

About the Instructors...



Mick and Sue Nelson have extensive experience in business and aquatic management. They formed their own swim club and **built their first indoor facility** in Danville Illinois in 1973. In 1974 they formed **Nelson's Swim Supply** a retail and wholesale pool/spa and aquatic equipment business. In 1982 they formed NSS Inc which offered aquatic facility design, building, and business consultation to the aquatic industry. In 1994 they formed **WaterWay Therapy Inc.** which was one of the first and only privately owned and operated Medicare approved outpatient Aquatic Physical Therapy centers in the country. In 2002 they formed **Poolside Health & Wellness Center** which became not only the home for the Turtles USA Swim Club, WaterWay Therapy, and **Swim America** learn-to-swim program but a full service land and water community health and wellness center. Their specialty is business development, programming, water treatment and aquatic facility design. In 2004 they moved to Colorado Springs to help form the new Facilities Department of **USA Swimming**. Since that time the Facilities Department has 65 new facilities either completed or under construction, 25 more in the design phase, and over 50 in the programming feasibility stages.

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Mick Nelson, BS Business Administration, MS Education
Sue Nelson, BS Exercise Science

ATTN: Director of aquatic therapy
or rehab dept.

Please post at work.

ADDRESS SERVICE REQUESTED

3500 Vicksburg Lane #250, Plymouth, MN 55447 USA

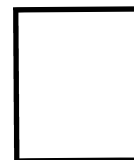


How to Build, Buy & Profit From A Therapy Pool

A business-intensive seminar for facilities and private-practice therapists



AUGUST 27-28, 2009
Colorado Springs, CO
Mick & Sue Nelson, Instructors



About this entrepreneurial seminar...

SCHEDULE ~ Thursday, 27 Aug

7:30-8:00 Registration

8:00-9:00 Are you an entrepreneur?

9:00-10:00 What you need to know about the aquatic therapy business

10:00-11:30 The 4 Aquatic Pillars

11:30-12:30 Lunch

12:30-2:00 Identifying, recruiting and training your aquatic therapy staff

2:00-3:30 Designing you pool facility

3:30-5:00 Pool/aquatic center survey

SCHEDULE ~ Friday, 28 Aug

8:00-10:00 The Seven pitfalls of project development

10:00-11:00 Identifying your project team

11:00-12:00 Business planning and therapy programming (Part 1)

12:00-12:45 Lunch

12:45-2:00 Business planning and therapy programming (Part 2)

2:00-2:15 Break

2:15-3:45 Policies and Procedures

3:45-4:45 Job descriptions

4:45-5:00 Wrap-up and handout certificates

5:00 Dismiss

Notice: Schedule subject to change without prior notice.

CURRENT ARN MEMBERS:
Call to receive your discounted rate.



Mick and Sue Nelson teach how to maximize the use of therapy facilities by detailing the principles of the "4 Aquatic Pillars".

CONFERENCE LOCATION

Embassy Suites Conference Center
7290 Commerce Center Drive
Colorado Springs, CO 80919

OTHER INFORMATION

CEUs: Seminar is appropriate for OTs, COTAs, PTs, PTAs. Elements of course appropriate for CTRSs, SLPs, and adapted aquatics instructors – please call for details. All registrants will be issued a **Certificate of Attendance** for 16 contact hours or 1.6 CEUs which may be used by registrants to apply to their respective professional boards for CE credit.

Hospitals & Clinics: This class is directly applicable for those facilities who are building a therapy pool or considering it. If you are part of such a project team, contact your director now about registering for this course.

Cancellation policy: ARN reserves the right to cancel seminar for low registration up to 30 days prior to seminar, so do not make travel plans until you receive confirmation notice. Registrant may cancel up to 14 days prior to seminar for a \$125 administration fee. Sorry, no refunds after that time.

Registration Form (cos)
ONLINE www.aquaticnet.com/seminars.htm
Call (800) 680-8624 • Fax (888) 514-6133
Or mail to ARN, 3500 Vicksburg Lane, #250
Plymouth, MN 55447 USA

Your Name: _____

Professional Discipline/Title: _____

Years experience in aquatics (if any): _____

Business & Dept Name: _____

Contact me at my Home Business (listed below)

Address: _____

City: _____ State: ___ Zip: _____

Phone: _____

Email: _____

PRICE: \$545. \$595 if purchased after our Early Bird registration date of August 6th.

Payment via: Check Visa Mastercard Amex

Name on Card: _____

Card #: _____ Expir: _____

Learning Objectives: After successful completion of this course, the student will:

1. Determine factors that will help in selecting consultants, architects and engineers.
2. Understand the importance of the 4 Aquatic Pillars in managing your project's financial risk.
3. Understand the strategic considerations that go into crafting your mission and vision statements and business plan, including developing an organizational chart for your staff and management.
4. Gain a better understanding of the design, bid and construction process.
5. Initiate a marketing and public relations campaign.
6. Conduct training and organize a grand opening.
7. Analyze options for pool construction, water treatment, air handling and heating/cooling. ■