-up, when you are standing behind the blocks and during your race. Just one specific thing for each of those four settings. Talk to your coach if you need help with this. Then, practice this most important mental skill – being in the right place, at the right time.

Happy Birthday Maverick Swimmers!! November

Karolis Arnatkevicius	Clare Bachovchin	Ariana Budnik	Brian Calabrese
Lillian Clermont	Eric Curia	James Dillman	Luke Donaldson
James Fox	Margaret Fox	Aidan Glass	Bryce Howser
Emily Huang	Lisa Johnson	Katerina Keifer	Nicole Kolbe
Olivia Korensky	Alison Laper	Audrey Lovick	William McDonald
Jaclyn Mehring	Amelia Mendrys	Anna Metlushko	Matthew Meyer
Sarah Meyer	Kathryn Mosteller	Garrett Nash	Kelly O'Toole
Sophie Raquel	Matthew Salerno	Jessica Sanford	Samantha Schmitz
Megan Sellers	Anna Smith	Brooke Stensby	Natalie Stephens
Nathaniel Weeks	Sydney Weeks	Noah Wood	Albert Yao



The Mission of The Maverick Swim Club is to provide the finest possible comprehensive aquatics program.

Our philosophy of "children first, swimmers second" creates an atmosphere where children learn valuable life lessons from their experiences in a competitive swimming environment.

We are committed to a structured yet fun-oriented program, which provides an opportunity for swimmers to develop to their fullest potential.

