

# UNLEASH THE POSSIBILITIES

## COLOR KEY

- General Session
- Owner Session
- Teacher Session

## MONDAY, FEBRUARY 28, 2022

9:00 am - 5:00 pm	<b>Special Abilities Workshop</b> *Extra fee and registration required
2:00 pm - 4:30 pm	<b>Registration</b>

2:00 pm - 5:00 pm	<b>Open House Swim School Tour</b>
7:00 PM	<b>Informal Hotel Bar Meet-Up!</b>

## TUESDAY, MARCH 1, 2022

GENERAL

8:00 am - 9:10 am	<p><b>What would be possible if...You had the Art of Influence?</b></p> <p>Chris Widener</p> <p>The Art of Influence teaches individuals how to grow their influence by gaining trust, respect, admiration, and loyalty from others.</p>
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OWNER

9:40 am - 10:20 am	<p><b>{Roundtables} Use the 4 Golden Rules to Influence...</b></p> <ul style="list-style-type: none"> <li>● Hiring &amp; Retention</li> <li>● Staff Training</li> <li>● Marketing</li> <li>● Political Leaders</li> </ul> <p>Put what you learned during Chris's session to work with two of the above topics (20 minutes each). Small group discussions will be led by a table captain.</p>
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OWNER

10:20 am - 10:40 am	<p><b>Open Mic Discussion: Owners and Influence</b></p> <p>Share any 'aha' moments, takeaways, or challenges discussed during roundtables with the entire room. This is a great opportunity to be filled in on the topics you weren't able to sit in on.</p>
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TEACHER

9:40 am - 10:40 am	<p><b>What Would be Possible if...All Children Felt Safe at Your School?</b></p> <p>Karen Clay, SwimWest Swim School</p>
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GENERAL

10:50 am - 11:30 am	<p><b>What Would be Possible If...We Assumed Nothing? Are your assumptions setting you up for disaster?</b></p> <p>Mary Reilly-Magee</p> <p>This is the story of how a child lost his precious life in one of my swim school pools during a Date Night event. Hear how this could happen even with extensive training and experience. Consider what you might be dismissing as "common sense". Learn what might be the number one fundamental question everyone should ask themselves every single day.</p>
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TEACHER IN-WATER Option 1: Hubbard Family Swim School

12:00 pm	<b>Bus 1 Leaves for Hubbard Family Swim School</b> <b>"Upper Levels - Building the foundation to achieve the top level of stroke development"</b>
12:15 pm 1:30 pm	<b>Foundation of Stroke Work</b> Rick DeMont
1:30 pm - 2:45 pm	<b>More Defined Stroke Techniques</b> Rick DeMont

TEACHER IN-WATER Option 2: SWIMkids USA

12:30 pm	<b>Bus 2 Leaves for SWIMkids USA</b> <b>"A Window Into the Mind of a Child"</b>
1:00 pm - 2:00 pm	<b>Baby Swim Workshop</b> Lana Whitehead, SWIMkids USA <p>The SWIMkids' Baby Swim workshop will introduce activities that will help boost the development of a child's brain. We will explain how each swim skill stimulates brain development and heightens learning in a baby's nervous system. Parents are eager to learn information that will enhance their child's growth and progress and will enroll in baby classes that explain how to stimulate a child's physical and intellectual development. The key to this technique is rooted in the stages of neurological development involving primitive reflexes, the establishment of life-long postural reflexes and new neural pathways. That interaction between the reflexes with the brain and body regulate motor control, coordinate the development of the nervous system and academic learning. The purpose of this workshop is to not only demonstrate safety skills, but also incorporate information listed above that parents are eagerly searching for.</p>

TEACHER IN-WATER Option 2

<p>2:00 pm - 3:00 pm</p>	<p><b>Water Safety Survival Skills Workshop</b> Shaunna Risinger and Brandon Whitehead, SWIMkids USA</p> <p>The goal for water safety lessons is to prepare the child for an emergency situation if he/she falls in the water accidentally. When a child learns breath control and kicks to the surface then rolls over onto his/her back, he/she can rest, breathe and call or yell for help. We will be demonstrating and training the swim-float-swim sequence. The student is trained to climb to the top of the water, rotate to his/her back for a short rest period. Then he/she rolls in a horizontal position back onto his/her stomach, rolls back onto his/her back to rest and continues a swim-float-swim sequence until he/she reaches the safety of the wall or steps and climbs out. Thousands of children continue to be saved by this proven technique. While we know safety is our first priority, these skills need to be taught in a nurturing environment so as not to cause more damage to their emotional and cognitive development.</p>
<p>3:00 pm - 3:30 pm</p>	<p><b>Small Group Practical Application with SWIMkids Little Swimmers</b></p> <p>Attendees will divide into smaller groups for more practice and practical application Hand- on practice with SWIMkids' little swimmers.</p>

OWNER

<p>12:15 pm - 1:15 pm</p>	<p><b>What would be possible if...Swim schools across the country had relationships with Political Leaders?</b></p> <p>Tracy Koleber, Nitro Swimming; Jim Spiers, SwimJim; Scott Monson, AquaDuks</p> <p>Join this panel discussion to hear about the different journeys swim school owners have been on dealing with legislation as well as local political leaders. You'll leave with an understanding of why it matters and how best to move forward.</p>
<p>1:45 pm - 2:30 pm</p>	<p><b>{Roundtables} Pick Your Location...</b></p> <p>● East Coast      ● South      ● West Coast      ● Midwest</p> <p>Meet with swim schools in your part of the country to share what has been happening locally, as well as what steps can be taken moving forward.</p>

OWNER

<p>3:00 pm - 3:45 pm</p>	<p><b>What would be possible if...You Diversified Revenue Streams Outside of Swim Lessons?</b></p> <p>Debbie Sayers, DolFUN Swim, Melissa Taylor, Small Fish, Big Fish Swim School</p> <p>Unleash the revenue-generating possibilities in this idea-packed session! You'll hear from a panel of speakers about the different ways that they are able to generate income outside of their swim lessons.</p> <p>Description: Junior Lifesaving Safety Course WHY filling a need in your community by working with Scouting Troops is rewarding on many levels. You already have the skill set on your staff to create an additional income stream for your business. LEARN HOW to offer: in high demand Qualifying Merit Badge requirements for Boy Scouts! By offering a Minimum 6 hours of swim instruction for stroke technique and development, Basic First Aid with CPR, Swimming and Lifesaving requirements, YOU WILL TEACH Basic Rescues, Lifesaving Skills, Communication Techniques which lead to the Basic building blocks of becoming a safer attendant in, out and around water for themselves and others. These basic requirements will enable them to train to become a Jr. Lifeguard and beyond.</p>
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GENERAL

4:15 pm	Bus 1 to Aqua-Tots Headquarters for Reception
4:45 pm	Bus 2 to Aqua-Tots Headquarters for Reception
4:30 pm - 5:30 pm	<b>Reception with Exhibitors at Aqua-Tots Headquarters</b>
5:15 pm	Transportation back to hotel
5:40 pm	Transportation back to hotel
6:00 pm	Transportation to Downtown Gilbert for dinner on own, 1st come 1st serve *No return transport provided

## WEDNESDAY, MARCH 2, 2022

GENERAL

9:00 am - 10:00 am	<p><b>What Would Be Possible If...You had a Plan? A Live EAP Enactment</b> Karen Clay, SwimWest Swim School, Davina Lopez, Davina's Swim House</p> <p>What happens in an emergency and the importance of your plan is crucial in your businesses success in a properly executed emergency situation. Watch as we take a full live emergency scenario and bring it to the stage walking the audience through a step by step interactive EAP in real time. Learn how to design and execute a training of an EAP that you can bring back to your facility.</p>
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OWNER

10:30 am - 11:30 am	<p><b>{Roundtable} Systems</b></p> <ul style="list-style-type: none"> <li>• Leverage Systems to Market New Customers</li> <li>• Beyond the Basics: Jackrabbit</li> <li>• Beyond the Basics: iClassPro</li> <li>• Training and Engagement Systems</li> <li>• Recruitment Onboarding</li> </ul> <p>Work through different systems in small groups. Share what's working for you with others and come prepared with challenges you are facing to talk through solutions with other schools. Time will allow for 2 topics.</p>
11:30 am - 12:00 pm	<p><b>Open Mic Discussion: Owners &amp; Systems</b></p> <p>Share any 'aha' moments, takeaways, or challenges discussed during roundtables with the entire room. This is a great opportunity to be filled in on the topics you weren't able to sit in on.</p>

# WEDNESDAY, MARCH 2, 2022 Cont'd

TEACHER

**10:30 am - 11:30 am**  
**Great Beginnings Lead to Great Finishes**  
Johnny Johnson, Blue Buoy Swim School  
Learn how to build a foundation of elements that are an integral part of learning to swim at every level; breath control, balance/buoyancy control, movement control and control of emotions. This session will focus primarily on the development of these elements for students under the age of 3 years but the concept is applicable for all ages.

**11:30 am - 12:00 pm**  
**{Roundtables} Topics**

- Applications for 4 years and Up
- Breath Control
- Balance/Buoyancy control
- Movement Control
- Control of Emotions

OWNER

**1:00 pm - 2:00 pm**  
**What Would be Possible If...We Could Wave a Magic Wand and Solve the Great Resignation for Swim Schools?**  
David Gorman, SwimJim

**2:15 pm - 3:00 pm**  
**{Roundtables}**

- How Could Apprenticeship Create a New Pipeline of Talent?
- Full Time Career Paths and Why They are Important
- Outside the Box Thinking in Workplace Flexibility: How to do it and why it's important
- Why Does Sincere Diversity, Equity, and Inclusion in culture mean?
- Is Your Own Business Education and Advice Ready for Big Changes like the Great Resignation?
- How to Cover Your Business in This New Ever-Changing Environment

TEACHER

**1:00 pm - 2:00 pm**  
**Preparing for Adaptive Aquatics in Every Class You Teach**  
Melissa McGarvey, British Swim Schools  
Yes, if you offer adaptive aquatics/special abilities at your swim school you have provided appropriate training to your instructors. But, there are aspects of adaptive aquatics training that can and do apply to many of our swimmers and even times when we may have swimmers who do require adaptive accommodations without being in a specialized class. Let's discuss the training tips that will help all our instructors recognize and be able to adjust in these lessons!

**2:15 pm - 3:00 pm**  
**Back to Basics: Swim Instructor Standards**  
Bob Hubbard, Hubbard Family Swim School  
In this session we go back to the basics. Bob will cover what every instructor should know about ethics and trauma free lessons. We will discuss the International stance on trauma in swim lessons and the benefits learning to swim offers students. Important topics such as sexual harassment, personal phone use while at work, and social media best practices will also be covered.

3:15 pm -  
4:00 pm

## What Would Be Possible If...We All Placed Environmental and Social Responsibility as a Guiding Principle In Our Businesses?

Miren Oca, Ocaquatics

"Doing good is good for business". A successful business means taking care of your team, your swimmers, your communities, and our planet. Together we can grow more sustainably and make a bigger impact in the world.

THURSDAY, MARCH 3, 2022

9:00 am -  
5:00 pm

## Infant-Toddler Course

\*Tracy Laman, Houston Swim Club

\*Extra Fee and Registration Required