

BRANDED PRODUCTS				
	Proven Promotions	Josh	Berzansky	proven@provenpromotions.com
PROVEN PROMOTIONS	They go by many different names. Swag, Branded Products, Promotional Products and Ad Specialties are just some of those names. Regardless of what you call them, they are a necessary tool for any company trying to build a brand, and where you put your logo is a crucial part that is often overlooked and/or devalued. PROVEN PROMOTIONS wants to be your trusted marketing partner to assist you in choosing THE RIGHT PRODUCTS FOR YOUR MESSAGE. We are not order takers. We partner with you to make sure that you get branded products that tell the story you want them to tell within your budget and timeline.			
CONSULTING/PROFESSIONAL SERVICES				
	3RD Level Consulting	Frank	Sahlein	frank@3rdlevelconsulting.com
3rd LEVEL Consulting Building your business potential	Online Business Systems and Apps that create efficiency and profitability, while decreasing risk and stress. You can create your own Business University for professional development in just 1 day using our Learning Management System (LMS). Incredibly easy and affordable - become a Member, add your staff, and away you go! 3rd Level Consulting also offers Start Up or Expansion Planning services, Business Valuations and Buy/Sell/Negotiations services.			
	Express Payroll	Sean	Dever	sean@express-payroll.com
EXPRESS PAYROLL	Express Payroll provides small businesses with scalable payroll that easily integrates with several time clock options and exports to Quickbooks. The cloud based system is easy to use and offers a variety of valuable features including direct deposit, on demand check printing, multiple pay types for each employee, employee paystub access, vacation & sick time tracking, new hire reports, collection and payment of all payroll related taxes as well analytical reporting tools specifically for the Swim Industry.			
	Swimconsultant.com	Andy	Broido	andy.broido@gmail.com
swimconsultant.com ANDY BROIDO (561) 213-7648 2016 USSSA HALL OF FAME RECIPIENT	It's Time to Scale Your Swim School For over 45 years, Andy Broido, became a worldwide leader in the aquatics industry including scaling mulitple swim schools and developing a proven curriculum.			
	Smart Fish Academy	Jack	Nance	smartfishacademy@gmail.com
SMART FISH ACADEMY	Smart Fish Academy is the exclusive provider of training in the Internationally Recognized Smart Fish Method, developed for over 40 years by Ginny (Flahive) Ferguson and her daughter Karen Nance.			
	Mine Your Business Consultants, LLC	Suzette	Phillips	mrssuzettephillips@yahoo.com
Mine Your Business CONSULTANTS, LLC Suzette Phillips (813) 406-9482 Suzette@MineYourBusinessConsultants.com MineYourBusinessConsultants.com	Small Business Consulting Services -In depth understanding of your industry -A fresh eye on your companies inner workings -We are here to help improve customer service, reduce labor costs, increase productivity, streamline procedures, optimize management performance and transform company culture.			
	WT Group	Jaclyn	Triphahn	jaclyn.triphahn@wtengineering.com



WT Group	The WT Group helps provide unparalled engineering, design and consulting solutions for the communities in which we live and work.			
DIGITAL MARKETING				
	ReachLocal	Liz	Joyce	liz.joyce@reachlocal.com
REACHLOCAL PART OF THE USA TODAY NETWORK	Total Digital Marketing System - The Smarter way to reach local customers. Drive Leads & Awareness Get leads, not just clicks. We'll help you target and engage your local customers based on data, deep insights and an integrated advertising approach.			
HAIRCARE/SKINCARE				
	Kids TRISWIM	Chase		chase@sbrsportsinc.com
Kids TRI SWIM Chlorine | Salt Water Out Hair & Body Care	SBR SPORTS INC., the leader in athletic personal care products, manufacturers TRISWIM CHLORINE-OUT HAIR AND SKIN CARE. SBR SPORTS takes pride in formulating and manufacturing innovative products that help the athlete and swimmer feel more comfortable. Not only does TRISWIM effectively remove Chlorine, Salt Water and Bromine which can cause painful, dry, itchy skin and hair, TRISWIM cleans and hydrates with shampoo, conditioner, body wash, and lotion. TRISWIM is enhanced with vitamins and Aloe Vera which assists in clarifying and anti-aging. Other products include TRISLIDE a continuous spray skin lubricant used by many swim instructors as a barrier between the water and skin.			
DROWNING PREVENTION				
	Pool Guard	Mike	Corkery	mike@poolguardusa.com
Pool Guard Making Pools Safe For Kids	We have over 20 years' experience and offer the strongest, safest, and most attractive pool safety products available. Pool Guard has been a leader in the pool safety industry for well over two decades. We believe strongly that you should be able to enjoy your swimming pool without worry. You can feel confident that when you install a Pool Guard pool products that you are investing in the most reliable and proven pool safety system available. Pool Guard™ swimming pool fences, pool nets, and pool safety covers are manufactured with the highest quality materials available today, giving you the safest swimming pool barrier to prevent accidental drowning. Professionally installed by an authorized Pool Guard™ pool safety dealer, our products will give you years of swimming pool enjoyment and safety. All of our authorized dealers of Pool Guard pool safety products understand the trust you have placed in them to help protect your family and will not let any detail go unnoticed. Pool Guard is a member of the Better Business Bureau and has maintained the highest rating possible, an A plus.			
INSURANCE				
	Risk Management	Debbie	Williams	dwilliams@theriskpeople.com
RM RISK MANAGEMENT SERVICES THE RISK PEOPLE	Risk Management Services specializes in insurance products for the aquatic organizations like United States Swim School Association. We combine general liability and excess liability coverage with secondary accident medical coverage for participants. We also offer coverage for your commercial property, whether you own the facility, lease or have done Tenant Improvements. We also can offer additional coverages for your business protection such as Employment Practice Liability, Crime coverage, Cyber Liability for your websites and in some cases Workers Compensation coverage. Please contact us to learn more about these coverages and how they can protect your business.			
	Snyder Insurance Services	Elle	St.Clair	elle@insureasset.com



SIS Snyder Insurance Services	Insurance programs tailored specifically for Swim Schools and Learn to Swim Programs.			
IN WATER EQUIPMENT/TEACHING TOOLS/SWIM TOYS				
	Aquam Aquatic Specialist Inc.	Claude	Latulippe	cmercier@aquam.com
AQUAM INC. YOUR AQUATIC SPECIALIST	Aquam is one of North America's leading distributors of commercial aquatic equipment. This is where you'll find hundreds of products for the pool, including teaching aids and foam toys of unparalleled quality, aquatic fitness equipment, and training aids for competitive or athletic swimmers, as well as deck equipment, and the list goes on... On top of all that, you'll find friendly, knowledgeable staff ready to help you. Customers are Aquam's business.			
	Swimventory.com	Don	Dertina	ddertina@swimventory.com
SWIMVENTORY	For the past decade, Swimventory has partnered with aquatic facilities to assist in creating profitable point of sale programs. We will put our years of experience to work for you. We can assist you in selecting display types and placement to create the most visibility. We offer customizable displays that can meet your needs and help draw attention to your offerings. When you partner with Swimventory, you join a culture of like minded people that share ideas on how to enhance your operations.			
	Swimfin	Eric	Shendelman	eric@shendys.com
SWIMFIN	SwimFin compensates for different abilities, providing as much support as the swimmer needs, yet giving confidence to even the most timid learner. Works effectively for the four main swimming strokes Worn on the back allowing arms free – one size fits all Does not 'tip' the swimmer Innovative design which provides as much buoyancy as the swimmer needs Does not restrict the ability to move in the water and helps maintain a good position SwimFin complies with international safety standards (EN71 and EN13138 – toys and swim aids), providing enough buoyancy to keep an adult afloat. And after it has done it's job as a learning-aid, SwimFin will always find use as a fun water toy.			
POOL MAINTENANCE/EQUIPMENT/SUPPORT				
	Commercial Energy Specialists	Al	Mendoza	amendoza@ceswaterquality.com
CES	Since 1983, CES, Commercial Energy Specialists, has provided "Supply and Support" of custom water treatment programs for thousands of Institutional and commercial swimming pools, spas, water parks, and water features. This includes filtration, circulation, chemical treatment, ozone, UV, saline and a wide assortment of accessories. CES's AFO-Certified staff provides on-site training and support for every technology. We help maintain a custom water quality program, continually guiding you to "Excellence in Water Quality Control".			
	Evoqua Water Technologies	Caitlyn	Doyle	caitlyn.doyle@evoqua.com
evoqua WATER TECHNOLOGIES	Evoqua Water Technologies, including Neptune-Benson, has been synonymous with water filtration and disinfection serving the recreational market since 1956. Our products include the award-winning Defender® regenerative media filter and Legacy™ sand filters. We also offer the AEGIS® anti-entrapment shield, moveable bulkheads, Dominion™ butterfly valves, ProStrainer™ and Guardian™ strainers, greendrive™ VFD systems, as well as all Lawson Aquatics® accessory products.			
	Neptune-Benson	Caitlyn	Doyle	caitlyn.doyle@evoqua.com



Neptune-Benson® an EVOQUA brand	Neptune-Benson, part of Evoqua, has been synonymous with water filtration and disinfection serving the recreational market since 1956. Our products include the award-winning Defender® regenerative media filter and Legacy™ sand filters. We also offer the AEGIS® anti-entrapment shield, moveable bulkheads, Dominion™ butterfly valves, ProStrainer™ and Guardian™ strainers, greendrive™ VFD systems, as well as all Lawson Aquatics® accessory products.			
	Pentair Aquatic Systems	Mike	Fowler	mike.fowler@pentair.com
PENTAIR	Pentair Commercial Aquatics offers commercial equipment designed to reduce operating costs for commercial aquatic facilities —including pumps, filters, heaters, UV systems, controllers, variable frequency drives, lifeguard chairs, deck equipment & LED lighting options. Call Mike Fowler for more information at 800-831-7133			
	Pool Guard	Mike	Corkery	mike@poolguardusa.com
Pool Guard Making Pools Safe For Kids	Pool Guard has been a leader in the pool safety industry for well over two decades. We believe strongly that you should be able to enjoy your swimming pool without worry. You can feel confident that when you install Pool Guard products that you are investing in the most reliable and proven pool safety system available. Pool Guard™ swimming pool fences, pool nets, and pool safety covers are manufactured with the highest quality materials available today, giving you the safest swimming pool barrier to prevent accidental drowning.			
	CMP Pool Products	Steve	Andrews	sandrews@c-m-p.com
CMP	CMP is the premier supplier of pool, spa and bath products! CMP is committed to offering innovative and problem-solving products for pool, spa and bath professionals. We believe the differnce is in the details. And when the difference is in the details, everything matters.			
	Cintas	Susan	Krabbe	divas3113@yahoo.com
CINTAS READY FOR THE WORKDAY	Cintas leads the industry in supplying corporate identity uniform programs, providing entrance and logo mats, restroom supplies, promotional products, first aid, safety, fire protection products and services, and industrial carpet and tile cleaning. We operate more than 400 facilities in North America - including six manufacturing plants and eight distribution centers.			
	Paddock Pool Equipment Company	Tyler	Howell	howell@paddockindustries.com
PADDOCK POOL EQUIPMENT COMPANY	For over fifty five years, professionals of the most distinctive aquatic centers have come to rely on Paddock to provide total project solutions. Far from just a pool equipment manufacturer, Paddock offers innovative high performance products, and construction expertise to builders — all tailored to meet the unique demands of each individual project.			
SOFTWARE/APPS				
	iClassPro	Ray	Smale	ray@iclasspro.com
iClassPro	iClassPro is the leader in best web-based registration, comprehensive business management and marketing software for the swim industry. Developed by school owners for school owners to help streamline the day-to-day activities of running a class business.			
	Jackrabbit Swim	Mark	Mahoney	lthomas@Jackrabbittech.com
Jackrabbit swim	Speedy. Reliable Smart. Online swim school management software with 4000+ customers featuring: point of sale, online registration, skill tracking, unlimited lead file, staff time clock, and recurring billing.			
	Mobile Inventor	David	Sellers	david.sellers@mobileinventor.com
Mobile Inventor	Mobile Inventor is a developer of mobile apps for smartphones and tablets. This provides swim schools with the abilities for their clients to register via their mobile phones. Swim schools can also send out notifications, share photo's, videos, and interact with social media.			
	Spot TV	Sam	Slater	sam@pbnjtv.com



	An Industry leading Child Care webcasting program designed to empower partner preschools and captivate families!			
	Gems Up, LLC	Matthew	Paraday	mparaday@gemsup.com
	Group Event Management software that offers dramatic efficiencies in event and group management. Track and manage classes, sports and events with the powerful and flexible Gems software. Save valuable time and resources when you get Gems Up Group Event Management Software and Beyond Connected			
	SportsEngine	Andrea	Ostrowski	andrea.ostrowski@sportsengine.com
	In partnership with the National Center for Safety Initiatives, LLC (NCSI), SportsEngine protects athletes and organizations by thoroughly investigating all screening subjects through a variety of databases and search parameters. • Identity Verification/Social Security Validation • Local Criminal Record Search • National Criminal Search • Sex Offender Registry • INTERPOL, FBI Most Wanted, Federal Sanctions SportsEngine offers the only background screening program endorsed by the National Council of Youth Sports.			
SWIMWEAR/SWIM FASHION/SWIM DIAPERS/ TOWELS				
	Splash About International Limited	Bernadette	Spofforth	bernadettespofforth@gmail.com
	Splash About International Limited: the home of the Happy Nappy and the world's leading manufacturer of fecal protection and specialist baby, children's and SEN swimwear. From birth to adults Splash About have been helping to keep water clean in over 40 countries for over 20 years, making it the most widely relied upon swim product in professional swim classes. With major logistics and warehousing facilities in the US, Splash About can deliver a wide range of specialist swim products within 48 hours using our real-time online stock ordering system.			
	A3 Performance	Elle	Meinholz	elle@a3performance.com
	A3 Performance is committed to helping all swimmers be the best they can be. We offer a full line of swimwear, goggles and accessories to help even the littlest of swimmers have a great experience in the water. Whether beginner, Olympian or somewhere in between, A3 Performance aims to provide the knowledge, service and products that help swimmers improve, succeed and enjoy their sport. As a preferred, profitable business partner, we are committed to your success. **Call Doug Szewczykowski for more information at 888-369-7946**.			
	Cressi	Pete	Girolamo	mzimmer@dolfinswimwear.com
	Cressi is a worldwide leader in water sports manufacturing. With divisions serving three distinct markets--scuba diving, snorkeling, and swimming--Cressi has established a solid presence in every major economic region around the globe, delivering products to more than 90 countries while maintaining its commitment to the development and manufacturing of its products at the facility in Italy. Cressi develops and supports full product lines across each of its markets, facilitating a powerful synergy. The company is driven to continually improve and has evolved right along with the advancement of water sports. When customers buy Cressi, they buy confidence.			
	Dolfin Swimwear	Alexis	Kraatz	cmonkman@gkelite.com



	Dolfin Swimwear has been one of the leading swimwear brands for over 50 years. We offer the best value in the industry with the highest standards of innovation and quality. Dolfin Swimwear represents quality and value. We are committed to supplying our customers with a durable swim suit and an affordable price. We also will continue to be the innovators for fun and unique practice/training suits which gives swimmers something to smile about.			
	Finis	Marie	Morefield	mmorefield@finisinc.com
	At FINIS we aim to Simplify Swimming through technical innovation, high-quality products and a commitment to education. Our ongoing goal is to make learning to swim more comfortable and fun, because we want everyone to have the chance to enjoy swimming.			
	Havlu Sport	Dianne	McGee	dianne@havluhometextiles.com
	Havlu Sport Towels are unlike any other swim towel, they are lightweight, resist mildew and stylish enough to use beyond the pool deck. Offer an absorbent towel to your customers they'll want to take everywhere they go. Our 100% cotton Turkish towels come in a variety of styles and can be customized to advertise your swim school! Request a swim school packet and sample swatches from orders@havlusport.com.			
	Green Sprouts (formerly iPlay)	Katie	Robinson	katie.robinson@greensproutsbaby.com
	Our Reusable Absorbent Swim Diaper provides secure protection for babies and swimmer with it's patented, triple-layer design. A wicking liner pulls moisture away from baby's skin to help prevent diaper rash, the inner absorbent layer helps protect against messes outside the pool, and the waterproof outer layer works with the snug-fitting waist and legs to provide secure protection from unsanitary and embarrassing accidents in the pool. These quality diapers offer soft comfort seams around the waist and legs, which are gentle on babies' delicate skin while snug enough to protect from accidents.			
	SwimOutlet.com	Jaime	Benes	jaimeb@swimoutlet.com
	SwimOutlet.com has been the web's most popular swim shop for over a decade. For over 10 years, SwimOutlet.com has focused on delivering the best online shopping experience featuring the biggest selection and the best value. From beginners to elite racers, small clubs to big teams SwimOutlet.com's success is dependent on the repeat orders and recommendations of loyal, satisfied customers.			
MERCHANT SERVICES				
	C & H Financial Services	Mike	Psaromatis	mpsaromatis@chfs.us
	C&H Financial Services is a privately held International Financial Services firm and Top Payment Processing provider. Currently the #3 Top Financial Services company in the U.S. as awarded by Inc. Magazine, C&H specializes in payment acceptance, including EMV & NFC Credit & Debit card processing. C&H also provides small business loans and merchant cash advances, gift & loyalty programs, ACH, check conversion & guaranty, and provides payment processing and POS Systems to merchants through our exclusive Equipment Rental program.			
	Gulbenkian Swim Inc.	Ed	Gulbenkian	sales@gulbenkianswim.com
	Gulbenkian Swim offers one of the largest and most complete lines of guard gear and medical equipment for guards in the industry. With a team of dedicated people we always take pride in doing it right - in servicing the customer the way we wish to be served. When we make a mistake we correct it immediately. This is a true family business. Behind every Gulbenkian product there is Gulbenkian. Always has been, always will be..			



	Trusty Trunks	Nancy	Stockton	trustytrunks@gmail.com
	We believe modern living is stressful. Our mission is to make products that are easy to use, reduce worry, and solve problems. TrustyTrunks are a leak-proof diaper cover who's patented design keeps urine and fecal matter in, pool water, dirt and sand out.			
	Vorgee International	Jason	Chugh	jasonchugh@gmail.com
	Vorgee, an Australian owned and managed company, was established in 2005 to fill a gap in the aquatics market – the need for an all-encompassing aquatics company, one which offered products for those getting into a pool for the first time through to the competitive swimmer. Made up of an experienced team, Vorgee set out to do just that – create a product for everyone, regardless of whether they purchase for style, performance or price. The passion and desire of the Vorgee team to make high quality swimming products and swim gear accessible and easy to understand for all, has led to Vorgee becoming one of Australia's leading and most preferred aquatic brands.			
INDUSTRY PARTNERS				
	Hope Floats Foundation	Cindy	Tonnesen	learn2swim@hopefloats.foundation
	Hope Floats is the vehicle through which people like you, businesses, and government can pool together to do something extraordinary: Save the lives of children across the globe by giving them the life-saving skill of swimming. Hope Floats raises money by partnering with individuals, just like yourself, businesses, and government that want to do good works in their community. That money is used to give scholarships and tuition assistance to underprivileged children who might not otherwise be able to afford swim lessons.			
	Stop Drowning Now	Jackie	Fielder	jackie@stopdrowningnow.org
	STOP DROWNING NOW is an organization dedicated to saving lives through drowning prevention and water safety education. We believe that an ongoing, year-round, educational campaign is necessary in order to significantly reduce the number of drowning incidents, not only in the United States, but around the world.			
	USA Swimming Foundation	Tina	Dessart	tdessart@usaswimming.org
	The USA Swimming Foundation raises funds to support programs that save lives and build champions - in the pool and in life.			
	National Drowning Prevention Alliance	Melissa	Sutton	melissa.sutton@activekidsglobal.com
	UNITED, WE CAN PREVENT THE TRAGEDY OF DROWNING! We Believe that together we can reduce the incidence of drowning and aquatic injuries in the US and abroad.			
	Australian Swim Schools Association	Emily	McNeill	emily.mcneill@australianswimschools.org.au
	Our Vision is for World's best practice Swim Schools producing safer, lifelong swimmers. Driving and evolving the Swim School industry towards a uniform standard of World's best practice – resulting in an ever-increasing number of Australians enjoying first-class educational and enriching experiences, and a nation of safer, lifelong swimmers.			