

SCW
RE-OPEN YOUR POOL
 www.SCWfit.com
 www.WATERinMOTION.com
 With Sara Kooperman

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MANIA® Fitness Pro Conventions

DC MANIA® February
 CALIFORNIA MANIA® March
 FLORIDA MANIA® May
 ATLANTA MANIA® July
 DALLAS MANIA® August
 MIDWEST MANIA® October
 BOSTON MANIA® December
 LIVE STREAM MANIA® Nov 6-8 / Feb 26-28

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scwfit.com/Online
 Live Streaming and Online Sale

ALL SCW ONLINE & VIRTUAL PRODUCTS ON SALE!
 Stock up now! We're here to help.

SCW Online & Virtual Products

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LIVE STREAM CERTIFICATIONS
 35+ NATIONALLY RECOGNIZED CERTIFICATIONS FROM THE COMFORT & CONVENIENCE OF HOME.

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- ACTIVE AGING
- ACTIVE AGING NUTRITION
- ADULT BIKING
- AQUATIC EXERCISE
- BARRE
- BOXING
- CORE TRAINING
- FLOWING YOGA
- FOAM ROLLING
- FUNCTIONAL FLEXIBILITY
- FUNCTIONAL PILATES
- GROUP FITNESS
- GROUP FITNESS DIRECTOR/STUDIO OWNER
- GROUP STEP
- GROUP STRENGTH
- HIP
- KETTLEBELL
- KIDS IN MOTION
- LIFESTYLE & BEHAVIORAL COACHING
- MEDITATION
- MIND BODY FUSION
- MOMS IN MOTION
- NUTRITION, HORMONES & METABOLISM
- PERFORMANCE STABILITY TRAINING
- PERSONAL TRAINING
- PILATES MATWORK
- PILATES SMALL APPARATUS
- SMALL GROUP TRAINING
- SOCIAL MEDIA
- SPORTS NUTRITION
- TAI CHI
- WATERBIRMINGTON
- WEIGHT MANAGEMENT
- YOGA I & II

AFAA, ACE, ACSM, AFA, NREPP, RFA, NFP

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20% OFF!
 \$6.58/Month or \$79/year
 (New. \$8.25 month or \$99/year)
 USE CODE: MANIA20

500+ Educational Videos
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20+ Fitness & Health Topics Available

SCW On Demand
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ONLINE CEC VIDEOS
 Earn CECs in the comfort and convenience of your home!

140+ More Videos

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2020 Give them what they want

- Clients are afraid
- Clients are diverse
- Err on the side of safety
- Ultimately your choice
- Comply with the law



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LEVERAGE YOUR AQUA PROGRAM

Pools Are Safe

- ✓ Beginners
- ✓ Older Adults
- ✓ Rehab
- ✓ Cross Training

Pools Are Sanitary

According to the CDC, pool chemicals provide 6 times the strength needed to kill the coronavirus (Covid-19).

Pools Are Valuable

- ✓ Members "need" a pool – can't exercise in their bathtub or church basement.
- ✓ Your instructors won't leave
- ✓ Your clients won't zoom

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Use Your Most Expensive Space

What do you spend monthly?

-  Rent/Mortgage - % Of Facility Space
-  Heating/Electricity
-  Chlorine/Bromine/Salt
-  Repairs/Cleaning
-  Staffing – Lifeguards & Instructors



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Investment Maintenance

What do you do to maintain this investment?



Tile/Paint



Cement



Heating System



Air Heating/Cooling & Circulation System



Locker Room & Showers



Insurance




Equipment – Lap Lanes, Noodles, Kickboards, etc.


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Connect with Your Clients

- PHONE CALLS
- Email – Weekly, Personal
- Newsletter – Spotlight/Tidal Waves
- Text – EZ Texting
- Handwritten Notes
- Social Media
 - Post frequently w/set schedules
 - Positive Messages / Beautiful images
 - Set Class Schedules
 - Post questions – get answers (jotform/surveymonkey.com)



THE AQUA NEWSLETTER
SEPT 2020



spotlight

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Connect with your Staff

- Weekly – gotomeeting, skype, zoom
- Daily - text
- Documentation
 - Excel Charts
 - Follow-up with Nightly Reports
 - Done Today
 - To Do Lists
 - Share info - Google Documents



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Daily Cleaning & Class Responsibility

- Staff
- Memos
- Manuals
- Handbooks
 - Schedules
 - Mutually agreed upon
 - Record meetings & save



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Plan for Opening – Order Now

- Hand Sanitizers & Wipes
- Masks – branded?/Pen
- Face Shields for Instructors/Trainers
- Wind Screen
- Gloves
- Name Tags
 - Photos
 - Titles
- Benches
- Uniforms



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Ventilation

- Outside is best
- Cigar Bars
- Las Vegas Hotels
- Open Window



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Close

- Hot Tubs
- Saunas
- Steam Rooms



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CDC Physical Distancing & Equipment

- Partition Equipment off
- Rent out Equipment
- Sell Equipment and upgrade
- Plastic Shields between
- Police tape – Crime scene?
- Cleaning
 - Saran wrap & monitor protection
 - Hourly, lunch closing, staff, members



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Contact Protocols (Staff & Members)

- Handshake or elbow bump
- Set strategies & plan (SPA protocols)
 - 20 feet / 10 feet / 6 feet
 - STAGGER SHIFTS – breaks, meals
- Daily Compliance Ambassador
 - Who and when
 - Determine Personality Fit
 - Train on CONFLICT RESOLUTION – freedom issues will arise



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Reservation System

- Limit Class Size
 - Length x Width Divide by 36 (6x6)
- Class Length (+ in & out time)
- Reservation Policy
 - Set Number
 - Cancellation Policy
 - Reminder Notifications/Confirmations
 - Walk-in System and Approach



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Capacity

- Many states are 10% capacity, Florida and Indiana are open, others 50% capacity or 10 people per Group Ex
- Check your space capacity within the city and landlord
- Modify layout of equipment, benches, recliners & chairs



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Screen All Employees/Members

- Set up APP
- Have you been in close contact with a confirmed case of COVID-19?
- Are you experiencing a cough, shortness of breath or sore throat?
- Have you had a fever in the last 48 hours?
- Have you had new loss of taste or smell?
- Have you had vomiting or diarrhea in the last 24 hours?



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Temperature screening employees

- Employees should take and log temperature before shifts
- Best practice: employers to take temperatures onsite with a no-touch thermometer each day upon arrival at work
- Minimum: temperatures can be taken before arriving. Normal temperature should not exceed 100.4 degrees Fahrenheit

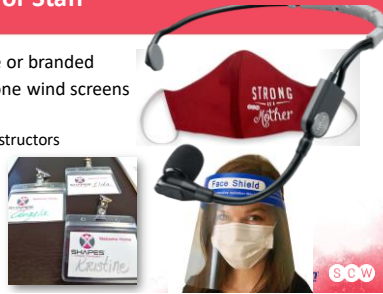


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Requirement for Staff

- Masks – recyclable or branded
- Personal microphone wind screens
- Face Shields
 - Required for all instructors
- Gloves (provided)
- Name tags
 - With photo
 - Titles
- Uniforms?



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Timing of Sessions & Closures

- Set specific times for older adults 60+ to exercise – (early or mid-day)
- Close Common Areas
 - Water fountains
 - Break rooms
 - Self-service food or drink machines



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Plan to Transition to Payment

- Start with Value
- Remind them why they love your pool & programming
- Set a Schedule
- Watch Local Governor's Postings
- Let your clients know the schedule
- Do not scare away – sooooo much FREE



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Remind them why they should COME BACK

- Physical Qualities of facility
- Other Members
- Other Staff
- Lost salaries/income
- Families
- Programming



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Payment Structures

- Membership Structure
 - Live Membership
 - Online Membership
 - OnDemand Membership
 - Combination of all 3
- Personal Instructor Classes
 - Donations
 - Paypal, Venmo, Square, Stripe
 - Contributions for Professional Services
 - Charge with set-up fee



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Signage



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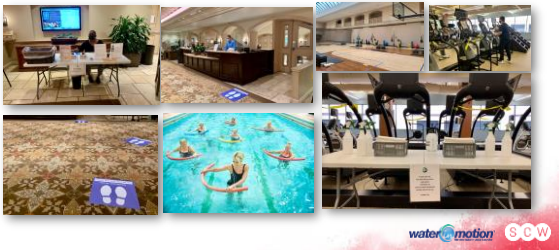
Signage and Flow

- Entrance
- Exit
- Front Desk
- Floor mapping (grocery store)
- Locker rooms
- Equipment usage
- Wipe Stations
- Hand Sanitizer Stations
- Bathrooms
- Toilet Paper - Hide it, people will steal!



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What it may look like



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Issues will arise

- Family members will want to exercise together and remove tape
- People will refuse to wear masks
- This is where Contact Ambassadors will come in handy



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Plan Your Environment

- Raise Pool Temperature
- Lower Air Temperature
- Encourage Airflow
 - Make it easier to breath
- Open Windows
- Remind Students to bring a shirt or wet suit top



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Plan your Pool Entrance

- Bench
- Wipes & Garbage can
- Cover-Up Removal – command shower hooks?
- Towel Placement
- Aqua Shoes
- Sandal Removal (bare feet?)
- Set out Pens for labeling masks
 - Clean & Used Marker Containers
- Mask Removal



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Perform a Tour with your staff

- Check the flow from first door entry
- Bathroom entrance – 1 at a time?
- Locker room – if at all? – cross some off
- Showers
- Benches
- Pool Entrance
- Pool Exit
- THEN FILM & POST FOR MEMBERS



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Film the Pool Entrance System

- Film the Facility for your members
- Trial your first few classes with loyal, confident & socially influential members
- Get Testimonials
- Post & Email Testimonials



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Get even MORE Testimonials

- Update Testimonials Daily
- Be prepared to change strategies
- Testimonial Dos & Don'ts
 - They should be AUTHENTIC
 - Recognizable & Credible
 - Short 15-30 seconds
 - Real



Video Testimonials

Video Production
Do's and Don'ts

- Name
- Affiliation (years of membership)
- Class they love
- End with a reminder of why people should come back

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Set Up Your Class Teaching Tools

- Get There Early
- Chair/Stool
- Bench
- Mat
- Sound System
- Microphone
- FOCUS ON YOUR STUDENTS
 - Be prepared to CONNECT & ASSIST!



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Entering the pool

- Set up like Grocery store check-out
- One at a time
- Be Patient
- Pick up Equipment & DUNK!
- Walk to designated area
 - People have preferences
 - Different heights & Depths



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Aqua Exerciser Set-Up

- Limit people to lanes
- Ask people to readjust
- Be Patient & Kind
- Confident instructors breed compliant students



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Stickers to Designate Student Position



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Think about Streaming your classes



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Virtual Training Certification

- Lights
- Camera
- Action

Enjoy this one-of-a-kind educational series on how to successfully run a virtual Group Ex class. Personal Training session and progressive program. Everything from start-up to sign off will be addressed to take your training to the next level.
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Upon Return – Live & OnDemand

- There is no NEW NORMAL
- It is just NEW
- Look at benefits of Plague
 - Longer Life Spans
 - Paved Streets
 - Plumbing
 - Transportation – trade
 - Produce, goods services
 - Government influence increased
 - Control food prices, women could wear expensive clothing



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Digital solutions for sign-ups (OnDemand)

- Forte <https://www.forte.net/index>
- Virtuagym <https://business.virtuagym.com/>
- Gympass <https://www.gympass.com/us>
- Mindbody <https://www.mindbodyonline.com/>
- Uscreen <https://www.uscreen.tv/>
- Teachable <https://teachable.com/>
- Uscreen <https://www.uscreen.tv/>
- Yondo <https://www.yondo.com/>
- Vimeo <https://vimeo.com/>
- Youtube <https://www.youtube.com/>
- Facebook Live



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