



A publication dedicated to providing timely and accurate anti-doping information for those involved and interested in the Olympic and Paralympic Movement.

Whatever happens, happens. *By John Godina*

When athletes begin the pursuit of their Olympic Dream today, there are many aspects of training and preparation to consider in their pursuit of excellence. At the top of the list for almost every sport is the preparation of the mind. At the highest levels of all sports, the best of the best are virtually equal physically. Without the proper mindset the best athletes have no way to distinguish themselves from their competitors. This mental preparation is often times much more difficult because of the looming presence of doping that can cloud some sports.

Take for example my experience in a sport that may have been one of the most-heavily entrenched bastions for doping in sport – the shot put. In the early 1990's, before the advancement of drug testing methodologies and protocols that would eventually lead to a much cleaner sport, the shot put could best be described as a free-for-all. Everyone in the sport knew the score and everyone accepted doping as a necessary training and preparation tactic. My challenge was not whether to partake in the circle of doping that encompassed the sport, but how to take over the sport from the outside while being under-armed for battle.

With an admitted physical inferiority due to the "nutrition" of my competitors, I knew that I had to have a game plan that included overcoming their physical superiority with mental strength. The first step along the way was for me to mentally establish my position on doping, and to make it as clear, concise and non-modifiable as possible. It turned out that I would enter the Olympic Arena with a three-sentence coat of arms that, while it may not have done much for my results, was everything I needed to shield my psyche from the wavering insecurities that

had forced most of the clean athletes I had known in the sport to quit. Those three sentences were: I will compete clean. Almost none of my competitors will compete clean. Whatever happens, happens.

With this clearly defined mandate in hand I would set off into the badlands of world-class throwing and hope for the best. Strangely enough, "Whatever happens, happens" – the most passive portion of my mandate – turned out to be the most relevant because things most certainly did happen. Drug testing got better and more targeted, and through the timeline of my career I saw over thirty competitors test positive. I lost many medals to athletes who either before or after they medaled tested positive, but I also was able to win nine major championship medals... more than any other shot putter in history. The point is not that I won medals. The point is that because of my convictions and dedication to and belief in my three-sentence mandate, it would not have mattered if I had never won medals. The ethical divide between me and the status quo of the sport would have been trophy enough.

I had always told myself when I competed that I won because of mental strength. Looking back, I now know that while my mind strengthened my body, my moral convictions were the rock that stabilized my mind. Calm, centered, and free from internal conflict, I was able to focus, succeed and walk away without having compromised myself.

John Godina is a four-time World Champion in the Shot Put and currently resides in Mesa, AZ where he owns and coaches at the World Throws Center and World Athletics Center. Godina currently represents USADA as an Athlete Ambassador.

In This Issue:

Empowering Today's Youth

Lessons learned through sport can help develop strong character...

[Read more on Pg 2](#)

The "Mom's Choice" Awards®

It's the Oscars and the Grammys of family-friendly media products and services - The Mom's Choice Awards.®

[Read more on Pg 3](#)

Fun, Educational, and Free

Keeping you in the 'know.'

[Read more on Pg 3](#)

Vancouver 2010

Playing True.

Best of the 2010 Paralympic Games.

I Compete Clean Athletes at the Games.

A DCO's Story.

[Read more on Pgs 4-5](#)

Ten Pins of Success

Bowling sets the bar for clean competition.

[Read more on Pg 6](#)

Truth in Labels

Keeping you informed about supplements.

[Read more on Pg 7](#)

The Partnership For Clean Competition

An innovative research collaborative...

[Read more on Pg 8](#)



View the new USADA anti-doping campaign at:

www.USADA.org/icompeteclean

Empowering Today's Youth



While doping involves taking performance-enhancing drugs, it is not a drug issue. It is an ethics issue. Resorting to doping is not only unhealthy, it is cheating – cheating yourself, cheating your fellow competitors, and cheating those who support you. Strong ethical decision-making skills can make it easier to avoid making potentially poor choices.

The lessons learned through sport can help develop strong character, influence beliefs and behavior, and improve self-confidence; all characteristics and values that are needed to exercise ethical decision-making. We know that decisions are rarely cut and dry and that many times, the best decision is unclear. At USADA, we aim to turn the lessons learned through sport into positive experiences for youth.

USADA helps empower youth to make sound decisions when put in difficult situations, and arms them with constructive alternatives through healthy nutrition, positive body image, and tools for maximizing energy and athletic activity. We achieve this by facilitating conversations with youth about ethics in sport, utilizing elite athletes as role models and ambassadors, and creating educational resources for athletes, educators, coaches, parents, and mentors.

USADA has developed two educational curriculums, both including facilitator's guides and student workbooks, to provide tools for educators, coaches, parents, and mentors to facilitate with student and athletes groups of all types. Both 100% Me and That's Dope meet National Education Standards, and include complementary websites with interactive programming that are colorful, engaging, and targeted to the appropriate age ranges.

100% ME

For ages 10-13, 100% Me reviews the tools younger students need for smart decision-making and healthy living, and covers topics such as nutrition, body type and body image, the truth about dietary supplements, and how to naturally and safely maximize energy and athletic activity.



THAT'S DOPE

For ages 14-20, That's Dope, a more advanced program, covers the dangers of performance-enhancing drugs, the value of ethical decision-making, and how to maximize athletic performance.



Supporting the curriculums are promotional materials such as 100% Me and That's Dope branded sportpacks and pedometers to facilitate enriched activity with students, resonate with the age groups being targeted, and build affinity for the curriculum messages and themes.

Taking the use of these curriculums to the next level, the USADA True Sport Awards program is a ground-breaking partnership with Discovery Education. This three-year program encourages educators, coaches, and facilitators to implement USADA's 100% Me and That's Dope curriculums, and challenges them to creatively reinforce ethical decisions and incorporate the clean sport message into their programs. No other program provides such a robust, enduring platform for imparting the core principles of true sport in a way that translates so powerfully to the classroom and to real life.

Utilizing an interactive web interface at <http://USADATrueSport.DiscoveryEducation.com>, the program offers free downloads of USADA's curriculums, and supporting resources for healthy lifestyle instruction.



For the 2009-2010 school year, USADA and Discovery Education recognized 40 winners, with the top tier receiving funding to implement their program, and an opportunity to travel to Colorado Springs to participate in a summit focused on USADA's current and future education curriculums and programs. This is a powerful opportunity for educators and community leaders to be encouraged and recognized for actions to influence positive beliefs and behaviors in their communities.

How can you be sure you are making the best decisions? Do you consider the consequences before making a decision? We are all faced with difficult decisions every day, so it is important that our younger generations learn how to make positive decisions when put in complex situations.

At USADA, we believe it is important to prepare youth to make smart, ethical, and healthy choices in their lives. We are working to inspire and educate the younger generation, so please help us in this journey. If you know of teachers, coaches, or mentors who can benefit from these educational resources, please pass this information along and send them to our website at www.USADA.org/outreach. Together we can help youth excel and enjoy the exhilaration that comes with fair play.

And The Award Goes To...

It's the Oscars and the Grammys of quality, family-friendly materials for children and families – The Mom's Choice Awards® (MCA). You won't catch this award on your local cable channel; however, if you travel amongst the author/publisher/inventor/educator/online media communities, you may have heard of it.

The MCA's are known for establishing the benchmark of excellence in family-friendly media, products and services. An annual competition, it recognizes authors, inventors, companies, parents and others for their efforts in creating high quality family-friendly offerings. The MCA seal helps families and educators navigate the vast array of products and services so that they can make informed decisions.

An esteemed panel of judges includes education, media, and other experts as well as parents, children, librarians, performing artists, producers, medical and business professionals, authors, scientists, and others. Entries are scored on a number of elements including production quality, design, educational value, entertainment value, originality, appeal, and cost.

Products with the MCA stamp of approval become a trusted resource for parents, educators, the media, and retailers.

For its gold standard **USADA True Sport Awards** program (as described on page 2), the 2010 Mom's Choice Gold Award for excellence in online resources goes to...you guessed it - the U.S. Anti-Doping Agency.



Congratulations USADA!

Fun, Educational, and Free



USADA is committed to keeping you in the 'know' about drug testing, nutrition, and policies for the anti-doping movement. One of our favorite ways to do this is by providing useful, but convenient and hopefully fun, promo items. Have you ever seen free items spread across a table at a USADA 'Dining Hall Chat'? Ever wonder where your teammates got a USADA water bottle or towel? Wonder how you can get some of this cool schwag?

If you have attended an education session hosted by USADA, you may have been one of the lucky ones to receive a USADA schwag item, such as a deck of playing cards. Chances are you won it by being knowledgeable about an anti-doping policy. We know many of you travel frequently and we

hope that the cards help pass the time during lulls in an airport, or are even good to exchange with an international competitor. Other schwag items include draw-string sportpacks, towels, pens, and water bottles. Hopefully they are helpful to your hectic athletic training programs.

The new item this year is the USADA wristband. Wearing the **I COMPETE CLEAN because** blue wristband shows you are making an ethical choice and commitment to compete clean. You state to your peers that you choose to compete clean. USADA supports clean athletes, so if you receive an **I COMPETE CLEAN because** wristband – wear it proudly!

Many items provide useful information, like the keychain card and the new notepad, which include valuable dates, contact numbers, and website info.

Besides the fun and unique schwag items, USADA continues to educate you by providing printed resource materials. The Athlete Pocket Guide is the condensed "101" of USADA policies and procedures for elite athletes. The Athlete Handbook is a more complete digest of rules, responsibilities, and resource information. USADA also created an Athlete's Guide to the 2010 Prohibited List, and offers a convenient wallet card with abbreviated details, found on the website in the "For Athletes" section.

Visit us at www.USADA.org and click on Resources to download or request your free materials.



Who Said it?

"I think the way to become the best is just to have fun!"

Vancouver 2010

Playing True

Nowhere else does the world come together in unity and solidarity of purpose than at the Olympic Games. The fire of personal achievement, fueled by national pride and pageantry, brings competitors together from almost every culture on the planet. Not all speak the same language, but all understand a common dialect...sport. And all certainly grasp the significance of the expectations placed squarely on their shoulders in recognition of this weighty endeavor.



Vancouver 2010 Athlete Outreach team: Vitaliy Stepanov (RUSADA), Erin Hannan (USADA), Kyu-Hwan Lee (KADA), Stacy Spletzer-Jegen (WADA)

As these Winter Olympic and Paralympic Games in Vancouver take their places in the history books, the world will have seen the best of the best in sporting triumphs to date. Many will have marveled at the pure human drive, determination and accomplishment, and will even have attempted to project themselves for just a brief moment into these otherwise unimaginable feats. That is what the soul of the experience is all about.

It is in this vein that the anti-doping movement around the world understands the magnitude of the responsibility to protect the integrity of sport for all participants and all citizens of these cultures. Under the unified World Anti-Doping Code and International Standards, national anti-doping organizations around the world have implemented programs to harmonize these efforts and protect a fair and level experience for the clean athletes who will settle for nothing less.

Here in the U.S., as we prepare to celebrate ten years as the gold standard in anti-doping programs, we take pride in knowing that our work has led to the rise of the movement globally.

Participating in the World Anti-Doping Agency's (WADA) Athlete Outreach booth in the Vancouver Athlete Village, Erin Hannan, USADA's Communications and Outreach Director saw firsthand the fruits of this labor. Delivered at major multi-sport events, such as the Olympic and Paralympic Games and other regional events, WADA's Athlete Outreach program aims to inform athletes and their support personnel about the dangers and consequences of doping.



USADA Staff members Miranda Rogers and Erin Hannan at the WADA Athlete Outreach booth in Vancouver

Athletes from many countries, speaking many languages, took the "Play True" quiz, challenging their knowledge on the intricacies of the WADA Code. Twenty-two translations enabled them to participate in native languages, and win gifts for accuracy. This year it was a head-turning maple leaf-inspired hat (of course in WADA green or black) and a striped green-and-black scarf, all adorned with the "Play True" message. And make no mistake, there were many gifts distributed – these athletes knew their anti-doping facts. They had fun doing it, and looked great afterwards! Furthermore, if the number of volunteers who wanted to buy the schweg had their way, WADA could be sitting on a goldmine. Props to them for maintaining exclusivity for the athletes, team coaches, and doctors!

We can take pride in the fact that progress is being made. Clean athletes can take comfort in knowing that those fighting for clean sport are as driven, determined, and passionate about accomplishment as they are.

We'd like to think that this foreshadows imminent success for those of us in the business to put ourselves out of business, that it could be that easy to say our work is done, but the reality is we have to continue to fight the good fight. We have to work hard to instill the core principles of true sport in the next generations of athletes and protect sport's integrity. We have to work together as a global force in this effort for the benefit of clean athletes.

And don't doubt for a second that we'll continue to do exactly that.

Play True!

Answer to "Who Said It?..."

(from page 3)

- Shaun White (Two-time winter Olympics gold medalist in the halfpipe)

OLYMPIC AND PARALYMPIC WINTER GAMES

Best of the Paralympic Games

For ten days, more than 500 athletes from 18 countries competed in the 2010 Paralympic Winter Games in Vancouver, March 12-21, 2010 including USADA's **I Compete Clean** campaign athlete Augusto "Goose" Perez. The Games showcased high-level talent with surprising results and high-spirited fans. While Russia came out on top, the United States clinched 13 medals overall.

With a clean sweep, the U.S. Men's Paralympic Sledge Hockey Team captured the Gold medal beating Japan 2-0. 2008 U.S. Paralympic Gold medalist Alana Nichols dominated earning 2 Gold medals in Women's Downhill and Giant Slalom,



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and silver and bronze medals in Women's Super-G, and Alpine Skiing Women's Super Combined.

Other U.S. medalists include:

GOLD

Stephani Victor

Women's Super Combined – sitting

SILVER

Laurie Stephens

Women's Downhill – sitting

Mark Bathum

Men's Downhill – visually impaired

BRONZE

Danelle Umstead

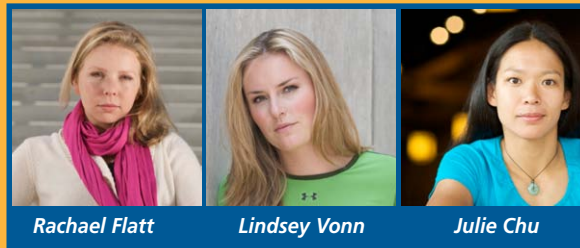
Women's Super Combined – visually impaired and

Women's Downhill – visually impaired

I Compete Clean Athletes at the Games

As fans of the 2010 Vancouver Olympic Winter Games watched nervously from their living rooms, many tried to fathom the pressure athletes faced: representing their country, setting a personal record, and the inevitable pressure to be the best in the world and win the gold medal. But, medals aren't the only things that make up an athlete's performance throughout the Olympics; it's their ethics, honesty, integrity, and their fight through competition and frustration.

USADA's **I Compete Clean** campaign athletes, as well as the other 209 U.S. athletes, demonstrated the ideals of clean sport, preserving the integrity of the Games and inspiring true sport. Rachael Flatt had a memorable Olympic Games by



Rachael Flatt

Lindsey Vonn

Julie Chu

producing a classy, riveting performance on ice. Lindsey Vonn captured the spotlight of American athletes and took fans' breaths away by orchestrating nail-biting, hairpin turns down a mountain that many would be afraid to tackle. Before the Olympics, Julie Chu displayed acts of kindness and sportsmanship by talking to students at a local elementary school in Colorado Springs about

the importance of competing fairly. At the Olympics, Julie turned in a gritty performance to earn a Silver medal in the Games.

Rounding out the campaign athletes, Trevor Marsicano, Tim Burke, and Erin Hamlin were all such standouts in their respective sports.

216 U.S. athletes competed over 17 long and grueling days, filled with emotion and physical exhaustion. They represented the United States well and came out on top – whether it is a Gold medal, personal best, or even the opportunity to compete in the Olympics, the U.S. athletes walked away fulfilled with a strong sense of pride in their performance and their country.

A DCO's Story



VANOC's use of 19 USADA Doping Control Officers (DCOs) at the Olympic Winter Games underscores both the organizing committee's and International Olympic community's trust and respect for the doping control program USADA has implemented in the United States. Lorena Martinez, a USADA DCO for more than six years, shares her experience serving as a DCO at the 2010 Olympic Winter Games.

As a little girl, I remember my mother waking me up one night to go to the street to watch the Olympic torch come by our house. I could not

figure out what the big deal was about a guy running with a flaming stick. However, that image stayed with me throughout the years. Little did I know that many years later, I would be at the front row of another torch relay, this time as part of the 2010 Olympic Winter Games. Going to Vancouver for the 2010 Olympic Winter Games, was a lifetime experience! I decided to go and have no expectations, so I would not be disappointed. I was lucky to see the torch relay, the dress rehearsal for the opening ceremonies, and the medals' exhibit. Without a doubt, the experience exceeded my "no expectations."

I was stationed at the arena where most of the women's ice hockey games were played. There, I met and worked with DCOs from New Zealand and Canada. The doping control process ran smoothly and I am proud to say that there were no major problems. My team was complimented by one of the team doctors who said we were "the best doping control team" he had ever worked with!

I cannot thank USADA enough for giving me the chance to be part of the Games – by far the best opportunity I have experienced as a DCO.

Congratulations to all the champions and winners!

Ten Pins of Success

Referred to as the “Game of Kings,”¹ bowling is considered one of the oldest and most popular games in the world. A sport that can be dated back to 3200 BC²; it is practiced and played by millions of people daily. It has evolved from variations such as skittles, nine-pins and half bowls, to a ten-pin game of concentration and finesse that challenges even those at the highest level.

There are no judges, referees, or opportunities for biased decisions. Sixty feet of playing surface separates an athlete from the four rows of pins and the ball that rests calmly in his or her hand. At that point, he or she knows the destiny of those ten pins standing opposite his or her ready hand.³

The individuality of the sport has created an environment in which competition is aimed more at the athlete than at a competitor. The sport can and is often played against no other opponent than one's own score, and often an arbitrarily determined number is the difference between success and failure.

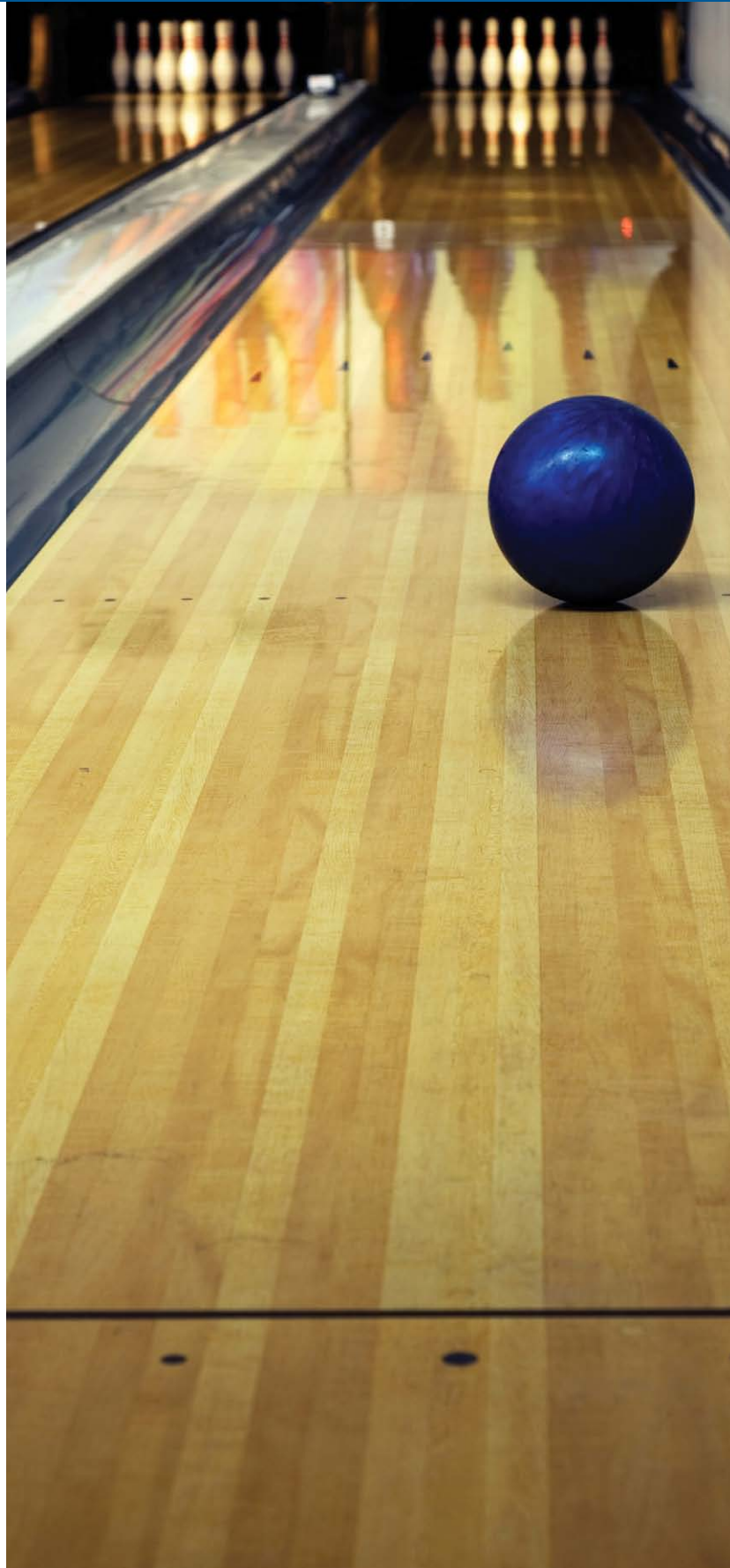
With doping methods available to a sport in which calmness and precise aim is everything, one might be tempted to gain an advantage through performance-enhancing substances. But it is the individual aspect of the game which makes self- integrity so prevalent.

Success comes during a time with so much corruption and dishonesty in sport. We should applaud the sport of Bowling and the athletes that have shaped it into what it is today—five thousand years and counting.

¹ www.essortment.com

² <http://ezinearticles.com/?History-of-Bowling>

³ <http://helpwithbowling.com/history-origins-of-bowling.php>



Truth in Labels

Along with the increasing numbers of athletes using dietary supplements, an alarming report from the U.S. Government Accountability office released in 2009 states, “According to experts, consumers are not well informed about the safety and efficacy of dietary supplements and have difficulty interpreting labels on these products.” This is a concern as athletes risk playing a game of Russian Roulette when it comes to picking a quality product hidden in the midst of a never-ending aisle of choices.

Supplements are regulated as a subcategory of food by the Food and Drug Administration’s Center for Food Safety and Applied Nutrition. The Dietary Supplement Health and Education Act of 1994 (DSHEA) defines and sets safety and labeling requirements for dietary supplements...or attempts to.

Prior to the implementation of DSHEA, vitamins and minerals were sold as ingredients in dietary supplements and are presumed to be safe based on their history of use. For this reason, the FDA can only monitor safety, in large part, by collecting reports on adverse events from consumers, health professionals, and manufacturers through its MedWatch program. In other words, not until something bad happens can it be reported and then, regulated.

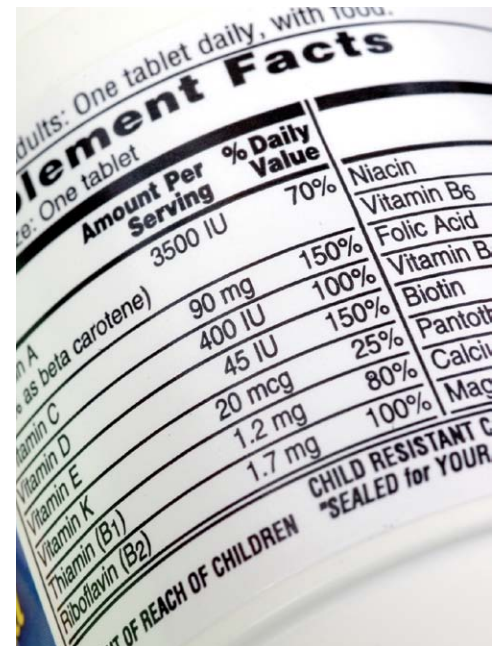
So what are athletes left to do if they decide to take vitamins or minerals in supplement form? Read and hopefully understand the label as best they can. It is important to know that health claims on a label must be pre-approved by the FDA (i.e., “Adequate calcium and vitamin D throughout life, along with physical activity, may reduce the risk of osteoporosis in later life.”). On the other hand, structure and function claims do not need to be pre-approved (i.e., “Helps enhance muscle tone and size.”). Labels that contain structure/function claims must also carry the dis-

claimer explaining to the consumer that the FDA has not evaluated the label claim and that the product is not intended to “diagnose, treat, cure, or prevent any disease.”

Adverse claims are brought to the FDA’s attention through claims to the FDA Safety Information and Adverse Event Reporting Program. This process was voluntary for manufacturers of supplements until The Dietary Supplement and Nonprescription Drug Consumer Protection Act was put into effect in December 2007. The legislation requires the manufacturer, packer, or distributor to submit Serious Adverse Event Reports to the FDA within 15 days of receiving a report and to maintain records of all adverse event reports for six years. Once in effect, this legislation increased adverse event reports threefold. However, relying on this process still makes underreporting a concern. Unfortunately, the only way consumers can get access to these adverse event reports is through a Freedom of Information (FOI) request to the FDA. When USADA submitted a FOI request for all of the adverse event reports for 2009, the quoted fee was \$1,500.

To prevent adverse events, the Good Manufacturing Practices for Dietary Supplements was created in 2007 for manufacturers to follow. This regulation established guidelines of practice to promote accurate identity, purity, strength, and composition. However, the companies themselves are responsible for following these guidelines. (i.e., it is not mandatory, and it is not a legal requirement to follow these guidelines).

Independent organizations such as NSF International and U.S. Pharmacopeia, among others, offer programs that evaluate some aspects of supplement quality. Manufacturers who choose to participate in these programs can pay a fee and have their products audited/tested. If approved, the supplements can display a certificate stamp



of approval on its label. This does not come at a nominal fee, however, and is often a deterrent for many manufacturers.

For an athlete taking his or her health and well-being seriously, the significance of the certification stamp should not be over-interpreted. It is not a guarantee that a supplement is safe. Athletes should investigate the certification program to understand what the stamp of approval actually means.

Eating a gold medal diet on a regular basis should always be the first objective. All-natural food intake is the only quality assurance. Bottom-line; eat all natural, nutrient-dense foods such as whole grains, pasta, and vegetables. Cut back on highly processed, high-calorie foods lacking nutrient density such as potato chips, frozen dinners, and processed meats. And finally, be a wise consumer, read labels, and look for quality assurance labeling.



The Partnership for Clean Competition



PARTNERSHIP FOR clean competition

In order to stay at the forefront of anti-doping science, and remain ahead of emerging technologies and medical therapies that might be abused by unscrupulous athletes, USADA commits significant resources to scientific research.

Since 2000, USADA has allocated approximately \$10 million to cutting-edge scientific research aimed at understanding and effectively fighting the use of performance-enhancing drugs, and continues to fund focused projects that relate to its sample collection and drug-testing missions.

In 2008, USADA founded the Partnership for Clean Competition (PCC) (www.cleancompetition.org), as an innovative research collaborative along with the USOC, the National Football League, and Major League Baseball, to take on – and further – the role of funding anti-doping research.

As of December 2008, the founding members and three supporting members had contributed approximately \$3 million.



We Would Like To Hear From You!

Tell us what you think about the Spirit of Sport Newsletter. Go to <http://www.surveymonkey.com/s/M232SM2> or click [HERE](#) to provide feedback about this publication.



Call USADA when you believe the integrity of your sport is compromised by doping.

USADA established 1-877-Play Clean (1-877-752-9253) as a direct telephone link for individuals who are concerned about fair competition. When appropriate, USADA will act based on information that can contribute to its mission of eliminating doping in sport. Callers can remain anonymous.



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