

UCSC DinoLine News

News from Canada's Top Swim Club

Head Coach Club Report

Mike Blondal

As we wrap up a great season here at the swim club we have a few more swim meets.

We just completed the Alberta AG Trials and the team swam strong with so many swimmers winning events/getting best times. I was very proud sitting in the stands for the first time at a meet and watching the team swim SOOOO fast. June 27-30 is the Alberta Age Group and Senior Provincials at the Talisman we will have **110 swimmers in the meet**, July 5-11 we have 12 swimmers representing Canada at the World Student Games in Belgrade, July 8-11 we will have 30 swimmers at the Canadian Senior Summer Nationals and World Championship Trials in Montreal, July 15-19 we have a large contingent attending the Canadian Age Group Club Nationals also Montreal. Both

these meets are in the only outdoor 50 metre pool in Canada. On the 27th of July the Alberta Team leaves for Canada Games preparation meets that are in Britain and a trip to the World Champs in Rome and then on to Majorca Spain to train and then into Charlottetown for the Canada Games in late August. The 2009 World Championships are in Rome July 26-August 2nd. We will be finishing off with a smaller groups going to the US Open in Seattle, the British Short Course Grand Prix, or the Canada vs Russia and Britain competition in Britain. **That is a busy end to a great year of swimming.**

Race with wild abandon like a kid in a candy store

We wish Randi well in her new job in Cochrane and look forward to seeing her on the pool deck in new colors al-

though she looks best in Red. We wish Ashley a calm time starting her new profession as a teacher and we look forward to welcoming new coaches to our staff. As well I want to thank Howie for his leadership as the club president over the past few years and welcome Mark Shaul as the new president of the club. Congratulations to the UCSC Board for a good year in which much was accomplished.

Thanks you all for great year in the pool and to the parents thank you for your wonderful support of your club and your swimmers

Next year will be another fun filled year around the pools of Calgary and the world

Thanks
Mike

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General News

Board Reports

As the final DinoLine of the current season we are including a variety of Board reports for your reading. These summaries will help give you an idea of where the

Club has been and where we expect matters to progress. Please read through them and feel free to follow up with any questions with the Board members directly.

An open and positive communication environment is important to the success of our Club and we can only improve from any constructive comments you might have.

Fall Start Up

It looks like the majority of our programs will be hitting the water on September 14, 2009. If all progresses as planned you will see some exciting changes to our pool including new starting blocks. Enjoy your summer and see you in September.

Harassment Officer Appointment—Cecilia Low

We are pleased to announce the appointment of Cecilia Low as our new Harassment Officer for the club.

Cecilia brings a wealth of mediation experience and knowledge to the job and has already hit the ground running with

the commencement of a review of our current Harassment Policy.

Details for contacting the Harassment Officer as well as a detailed copy of our Harassment Policy will be posted on the website in the Members' Section shortly. We know that if a circumstance

arises where her help is required that she will be a useful and valuable resource for us.

Having a highly qualified and positive person like Cecilia assisting us will certainly help to resolve these difficult issues that affect all organizations.

Jeffisms — The TREX Report Jeff Welechuk

Well we are getting close to the end of another season... testing is all complete... and the only meet left is Age Group Provincials.

It's been a great season with lots of improvement. The experience and knowledge will carry over to next season and the swimmers will be on to bigger and better things. For those families that are done with swimming have a great summer and for those families that continue on with Club Nationals all the best to your swimmers.

Remember it's important to take a break away from the pool this summer and let your swimming batteries recharge. The goal is to have each swimmer finish the season on a positive note and be psyched for the upcoming season. Each swimmer will finish at a different point. It's important not to compare where your swimmer finished to another... if they are happy then you should be happy as a parent. I'm often asked my opinion on summer swim camps. Before I start getting emails I thought I would give that a quick mention. If your swimmer is bouncing off the walls with boredom and wants to do a swim camp by all means sign them up. If you are looking for an edge for the upcoming season and struggling to convince your swimmer to do the camp, it's a sign that

they are burned out. Give them time away from the pool... the swim season is 10 months long and taking 2 months off will not hinder their swimming ability. It's a great time to try some new things!

"it's important to take a break away from the pool this summer and let your swimming batteries recharge. The goal is to have each swimmer finish the season on a positive note and be psyched for the upcoming season"

One thing I would recommend is to stay active whether it's through recreational activities or something organized.

Look for testing scores and group placements letters to come out shortly. Swimmers in the TREX squad will either be staying in TREX5 (the new name for the upcoming season) or moving to JrAG group. Due to the high numbers in TREX next season we have been looking at moving swimmers who have already spent a season with TREX and are 11 or turn 11 before January 1 to JrAG even if they do not meet the movement criteria. Before you panic wait till you get your movement email and if need be we can sit down and discuss the best placement of your swimmer.

June can be a stressful time for both swimmers and parents... It's important as a parent to take a step back and ensure that the goals that have been set are the goals of your swimmer and not yours as a parent. If your swimmer has no goal the focus should be on getting them to set one... don't set a goal that

you feel they should set, ask them what they want to accomplish and help them set a goal they feel is realistic... less stressful when you go after your own goal and not that of a parent... if you don't succeed your parents are there to hug you and you don't feel like you let them down.

Can't emphasize this enough... don't be duped by a rumor in the stands!!!! It's fun to gossip, we all do it, but don't believe everything you hear.

I would like to thank Bonnie Kraft as the squad manager this season. She did a great job informing parents and organizing functions... as well as keeping me on my toes to get the monthly calendar out. You lightened my admin work and were a pleasure to work with. Thanks Bonnie.

I think I just about covered everything I wanted to say... as far as I know the training schedules for next season will be the same. Don't get upset with me if the change and it conflicts with other activities that have been already set up around swimming. I understand the importance of booking and setting things up in the fall. If things change myself or any of the other coaches can work on accommodating the activity.

Have a great summer and looking forward to seeing you all in the fall!

Jeff and coaching staff Ashley, Matt & Anita

Danger with Dimitrov — NDG Report

Emil Dimitrov

We had a really firm and steady start of the competitive season. In the last couple of months I have seen enthusiasm and awareness in the workouts as never before. Most of the swimmers work hard during the preparation period in the water and dry land and they attain high results in the last two meets. Some "bought" their tickets to Montreal already, some have to prove themselves in the upcoming Provincials.

Congratulations to the new AG National qualifiers
Toree Wenaas 200 BR
Josiah Butt 200 BR
Terence Tat 200 FL
Kelsey Crocker 200 BR
Yuri Kisil 200 IM
Bryce Pratt 200 FR.
Well done and just a step away from AG Nationals: Michaela Schmidt, Mackenzie Kary, An Trinh, Nigel MacNeil, Ben Blon-

dal, Juliana Talen, Jarod Tsang and Leah Wookey.
Your persistence and determination will succeed: Gordon Masson, Madison Strange, Elyse Marble, Bradley Crocker and Lauren Siarkowski.
The best evaluation testing result for the group are:
Boys- Gordon Masson 81.63
Girls- Michaela Schmidt 77.38
Very well done squad!

N2 Report

Kevin Anderson

A great season to date but there is still lots to look forward to.

David Dimitrov and Allison Long will be headed to FISU games as well as myself and then we will all fly into Montreal and meet up with everyone there for Age Group Nationals. Nats should be a fast and fun meet!

As we approach the tapers leading into their peak meets I remind both the parents and swimmers of the importance of proper rest and nutrition as we finish the year off. The swimmers will not be burning as many calories so they need to modify diet accordingly, as well school is coming to an end so no staying up late every night and sleeping until noon! In

addition...no missed workouts unless it is discussed with the coach, consistency is vital! I will be talking to our strength coach about setting up a strength training program 3 mornings a week throughout the summer for the swimmers that are in town and recommend they participate.

Our Europe trip this year went very well with lots of best times. Next year we will be looking at competing more in western Europe, possibly a Scandinavian country and Germany. There are some teams that have asked us to come and compete at their competitions and have already offered to host us. The team from Bratislava, Slovakia that did an

incredible job hosting us this year will be coming in November (approximately Nov 4-11) and we will host them for the week. I will be looking to the outstanding N2 parents to get involved with helping organize activities.

To finish, I would like to say thanks to the parents for the support they provide the program and their kids as they strive to achieve their goals. You play a critical role in our club's and your swimmer's success. If anyone would like to get together to discuss your swimmers progress this year and their future please send me an email and we will set up a day and time to meet.

Eli's Elaborations — The YAG Report

Eli Dimitrov

A notable improvement in attendance and better focus during the practices were the main reason for the strong performance at the Cascade International and AG Trials. Visible improvement of the underwater kick, streamline and finishes during the races appeared to be the result of the extra attention to the "details" during the workouts: no more "wimpy" push ups and

real involvement and improvement through Dry land. It becomes more fun to coach and, I suppose, for the swimmers to participate in. These are the highlights of the month: Carina Fan - swam her AG Nationals time on 50 FR (for three days though as she aged up!)
Conrad Thibeault - "A" time on 50 FL
Olivia Jensen - qualified for AG provin-

cial by winning 100 FL at the AG Trials
Most of the swimmers complete the evaluation testing and they have shown enhanced group average by 2.2% from March. Keep up with the good work for the last leg of the competitive season. Good luck at Provincials to all of our swimmers.

Development Group Developments

Randi Willisko

Congratulations to all Development swimmers! I hope you enjoyed the last nine months of swimming. It has been very exciting to see your swimming skills develop though the season. Thank-you to the great development coaches who have helped you to achieve this growth. The Shouldice and Churchill Development squads have had many success stories this season:

* Shouldice swimmer **Luke Hudson** has qualified for Alberta Age Group Championships. Way to go Luke - good luck this weekend!

* Shouldice swimmers **Ishan Montenegro** and **Emelia Neufeld** recently participated at the Alberta Age Group Trials where **Emelia** won a silver medal in the 50 Freestyle and made the "top 8" in three other events. **Ishan** won a bronze medal in both the 100 and 200 Backstroke and had three additional Finals swims as well.

* **Paul Latkovic**, **Daniel Yang**, **David Chiu** and **Allison McCloy** represented the Churchill squad at Alberta Age Group Trials. **Daniel** won a silver medal in the 200 Backstroke and had three other "top 8" finishes. **Allison** made the Finals

in almost every event that she swam for a total of 6 second swims. After fighting off a cold **David** arrived at the pool on Sunday and made the Finals in the 200 Breast and 100 Fly. **Paul** won a bronze medal in the 100 Free and 200 IM and made the Finals in two other events.

Thank-you to all Shouldice and Churchill swimmers, coaches and parents. Your hard work and dedication has helped to create a very successful season in the U.C.S.C. Developmental Program.

Randi's Rap — The JrAG Report

Randi Willisko

It is hard to believe that the end of the season is here.

What have the JrAG swimmers been up to for the past 10 months? After 201 practices, 94 dryland/yoga sessions, 13 competitions, 1 training camp and 1 camping trip we have done a lot of work and have had a lot of fun. In fact, the total distance swam is almost 800 kilometers! Wow.

However, the season is not over yet. At the Alberta Age Group and Senior Championships this weekend you will see the results of all the work you have

done.

What can you do to help prepare for this competition?

* Get enough sleep. Let your body rest as you approach the weekend.

* Eat well. Make sure to "fuel" your body with healthy food.

* Drink water. It is just as important to be hydrated before you begin competition as it is during the meet.

* Train how you want to race. Streamline, underwater, technique, explosive starts and turns.

* Know your goals and strategies be-

fore the competition begins and make sure to practice them during workout. The JrAG swimmers have many goals for this competition - best times, second swims, podium finishes, gold medals, National standards. Make sure to take the time to have fun and enjoy the last competition of the 2008-2009 season. Thanks all for the great season. See you on the pool deck!

Roaming Randi

A Sad Goodbye but a Great Beginning

As you are likely aware, Randi has resigned her position at the UCSC to take on the exciting task of being Head Coach with the Cochrane Comets. As daunting as it might seem, we all know that she is more than qualified to

run her own program and to have the great success she expects of herself. Her presence and skills will be sorely missed but we wish her the best of luck in the future and look forward to seeing her new club achieve the great suc-

cesses they will undoubtedly achieve under Randi's direction. From all of us, congratulations Randi; you will have a great time coupled with great successes.

The President's Report

Mark Shaul (Incoming President)

As the 2008 - 2009 swim season draws to a close on behalf of the Board I want to take this opportunity to extend congratulations to all of our swimmers and coaches on their tremendous success and accomplishment this swim season.

Just as our swimmers have been hard at work this past season so too has the Board. As you will read in the accompanying reports the Board has been at work on a number of initiatives that will continue to align the club with the objectives set out in our strategic plan supporting our 4 Pursuits: High Performance Swimming; Athlete Development; Facilities; and, Governance. While we have an active and engaged board, we need more of our members to seek out opportunities to become involved. Whether it is upgrading your officiating certification to take on more senior

officiating functions, chairing a fundraising committee, or, getting involved on the board, the more hands the lighter the load.

In closing the University of Calgary Swim Club is a great club with long history of success. It is up to each of us swimmers, coaches, and parents to honour that history by upholding the **core values** that have made this club what it is today:

Integrity - we treat one another with respect, honesty, patience & understanding;

Hard Work - we embrace, expect, and nurture a strong work ethic in the pool and in life;

Excellence - we celebrate the individual accomplishments of our swimmers and coaches and the

accomplishments of the club as a whole;

Teamwork - at the UCSC swimming is a team sport where each of us, swimmer, coach, and parent encourages and cheers for their teammates.

For our youngest swimmers whose seasons are finished have a safe and fun summer and we look forward to seeing you in September. For those swimmers who are in the midst of preparation for Provincials, Age Group Nationals, Senior Nationals, Canada Summer Games, FISU World Student Games, or any of the other traveling teams off to various parts of the world over the summer months, continued success in pursuit of your goals.

It's a Great Time to Buy a Home in Calgary

Rose Wolstenholme

Our advertisers are great supporters of our Club. In this DinoLine we would like to introduce you to Rose Wolstenholme who has been a great supporter of UCSC swimming for a number of years. Please contact Rose with any real estate questions you might have.

The lowest interest rates and lowest prices in several years make this an ideal time to buy a first home or condo, or to upgrade to a larger home for your growing family. LRT expansion in the north, northwest and south, make many communities more attractive and accessible. The new southwest LRT line is under construction.

Lower interest rates offered by lenders along with lower home prices in all categories are encouraging thousands of homebuyers in the \$350,000 to \$475,000 range and many above that.

Condo buyers have many options in the \$250,000 to \$350,000 range. The number of homes and condos on the market for over 9 months, and listings that are priced competitively in the current market, represent a great buying opportunity.

One indication of healthy activity in the market now is the multiple offer situa-

undermine an otherwise healthy mortgage application. In a market like this it is wise to have a current pre-approval so you can confidently make that home-buying decision.

If you have managed your finances responsibly, 2009 is probably the best time to buy a home or condo that we've seen for several years.

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tions arising with some well-priced and particularly attractive homes.

Yes, lenders remain careful about who they will pre-approve, and so they should be. As always, too much debt load can

It is always in your best interests to have a knowledgeable, detail-conscious and experienced realtor working to help you find just the right home or condo. As a swim parent for 13 years and an active swimmer myself, I know how important location is to minimize drive times yet be close to good schools, pools and shopping. I'd welcome the opportunity to help you find just the right home. **Please call me anytime at 403 816 8442**

Director of Meets and Competitions Report

Cheryl Humphrey

This has been a busy and successful year for club hosted meets. The competitions committee successfully delivered 1 junior circuit meet, 3-age group/senior meets (Fall Start-up, Grand Prix and TREX), our infamous Dino Cup, a Varsity tri-meet and Alberta Age Group Championships (provincials). In addition to running our meets, we have also trained a number of officials this past year. Registration in September saw almost all new families entering into the club completing level 1 - timer/marshal. In addition and outside of the Southern Region clinics, we ran two additional timer clinics (level1), a stroke and turn clinic and an electronics clinic. In order to ensure that our newly trained officials could put their skills to work right away, a Little Dino Time Trial was run for our development program. This was an opportunity of firsts - for our many new young dinos it gave them a chance to swim in a meet for the first time, and for our newly trained officials it gave them a chance to practice what they learned - all within sanctioned guidelines for the very first time. We are also in the process of training 5 new meet managers for next year.

As we wrap up a successful swim season for our club, the much-awaited news arrived announcing that in partnership with the University of Calgary, UCSC will host the 2011 CIS Swimming Championships. This will be a highlight for our club and a tremendous opportunity to shine the spotlight not only our strong competitive varsity team, but also on the skills and abilities of our many parents/officials.

I would like to extend a huge thank-you

to the competitions committee for delivering exceptional meets throughout this past year:

Equipment/Electronics - these folks ensure that the many Rubbermaid containers with all the equipment it takes to run a meet are delivered and set up at the pool, properly functioning and ready to go: Doug Hunter, Rita Gainger, Dave Bennet and Randy Fehr.

Entry Coordinator - Paul Lai who manages the creation of our hytek files that runs our meets and ensures all entries are inputted into the system....as well as the countless scratches and changes that come in in advance of the meet from coaches.

Officials Coordinator (Club Hosted Meets) - Candice Williams who takes great care in ensuring that we have the right number of officials to run our meets, develops the officials roster and responds to endless emails from parents;

Officials Coordinators (nonclub hosted meets) - Wendy Weavers and Orla Olson - who often go unnoticed for the 17 meets that they coordinated with to ensure our officials were placed in meets not run by our club;

Programs and Awards - Patty Thompson and Heather Strange (senior and age group meets) and Tara Renkas and Bonnie Gilchrist (Junior Circuit and Dino Cup)- who take care of having programs for both our officials and for parents in the stands (sales) for all our club hosted meets as well as ensuring that all swimmers in all our meets receive their awards (ribbons and medals). These ladies worked throughout the Alberta

Age Group Championships and for three days did not leave the pool between heats and finals.

Hospitality - who did an outstanding job of creatively feeding us and making all our officials feel appreciated and energized with nourishing food for our meets - Corinne MacNeil, Tammy MacLeod and Theresa MacCullum

Points Recorder - Darlene and Warren Churchill who make sure that all our points are tabulated within our points system

Advisory Referee - Doug Bird who is always there to answer questions or queries around meets and who also helped train our electronics officials this past year.

And thank you to fellow meet manager - Andy Siarakowski

Our officials' coordinator for both club hosted and non-club hosted meets are stepping down, so we are currently looking to fill these positions. The club hosted officials coordinator could easily be shared by two people with whom the meets could be split. If you are interested in these opportunities or any other opportunities on the competitions committee, please contact Cheryl Humphrey at cheryl.humphrey@shaw.ca or Monica Hess at mfhcan@shaw.ca.

Next year promises to be another exciting round of meets - hosted out of the University of Calgary Pool. Watch your registration packages for meet dates and we will see you on DECK - as an official that is!

Director of Finance Report

David Woodman

The Finance team of the UCSC Board has had a busy and fruitful year, moving several initiatives forward with the help of a number of volunteers. Early this year, the Team undertook a review of both the UCSC Strategic Plan and the 2004 Fundraising Review report, and as a result initiated several activities associated with the further implementation of elements of both those reports.

Special thanks to Annabel Stevens, Ann Corbett, Goran Latkovic, Coach Mike and Karen Shaul for their assistance with these reviews and subsequent action planning.

Notably, we completed a 3 year forward planning exercise while developing the FY 2010 budget and we are in the midst of assessing the role of Development Manager as recommended in the Fundraising Review report. We also undertook to develop an Investment Policy for the Club, have implemented that policy

and are in the process of re-investing our Club funds in accordance with the Policy. Thanks to Cathy McWatters for her leadership with this activity.

Of tremendous value to UCSC this year was the work done to prepare and submit several grant applications to various government programs. We were successful in receiving grants from the Community Initiatives Program and the Parks Foundation, and an operating grant from the Community Spirit program. Thanks to Ann Corbett for her attention to detail and perseverance in leading the charge in this area.

The number of swimmers in any swim club really defines the financial capacity of the club, and UCSC was very fortunate to have over 350 swimmers in the various programs this year. As a result, we expect to have a very strong year financially and are looking to be able to

add any net income at year end to our investment fund. It is one of the Board's goals to build up the Club's investment fund over time whenever possible, in order to reduce the impact of any unforeseen financial hardship on the Club in the future.

Lastly, I would like to thank all the volunteers who have worked hard this year to provide the energy and leadership necessary to operate a Club as large and as complex as UCSC. Much of our income comes from volunteer-led activities like the casino, the car raffle, the swim-a-thon and the bingos and without the support and assistance of the volunteers associated with those activities, we would not be in such a strong financial position today, nor would we be able to keep fees as low as they are. Thank you for all your efforts!

Director of Programs

Bob Marble

We finalized the Agreement in Principle and Operating Partnership securing the University commitment to the UCSC regarding the use of University Facilities (notably the pool) for a 3 year term subject to renegotiation in March of 2011. Recognition goes to Mark Shaul for his work in initiating this activity.

More of importance for our long-term strategy, the City of Calgary is developing a long term Master Plan for its recreational facilities with initial focus on the Glenmore and Shouldice facilities. As a key user group of the Foothills and Shouldice facilities, the UCSC has had several meetings with the Aquatics & Fitness Department of the City of Calgary and has been invited to participate

in initial focus group sessions to enable the City to best understand the requirements of its recreational users. We will continue to participate in an effort to ensure the needs of competitive swimming are recognized and considered. Recognition to Mike and Kevin for their ongoing support

Mental Training ABCs — “A” is for Anxiety

Aimee Kimball — PhD (Sports Psychology)

USA Swimming is publishing a series of articles from Aimee Kimball, PhD discussing sports psychology and mental preparation. As they are published we will reprint them here for your swimmer's interest.

Why do I have anxiety?

Many athletes have anxiety before they compete, whether it's a pounding heart, difficulty breathing, tight muscles, or worried thoughts. All animals have what's called the fight-or-flight response in which our bodies prepare to either fight a challenge or to run away from it. These symptoms of anxiety aren't always bad, as they can signal a readiness to compete. Think of a race you were involved in that wasn't important to you or where you knew you would win it easily. You probably didn't have the same signs of anxiety because you didn't see this event as being as threatening. The perception of a challenge/ threat is what makes athletes feel anxious.

Changing the Perceived Threat

If situational factors (event importance, your opponents) cause you anxiety, focus on controllable factors that help you to swim well- a smooth stroke, a strong kick, and a well-timed start. When you start to add “uncontrollables” to your focus, you are adding thoughts to your head that don't need to be there and are making it a lot harder to swim to your potential.

Physically Relaxing

To release anxiety, take some long, deep breaths and picture all the physical and mental stress leaving your body. You can also take a

few minutes each day to go through your muscle groups, tightening them and then relaxing them. By doing this progressive relaxation, you can recognize when and where you are carrying physical tension and learn to physically loosen your muscles so that you can perform your best

Therefore

Anxiety as you know it doesn't have to exist. You may have some physical activation (faster heart rate, quicker breathing) but you can control this. Simply think how you want to think and leave some time for a pre-race routine that allows you to physically relax.

While it requires training, you can regain control of your body by taking control of your mind.

Reprinted from USAswimming.org



“focus on controllable factors that help you to swim well- a smooth stroke, a strong kick, and a well-timed start”

Mental Training ABCs — “B” is for Build Your Mindset

Aimee Kimball — PhD (Sports Psychology)

USA Swimming is publishing a series of articles from Aimee Kimball, PhD discussing sports psychology and mental preparation. As they are published we will reprint them here for your swimmer's interest.

How should I think to swim well?

Every individual has a unique mental state under which he or she performs best. There is not one right way to think. The key is to know what you are thinking and how you are feeling when you perform your best.

How do I know my ideal mindset?

To identify your ideal mindset, think about the best performance you ever had. Ask yourself:

1. What did I do to mentally and physically get ready (music, routines...)?

2. Was I relaxed or pumped up?

3. What did I focus on throughout the event?

4. What words describe how I was feeling? What I was thinking?

How do I recreate this mindset?

First, you have to *choose* to create your ideal mindset and take responsibility for your thoughts. Second, before each practice and event you should *develop a routine* that allows you to recreate this mindset. Imagery, music and positive self-talk are great ways to build your ideal mental and physical state. Third, you can come up with a *trigger* word, phrase or action that reminds you of the characteristics of your best performance. This trigger needs to have meaning to you so that it can focus your mind to

help you perform your best. Write the trigger on your hand, goggles or bag so when you see it you will be reminded to think that way and to approach each event with your ideal attitude.

Build your mindset

Instead of just hoping you will be mentally ready to compete, take control and create the mentality you want before each event. Know your ideal mindset and choose to create this mindset through pre-event routines, trigger words and by simply telling yourself, “This is how I'm going to think today.”

Reprinted from USAswimming.org

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**Communications Director Report
Ron Thibeault**

It has been an interesting year from the perspective of communications. There was much to learn with regards to how communications operated in the past while also taking into account the future needs of our club.

This year we have strived to improve general communication through both the website and the relaunch of the DinoLine Newsletter. There are still improvements to be made but it remains a work-in-progress that we hope will continue to evolve.

We also managed this year to sell our lane and event advertisements to an exciting group of companies. We want to make sure that we over-deliver to this valuable group as their involvement in our Club helps us both financially as well on an awareness basis. Whenever you need a service that any of our advertisers provide consider giving them an opportunity to vie for your business. Communicate to them about how you came to know of them and show them that their hard-earned advertising dollars were well spent by joining with us.

Our communication within the local communities has played a vital role in our success and will take on greater importance in the next few years. Anyone who attended the AGM will understand just how important it is that our number of swimmers continues to grow. If our numbers do grow, as we hope they do, our club will not only be a force in the pool but also financially. You can assist us in getting the word out to your friends about our Club and the importance of swimming to the lives of your family.

I think that 2008/2009 was a good start on improving our communications. The goal for 2009/2010 is to continue to develop and improve both our intraclub and external community relationships.

If you have any suggestions for next year please feel free to contact me at thibeault@calgarylaw.com at any time. I look forward to your input and any differing perspective that will see us improve even more.

The University of Calgary Swim Club provides high performance training and experience on an ongoing, program-wide basis to a wide range of athletes. We strive to provide the best opportunity for your current or potential swimmer to achieve success not only in the pool but in life both today and in the future. With swimmers aged from 6 to 26 we can provide the leadership and camaraderie necessary to ensure that your swimmer obtains the best possible experience.

Feel free to contact us at any time with regards to your swimmer so that we can show you what our program can offer both on an athletic and personal basis.

Mike Blondal—Head of Swimming