

NORCAL SWIM SHOP

INVITES YOU
TO ATTEND THE

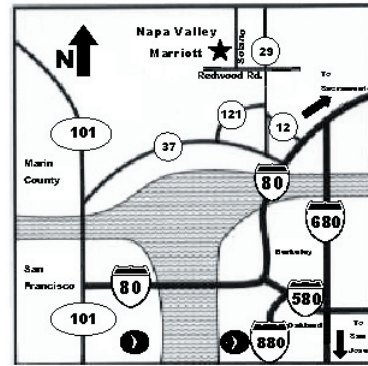
2005 PACIFIC SWIM COACHES CLINIC

JANUARY 6-9, 2005

MARRIOTT HOTEL
NAPA, CA



ASCA Certified
20 Units



DIRECTIONS:

From East Bay: Hwy 80 to Hwy 37 W - 2 miles to Hwy 29N to Trancas. Left on Trancas, right on Solano at the Chevron station.

From Sacramento: Hwy 80 W 5 miles past Fairfield take Napa exit, West 6 miles to Hwy 29N, 6 miles to Trancas. Left on Trancas, right on Solano at the Chevron station.

From San Francisco: Hwy 101 to Hwy 37 E - 7 miles to Hwy 121N then E 15 miles to Hwy 219N. 3 miles to Trancas. Left on Trancas, right on Solano at the Chevron station.

Note: Solano Avenue is the frontage Road facing Hwy 29.

MARRIOTT HOTEL RESERVATIONS \$119 / NIGHT

You MUST Register by Wednesday December 29th
to receive this Special Rate !!!

707 253-7433

Thursday January 6, 2004 EVENING

**6:00 - 10:00 DRYLAND TRAINING SCHOOL \$60.00
INSTRUCTOR COACH GUY EDSON**

This course shows how to develop a complete dryland training program for your team. Topics include gaining motivation from dryland, flexibility techniques, muscular training techniques, age and sex differences, coordination, aerobic conditioning, and injury rehabilitation. The course explores all methods and types of training and provides appropriate background science for he concepts involved in creating a comprehensive dryland program. Differences and advantages/disadvantages of a core dryland circuit versus a heavy resistance program are discussed. Several dryland programs and circuits are presented on handouts, video, and demonstration for consideration. This course offers very practical advice and specific examples of dryland training routines. Training manual is included.

SO WHO IS GUY EDSON?

Guy Edson works for the American Swimming Coaches Association where his primary responsibility is "coaching coaches." Edson uses the resources of the ASCA to collect information from the world's most successful coaches and then brings that information to new and intermediate coaches. Since 1988 Edson has presented educational courses to over 3,500 coaches throughout the United States and in five foreign locations. He takes particular care in presenting the information in practical terms, which coaches can put to use at their very next training session. Edson was a successful full time professional swimming coach for 15 years before joining ASCA in 1988. He coached three individual age group national champions and team club champions in New York, Illinois, and Minnesota. He is an ASCA Level 5 Age Group Coach. He also coached high school boys and girls teams for 8 years. He continues to coach part time with a novice/intermediate group of young swimmers on a local swim team for fun, to keep his teaching skills sharp, and to stay close to the day-to-day concerns of athletes, parents, and officials.

Friday January 7, 2005

7:00 - REGISTRATION

9:00 - 12:00 CPR \$60.00 (late fee \$75.00)

INSTRUCTOR COACH JUDY HEYS

Adult - Meets all requirements of US Swimming

12:00 - 2:00 COACHES SAFETY TRAINING \$60.00 (late fee \$75.00)

INSTRUCTOR COACH JUDY HEYS

Sports Safety Training for Coaches

2:00 - 5:00 FIRST AID \$60.00 (late fee \$75.00)

INSTRUCTOR COACH JUDY HEYS

Must Pre-Register by 1/3/05 to receive your card today! Late registers will pay a late fee and the card will be mailed in 2 weeks

Challenge for all classes 8:00 - 9:00 am / 5:00 - 6:00 pm

Cost of Challenge \$75.00 (late fee \$80.00)

(Worth the extra \$15.00 to be done with it in an hour !!)

MUST BE PREVIOUSLY CERTIFIED. FOR RENEWALS ONLY

OK SO WHO IS THIS JUDY HEYS?

Judy has been with us for over 12 years at this clinic and is a full time College Instructor at Napa Valley College in the Department of Physical Education. Judy is a long time swim coach who knows how to present these classes to other coaches, combining relevance with experience for all. With Judy you will get someone who respects the coaching profession and treats coaches like the intelligent people they are. What you don't get is some obnoxious 20 something year old Red Cross trained PIA who treats you like you are stupid!

10:00 - 6:00 STROKE SCHOOL LEVEL II \$60.00

INSTRUCTOR COACH GUY EDSON

If you do nothing else take this class! It's awesome and you won't believe what a better coach you will become! The American Swimming Coaches Association's updated Level 2 Stroke School is a full day course that includes the biomechanics, and physical principles of each stroke and starts and turns. Since it is equally important to know HOW to teach as it is to know WHAT to teach, principles of teaching and specific teaching techniques for all the skills are emphasized in order to give coaches an excellent base of stroke teaching skills. One of the most valuable tools the coach will develop in this course is an extensive list of stroke faults with a shopping list of stroke drills and teaching techniques to correct those stroke faults. Video and overhead transparencies are used throughout the course. The emphasis of this course is on teaching the basics exceptionally well. A workbook is included.



WOMEN IN COACHING RECEPTION

FRIDAY NIGHT 7:30 - 9:30 Sponsored by Speedo

Attention all women coaches! Don't miss this outstanding opportunity to meet in a casual atmosphere and talk about the backbone of American Swimming. The female coach! Last year over 50 people attended a great session; and if you come you won't be disappointed. The cost is FREE with refreshments and snacks provided by Speedo. It's worth canceling that Friday night practice and come for the Stroke school or renew your certifications stay for the women in coaching reception/social and take some "me" time for yourself! You will be energized for the weekend! And for the next few months to get through the rest of the winter!

SATURDAY January 8, 2005

7:30 - REGISTRATION



9:00 - 4:30 "USA Swimming's Club Leadership and Business Management School"

This is the course that is now required for all NEW USA Swimming clubs beginning with 2004 club registrations. CLBMS is a six-hour workshop for club coaches and board members to learn how to be more effective in leading and managing their teams. You will learn • The 10 basic responsibilities of the board. • The 3 legal responsibilities of non profit boards. • Effective ways to communicate with your team. • How to more effectively recruit & retain volunteers. • Characteristics of an effective board-staff partnership. • How to govern more and manage less. It is HIGHLY RECOMMENDED that the Head Coach and the Board or Booster Club president attend together. A club can send as many additional people as it wishes. USA Swimming staff members teach the course.

9:00 - 10:30 JACK SIMON

"WHAT IT TAKES TO BE A GREAT COACH"

If you are or want to be a long term swim coach Jack will tell you what you need to know!

SO WHO IS JACK SIMON?

Recently retired – just look what Jack has done as a professional swim coach. • 45 years as Head Coach, all club 1959 to current. • Head Coach, Selection Jalisco, Director of Swimming for the Jalisco State Government and Director of Swimming and Head Coach for Club Guadalajara (Chivas). • Over 20 years on U.S. National Coaching staff. • Numerous national champions in all 3 categories, Senior, Junior and Age Group. • Over 75 swimmers ranked in the top 25 in the World. • U.S. Swimmers in 3 Olympics with 2 Gold Medals. • Foreign swimmers in 7 Olympics. • Swimmers with 3 World Records. • Two consecutive Junior National East Team Titles, 3 in total. • Past President of the American Swimming Coaches Association. • Three term member of the Board of Directors of United States Swimming, Inc. • Served as founding President of 5 different local Coaches Association. • Served on almost every U.S. Swimming committee. • Served as swimming clinician in over 20 different countries. • Coached six different countries teams in international competition. • Since arriving in Guadalajara, Mexico in 2001 his teams have won two National championships, broken 18 National records, won 46 Gold Medals at the National Youth Games and set 52 State records.

10:30 - 10:45 BREAK ~ Visit our Vendors

Out in the hall and in the Vendor room. These are the guys that keep swimming interesting, help support this clinic and come up with new and innovated products to help coaches and swimmers be the best they can be.

10:45 - 11:45 FRANK ADDLEMAN

"NUTRITION...COMMON SENSE APPROACH TO DIET & ATHLETICS"

AND WHO IS FRANK ADDLEMAN?

Frank Addleman is professor emeritus at Santa Ana College in California where he taught nutrition and fitness in the sports medicine department from 1965-1997. He is also a popular speaker on the lecture circuit taking his unique "motivational nutrition/fitness" theme to national sports clinics, corporations, health and medical conferences and numerous city firefighter agencies. You'll find his presentations go beyond the informative. With humorous overtones he not only stimulates an interest in health but also inspires and motivates his audiences to take control of their lifestyle to optimize their health and well being. Along with his teaching and writing Frank was also a successful college wrestling coach. His teams produced numerous state champions, All Americans, several national Champions and a state title. For his endeavors he was inducted into four 'Hall of Fames' including the national wrestling coaches hall of fame.

11:45 - 12:45 LUNCH



12:45 - 2:00 SEAN HUTCHINSON Sponsored by TYR

"13-17 YR OLD'S TRAINING AT KING AQUATICS"

At King Aquatics, What we do is very unusual and could be controversial and criticized greatly, and controversy is just what many coaches like. Our program is IM oriented at the 13-17 age group, for obvious reasons.

SO WHO IS SEAN HUTCHINSON?

Sean has been the Head Coach of KING Aquatic Club since September of 2002. In that time, KING has transformed from a regionally competitive club into an emerging national power. During Coach Hutchison's tenure, KING has won the American Short Course Championships, Senior Sectional Championships, PNS Championships, two individual National Titles, broken several National Age Group records and accomplished a whole host of other competitive achievements. As a crowning accolade of the last two years of swimming, Sean was awarded the 'USA Swimming George Haines Award' at the 2004 Summer Nationals. This award is presented to the 'Coach of the Meet' for US Nationals and is chosen by the coaching community at the US National Meet. Before becoming the Head Coach and CEO of KING Aquatic Club, Sean was the head assistant coach for the Tualatin Hills Thunderbolts in Portland, OR. While at Tualatin Hills, he mentored under coaching legend Paul Bergen and worked with noteworthy athletes such as 2000 and 2004 multiple Olympic Champion and World Record holder Inge de Bruijn. Sean started his coaching career in Maryland, where he was the head coach and owner of his team. That team of eighty swimmers produced multiple national and junior national finalists, including 2000 US Olympic Gold Medalist (and later KING swimmer), Tommy Hannan

2:00 - 3:00 LARRY GRUVER ~ PEARLS OF WISDOM

The more I know...the more I find out I don't know

SO LARRY GRUVER IS WHO?

Larry Gruver is Head Coach of Grass Valley Penguins and has been coaching since the early 70's. Age and experience does create wisdom and understanding especially when coaching and dealing with swimmers and their parents. This will be an informative fun talk on what you need to know and what you need to learn to be a successful swim coach.

3:00 - 3:15 BREAK

3:15 - 4:15 MICK & SUE NELSON Sponsored by USA Swimming
"BUILDING YOUR OWN FACILITY"

Where are you now & where you want to be in 2 years
Facilities and programming options



Cost analysis of various facilities both building and operational
Actual figures & methods to calculate & project the success of your aquatic business.

USA Swimming's new Industry Partnerships and options to help our members
New building methods, products and services

SO WHO ARE MICK & SUE?

MICK is the new Facilities Development Director & **SUE** is the new Aquatic Programming Specialist for USA Swimming. They come from a club coaching background along with extensive experience in business and aquatic management. They formed their own swim club and built their own indoor facility in Danville, Illinois in 1972. In 1974 they formed Nelson's Swim Supply a retail and wholesale pool/spa and aquatic equipment business. In 1982 they formed NSS Inc, which offered aquatic facility design, building and business consultation to the aquatic industry. In 1994 they formed WaterWay Therapy Inc, which was one of the first and only privately owned and operated Medicare approved outpatient Aquatic Physical Therapy centers in the country. In 2002 they formed Poolside Health & Wellness Center which became not only the home for the USA Swim Club, WaterWay Therapy and Swim America learn-to-swim program, but also a full service land and water community health and wellness center. This June they moved to Colorado Springs to help form the new Facilities Division of USA Swimming.

4:15 - 5:15 MICHAEL COLLINS

"CROSS TRAINING SWIMMERS EFFECTIVELY TO BECOME BETTER ATHLETES"

Running and dryland training can be excellent for developing athletes strength, conditioning, endurance, weight management, as well as prevent mental burnout. However, poorly planned and administered dryland programs can cause injuries and become a burden to swim coaches who don't feel they have the resources, knowledge, or time to administer the training, as well as a frustration when athletes are not applying themselves during training. This talk will show you how to get the positives of cross-training without the negatives in a time and cost efficient manner.

SO WHO IS MICHAEL COLLINS?

He is the Irvine Novaquatics Head Masters & Triathlon Coach. He is an ASCA Level 5 certified Coach. In his 22 years of coaching he has coached all ages and abilities of swimmers from 8 and under through NCAA Champions and Olympians. He coaches all sports with a technique emphasis and uses video analysis as a vital element to his program.

SUNDAY January 9, 2005

7:30 - REGISTRATION



9:00 - 12:00 MIKE BOTTOM UC BERKELEY, CAL AQUATICS

Sponsored by Speedo

SWIMMING FAST: A NEW PARADIGM?

Is the secret to fast swimming in the pool or is the pool a limiting factor to fast swimming?

AND SO WHO IS MIKE BOTTOM?

At the 2000 Olympic Games in Sydney, history was made in the primer sprint swimming event the 50 meter Freestyle. Two US Athletes, Gary Hall Jr and Anthony Ervin finished in a first ever tie for the Gold Medal. Gary and Anthony as well as the 5th place finisher Bart Kizierowski from Poland all swam for the same coach. This year in the 50 meter Freestyle at the Athens Olympic Games the Gold Medalist, Gary Hall Jr and Silver Medalist, Cal's Dujie Drangaja were separated by only one-hundredth of a second. Again both swam for the same coach. In fact, six of the 50-meter sprinters ranked in the World's top 10 this year were all coached by the same man, the University of California's Co-Head Coach, Mike Bottom ~ For 9 years Mike has coached an international Sprint Team. In the past three Olympiads, of the 18 medals awarded in the sprint freestyle events (50 & 100m) 9 have been won by athletes that he has coached. This summer he coached 10 swimmers from 8 different countries at the Olympic Games in Athens. His teams have been made up of swimmers from every continent representing every race and every major religion. As the Co-Head swimming Coach at the University of California at Berkeley, Mike has demonstrated that SPORT can truly bring the world together in peace. Mike will bring several Olympic swimmers to share their experience.

CONTINUED ON OUTER FLAP...

SUNDAY January 9, 2005 AFTERNOON

12:00 LUNCH

SPEEDO



1:00 - 2:00 DR. DAVID SALO

My Favorite Workouts

Sponsored by Speedo

SO WHO IS DR DAVID SALO?

David has been the Head Coach since the fall of 1990, coming from the University of Southern California where he served as Assistant Men's Coach under legendary Head Coach, Peter Daland. While at USC, Salo assisted with the sprint group while also serving as recruiting coordinator during his final two years at the university. During Salo's tenure the Trojans earned NCAA top five honors, taking second in 1986 & 1987. Since becoming Head Coach of the NOVAS, Salo has seen his team win countless age group championships (BC and Junior Olympic) as well as several Junior National Team Championships and the USA National Championships (Men, Women, Combined, Combined Under 18). Along with team championships, Salo has coached several swimmers to the USA National Team. Including Amanda Beard, Salo coached Lenny Krayzelburg, Aaron Peirsol, Jason Lezak, Gabrielle Rose and Staciana Stitts.



2:00 - 3:00 SEAN HUTCHINSON

Looking Outside the Microscope Sponsored by TYR

Why are we promulgating of only one method of training (basically only changing the density) and neglecting both athletes who fall outside of physical norms? What are the other possibilities that may lead to dramatic shifts in results.

3:00 - 4:00 PAUL CARTER

"The Art of Successful Club Management in the New Millennium"

"It's not just about coaching anymore."

Running a swim club in the new millennium will continue to become more challenging. Clubs run by coaches are constantly having to address more and more club management and financial issues and spending less time coaching and at home with family. In this hour we will discuss real club management problems and some simple solutions that can be adapted to help swim coaches and club managers become more financially stable.

**WE WISH TO ASK FOR
YOUR CONTINUED
SUPPORT OF
NORCAL SWIM SHOP
WHO HAS PROUDLY
HOSTED THE
PACIFIC SWIM COACHES
CLINIC
SINCE 1984**

NORCAL SWIM SHOP

2449 Second Street

Napa, CA 94559

800 752 7946

2005 Pacific Swim Coaches Clinic Information Enclosed

CLINIC REGISTRATION 2005

Mail Registration to:

NorCal Swim Shop, 2449 2nd Street, Napa, CA. 94559
800-752-7946 fax 707-252-7244

Refunds - \$25.00 Process fee for Cancellations after 1/1/05
CPR, CST & FA Books Available at the Class

PRE-REG SPECIAL
2 Day Clinic Only ~ 3 or more Coaches
from the same Team
Only \$75.00 each
Use Separate Form for Each Coach

2 DAY CLINIC
SUNDAY ONLY

With Clinic (Before 12/31)
_____ \$89.00
_____ \$79.00

Late Reg (After 1/1)
_____ \$99.00
_____ \$89.00

ADDITIONAL CLASSES

DRYLAND TRAINING (Thurs) _____
CPR (Fri) _____
CPR CHALLENGE _____
COACHES SAFETY TRAINING (Fri) _____
COACHES SAFETY TRAINING CHALLENGE _____
FIRST AID (Fri) _____
FIRST AID CHALLENGE _____
CLUB LEADERSHIP SCHOOL (Sat) _____

<i>With Clinic</i> (Before 12/31)	<i>Without Clinic</i>	<i>Late Reg</i> (After 1/1)
_____ \$60.00	_____ \$65.00	_____ \$75.00
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_____ \$75.00	_____ \$80.00	_____ \$80.00
_____ N/C	_____ \$10.00	_____ \$15.00

PRE REG TOTAL

TEAM _____
NAME _____
ADDR _____
CITY & ST _____ ZIP _____
PHONE _____ FAX _____
EMAIL _____

Payment Method
MC / Visa / Amex / Discover

CC# _____
Exp _____ CVN# _____
Check# _____

Purchase Orders Will Not Be Accepted

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_____ \$75.00	_____ \$80.00	_____ \$80.00
_____ N/C	_____ \$10.00	_____ \$15.00

PRE REG TOTAL

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MC / Visa / Amex / Discover

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Check# _____

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