



Swim Fitness Center LLC

Issue 1

Volume 1

S
P
L
A
S
H
E
S

Welcome to our Bi-Monthly newsletter

Thank you supporting the Swim Fitness Center learn-to-swim and fitness programs. Aileen, Ed, Casey and I are striving to make the experiences of your child and yourself positive and educational.

Our children seem to be getting more proficient each and every time I see them, which means they and you appreciate the time and effort the staff puts toward making our programs the best.

We are currently investigating interactive online scheduling systems to make registering a task that can be done in the comfort of your home.

A "Down Under" schedule is being offered in September and will become a part of our program in months where three weeks are the norm. More is included in the newsletter.

This newsletter will be published every 2 months. Please check our website and bulletin boards to be very up-to-date.

Ed Deller, CEO

Program Highlights

Parent-Child classes are the most entertaining of our offerings, with over 30 children enrolled in the classes scheduled Tuesday (4pm), Friday (1:30pm), and Saturday (10:30am). With 6 classes offered over 2 months, the classes are informational to our parents and FUN for the kids. Singing, laughing, toys, Humpty Dumpty, and splashing are all part of the game (and that's just the parents). Dad's enjoy the class as much as moms. Knowledge of all the nursery rhymes is not required; you'll get to know them pretty quick

Tailgators and Swim Team Programs are offered as phase two to our learn-to-swim programs. Starting at age 6, stroke instruction, deep water activities, and competitive experiences continue at our Blair Academy 6 lane x 25 yard competition pool. Although some may not opt to

compete, research is stating that swimming 300 yards is a necessary component to being safe in and on the water. See our coaches if you think your children should be a candidate.

Water Fitness Programs are available for adults on Tuesday, Wednesday and Thursday mornings from 10 to 11 am. Participants can expect strengthening, toning, and flexibility exercises, with water walking. Plans are to expand into the evening hours with more advanced programming. REMEMBER, there is a break in the registration fee for the third participant and free for fourth and over. This class is perfect for a mom (or dad) to come in and exercise.

Lifeguarding classes are scheduled on a regular basis, using Blair Academy for deep water activities while the shallow water and classroom activities are scheduled for Swim Fitness Center. Students age 15 & over can participate.

Private and semi-private lessons are available upon request. These are designed for a family of two who want private lessons for their children.

Adult Learn-to-Swim classes are available for those who just ditch tget around to learning to swim earlier in life and want to participate safely in and on the water.

Call for more information.

Dates to Remember :

- August 28 to September 10: *Closed for Maintenance*
- September 11: *Reopen for full Program*
- October 31: *Halloween, close at 3pm*
- November 23: *Closed, Thanksgiving Day*
- December 25 to January 1: *Christmas Holiday break*

350 Sparta Avenue, Building A
Sparta, NJ 07861
973.764.5252

www.swimfitnesscenter.com

Down Under September

A popular Australian model for learn-to-swim programs is twice a week for three weeks. Since we have a shorter September schedule, this program fits perfectly. At our Blair Academy location we have used this model exclusively since 2000 and have had great success with it.

The schedule is:

Mon & Wed: 2-3 yr olds (11, 1) 3-4 yr olds (1130, 130) 4-5 yr olds(12 noon, 2) 5-6 yr olds (3, 330) 6/over (4, 430)
 Tues & Thursday. 2-3 yr olds (11, 130) 3-4 yr olds (1130, 2) 4-5 yr olds(12 noon, 230) 5-6 yr olds (3, 330) 6/over (4, 430)

The cost is \$75 for the 6 lessons. Space is limited, so sign up early.

Bring a Buddy

If you bring a buddy/classmate to the same class you will receive a discount coupon of \$10 for your next learn-to-swim session. The buddy must be NEW to our program.

"PAMPER ME WEDNESDAYS"

On the fourth Wednesday of each month, we will have a guest appearance by either a massage therapist, make over by Mary Kay, or another professional. These sessions are offered free of charge to our Water Fitness participants as well as parents of children in our learn-to-swim classes.

Activity Coordinated lessons

With the cooperation of businesses that offer activities for children, we will be co-sponsoring swim lessons combined with the other activity in our conference room. We will be posting this information on our website and bulletin boards.

Free seminars

Seminars are being planned on a regular basis in the conference room. If you have a topic of interest and speaker please let us know. Health and wellness are primary topics for us, but all topics will be considered.

MONDAY - MONDAY

Beginning in October, your school can join a national movement to prevent drownings by offering learn-to-swim classes for children in third grade or below. Special rates are available for this program. Details can be obtained by calling and speaking with Ed Deller.

Conference Room

Our conference room is available for rental to business professionals at a reasonable cost. The room seats 8 at the executive table and the room can seat 25 comfortably. Presently, a group uses the room one morning a month for its meeting.



We would like to extend Happy Birthday wishes to our swim students in future newsletters.

Parents are invited to alert us to their child's coming birthday so we may include their name.

Newsletters are scheduled for August, October, December, February, April, and June.

S
P
L
A
S
H
E
S

Birth day parties

Birth day parties are available at Swim Fitness Center for children to age 10. Children who cannot stand in 3 1/2 to 4 1/2 foot deep may wear apparatus to participate. Minimum \$150 (10 children); each additional child is \$15. Parties are usually scheduled on Saturday afternoons. Additional information is available on the website.

Caitlin Heads Back to School

Caitlin, our youngest coach, is heading back to Springfield College in Massachusetts for her sophomore year. Caitlyn is a Physical Therapy major, a member of the swimming team and a resident assistant. Go get 'em.

Swim Fitness Center cited

The Sussex County Economic Development Partnership recognized the Swim Fitness Center at the recent awards luncheon held at the Lake Mohawk Country Club. Recognizing the Swim Fitness Center as an expansion of the SwimAmerica lesson program we celebrated at Blair Academy, Vernon, Warwick and North Rockland (NY).

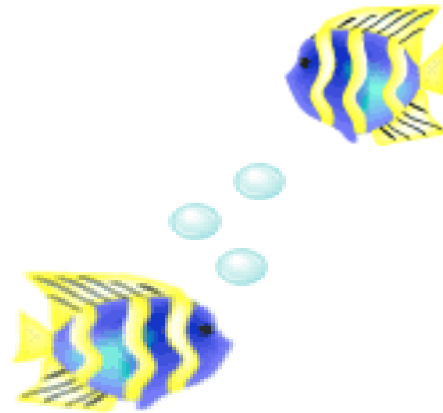
Business Recognition

As a member of the Swim Fitness Center program, your business can be listed on our special business page of our website. Please give us your business card. There is no cost for this service. (THANK YOU for your business).



Award Board

We will be posting progress of our students in the waiting room in the near future. The levels achievement status will be stated on the posting and the names added as they achieve a new level.



Swim Fitness Center is a member of the following organizations:

- ◆ United States Swim Schools Assn
- ◆ United States Water Fitness Assn
- ◆ Sussex County Chamber of Commerce
- ◆ Sussex County Economic Development Partnership
- ◆ Sparta Council of SC Chamber
- ◆ USA Swimming
- ◆ SwimAmerica
- ◆ American Red Cross Authorized provider