



## **Press Release**

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**July 11, 2008**

**To: The Pacific Institute International**

**Re: Lou Tice & Pete Carroll meet with U. S. Olympic Swim Team**



Topping off a full day in the San Francisco Bay area, Pacific Institute Chairman, Lou Tice, and USC Head Football Coach, Pete Carroll, spent over an hour with the United States' Olympic Swim Team, at the invitation of U.S. Olympic Swim Team Head Coach, Mark Schubert. In attendance at the event was the entire U.S. Olympic swim team, ranging in age from 15 to 41, several of whom set world records at the Olympic Trials in Omaha, Nebraska this last week.

Spending half an hour reminding the athletes of the mental aspects of competition, Tice touched on several topics designed to give the swimmers another edge over the competition they will meet at the Olympics in Beijing, China next month. Self-talk, comfort zones and the freedom of want-to over have-to all have direct effects over performance, while competing without fear liberates the mind and body and propels high performance. As a final word, Tice encouraged each of them to goal-set beyond just getting to the Olympics, but through each race and on to the medal podium.

A long-time competitor himself, Coach Carroll slipped into coach mode as he spoke on the "art of competition." Speaking on the same topics that he presents to his championship winning college football teams, Coach Carroll also talked about what it means to be a team, and how important it will be for them to support each other at the upcoming Olympics, because they are now "America's Team." Encouraging them to stay focused, Carroll also encouraged them to not be distracted by what is in the media – reminding them that they are all champions, and America is proud of them.

In a follow-up email, Coach Schubert wrote, "Thank you so much for giving our new Olympians an exceptional presentation last night. I had so many positive comments from athletes and coaches alike!" Continuing, Schubert wrote, "At this evening's practice...Michael Phelps and Ryan Lochte were battling each other for the entire two hours. When Michael got out of the pool, he said it was the most fun he had ever had in a workout. I knew Pete Carroll would be smiling! Thanks again for all you do to positively affect the lives of everyone you touch."

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