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WABC focus

INFORMING AND INSPIRING REAL SWIMMING TEACHERS

WABC2008 Gatherings Set for Greece & Japan

Japan and Greece have set dates for educational conferences later this year under the **WABC** banner.

23-24 September Athens Greece

A three day event combining classroom and pool presentations plus group tourist activities has been planned by WABC2007 conference speaker, Theodore Vassilato of Baby-swimming School of Athens.

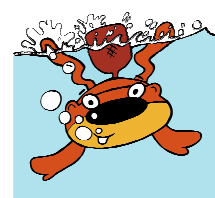
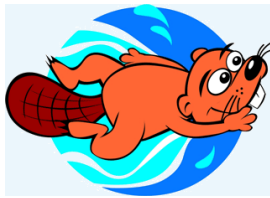
The event will be held at the [Mare Nostrum Hotel Thalasso](http://www.babyswimming.gr/engseminaria.html) in the beautiful seaside area Artemida 25 km east / just 15 minutes from the Athens International Airport known as Eleftherios Venizelos. Artemida is famous for its beach as well as for hotels, bars, restaurants and local taverns. Athenian sights are close by.

21-22 November Nagoya, Japan

Nagoya sightseeing is included with the program of classroom and pool presentations for 2-day conference set by Nagoya's Niko Saito, founder of *Aquamics*, and her sister Nobuko Saito Cleary, both active in WABC.

An educational and entertaining schedule will be held at the Westin Nagoya Castle Hotel which is also the location of Niko Saito's Swim Academy. Nagoya's Chubu Centrair International Airport makes travel easy or try a bullet train from Tokyo. Nagoya is Japan's 4th largest city.

Nobuko.saito@gmail.com
Both events feature presentations on babies and young children and feature leading international as well as national experts presenting. Contact Theodore or Nobuko for details.



Some Eye-Catching Learn to Swim Mascots

Make a Difference in Your Community

By Joy McGinty

SouthWest Aquatics, Winter Garden, Florida, USA

<http://www.southwestaquatics.com>

During the past ten years, I have been building SouthWest Aquatics into a full service aquatics center. I have wonderful patrons, terrific instructors, incredible staff and fabulous students. I am very blessed and it was time to give something back to my community.

In 2002, due to the high number of drowning incidents, I asked several local churches in my area to refer children who needed swimming lessons but could not afford them. Between Thanksgiving and Christmas, I taught 26 disadvantaged children to swim. I realized that all underprivileged children needed to be trained in the same life-saving skills, as well as the other benefits of swimming, that my clients were learning. The word spread and the need was great. I quickly learned that I could not teach them all myself.

During the next three months, I read every book I could lay my hands on about how to set up a 501(c)(3) organization. A like-minded friend joined in my quest. First we set up a corporation under the guidelines of our text books and the IRS requirements. Then we filled out the IRS paperwork for the 501(c)(3) designation and the state paperwork for permission to collect donations for our mission. We also carefully followed the guidelines of United Way, so that we could be considered as a United Way provider if we were successful.

After careful filing and meticulous work, in 2003 we founded The Gift of Swimming, a non-profit organization whose mission is to provide swimming scholarships to the community's under-privileged, physically or mentally challenged or otherwise disadvantaged. The goal of The Gift of Swimming scholarship program is to increase the number of skilled swimmers in Central Florida. Secondary goals are to produce healthier bodies with the physical fitness that swimming has to offer.

See: <http://www.giftofswimming.org>.

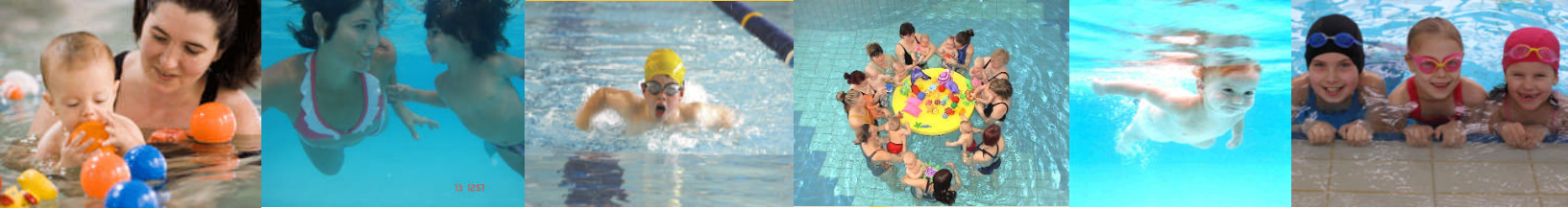
Since then, The Gift of Swimming has partnered with The Central Florida Boys & Girls Club of Pine Hills, The Edgewood Children's Ranch, Universal Day Care Center for WIC families and Orange County Head Start funding full swimming scholarships to over 1,000 children who could not afford swimming lessons. Through The Gift of Swimming, we have taught children with special needs such as Downs Syndrome, Autism, blindness, Cerebral Palsy, Muscular Dystrophy, OI (brittle bone disease) and Angelmans Syndrome with amazing results.

While I was able to teach many children on scholarship myself, the number of children that could benefit was limited until we started The Gift of Swimming and could pay instructors to give the same high quality instruction our clients are accustomed to.

Once you have established a very stable swim school business well supported by your customers, you may consider offering free swimming lessons to children in need. As several of our instructors are trained for special needs, we offer lessons for children with exceptionalities with a written Doctor's OK as well as underprivileged children.

Once you see the need, you may want to start a non-profit organization to fund scholarships for the needy.






... by Starting a Non-Profit Organization to Support Swimming Scholarships

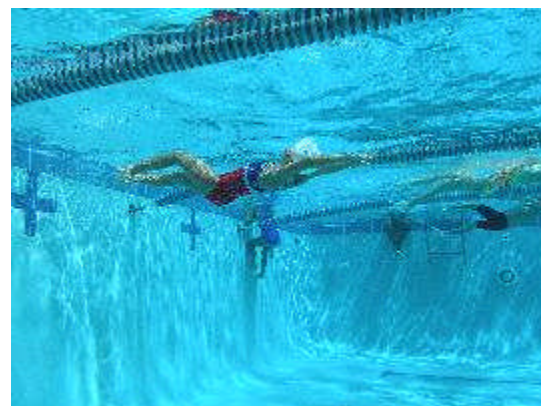
Tips for starting and running a successful non-profit.

1. Read everything you can about non-profits. The book stores and libraries are full of very good resources. The internet also offers much help.
2. Carefully go through all the paperwork. Make sure you understand all that is necessary. Consider consulting with an attorney and/or an accountant. We studied every requirement carefully and have been rewarded since with a very well developed organization.
3. Choose committed people for your executive director and board of directors. I found wonderful folks from my pool deck whose children swam in my program. They understood our goal of making every child safe around the water and were willing to use their time and money to make that dream a reality.
4. Look first to your pool deck for donations. The letters to our clients produced immediate response and, again, they already believed in our mission for their own children and wanted it for every child.
5. Start small and grow organically. As you show good stewardship over donations from individuals, corporate donations will follow. We are supported by very generous donors who understand the importance of teaching children to swim.
6. Once you are comfortable raising funds through individuals and corporations, you might consider taking the step of writing grant requests through foundations and the government. This step takes a well run organization as many grants require carefully written requests which reflect your mission. And once approved, require fully documented stewardship of the grant.

Our proudest achievement is our partnership with Orange County Head Start. Head Start is a national organization whose mission is to give underprivileged children the opportunity for preschool to prepare them for kindergarten. This has been a magical collaboration. Each of the 1,600 children are tested often throughout the school year to insure that each of the centers is keeping their curriculum at a high level. As we taught each child in several centers, the swimming children scored consistently much higher in approaches to learning, early math, language and literacy. Not only are these disadvantaged children learning life saving swimming skills, they have improved focus in the classroom, improved self-discipline and higher self-esteem. The Gift of Swimming has touched many children in our community, and most remarkably has touched the donors, instructors and everyone involved in The Gift of Swimming.

Your organization will reflect your mission and accomplishments. We have completed our fourth year and have reached the requirements of the IRS to remain a 501(c)(3) organization. Our amazing four years is a testament to the care in organizing, the incredible people who believe in our mission, and the dedication with which we work each day for these wonderful kids.

As you take this very rewarding step, enjoy the journey. You will meet some incredible people. Don't take no for an answer. Follow your heart and you will change the world for some very deserving disadvantaged children.  pediaswim@aol.com



Accelerated Learning in Infant Aquatics

By Kerre Burley

Director, Gould Adams Park Aquatic Centre - Owner, Ace Aquatics Owner, Gould Adams Park Aquatic Centre Swim School Logan, Queensland Australia given at WABC2007 Oct. 2, 2007 info@aceaquatics.com.au pdf of [PowerPoint Slides](#) in WABC online archive

For a topic that suggests rapid results and speed, it has taken over 35 years of teaching & studying to produce this ground-breaking merge of new technologies and blend of sciences: there is no doubt these principals are going to continue to evolve as our industry leaders (master swimming teachers) experience, document & share their discoveries and accelerated results with others.

NLP sciences in Aquatics- the most exciting opportunities to reach mastery levels.

- **Neuro** - The nervous systems taking in of reality through the five senses
- **Linguistic** - Become aware of how communication occurs within self and with others
- **Programming** - Understanding the mind is like a computer with thought patterns as the software discovering what programs are determining current experience.

Now what is it really??? In the context of our industry

An Attitude – curiosity & willingness to experiment. A Methodology – Modeling, continual experimentation. A trail of techniques – techniques taught as NLP

Instructors tip - Many great instructors already possess related qualities and instincts associated with NLP practices, although understanding these simple basic principals will help every teacher evolve to new levels.

The Accelerated Learning Program (Ace aquatics’ - royal flush) Includes a combination of several skills sets including

- NLP (Neuro Linguistic Programming),
- Neuro reprogramming,
- State elicitation & anchors,
- Linguistics, “learning styles”
- Creation technologies (Law of attraction)
- Sleptalk –Auto subconscious suggestion,
- Parental empowerment & influence
- The magical accelerated formulas, tips & observations.

Imagine generating results, with your children that earn you a reputation for excellence or consider doubling or tripling your clientele just through word of mouth? How does it work?

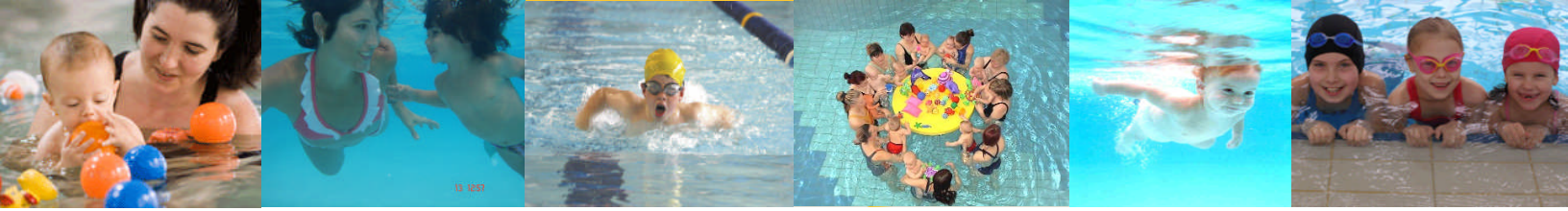
1. Create the perfect energy, environment & learning styles for success.

All learning is state dependant; therefore instructors must be able to elicit & elevate their own states and those of others. Be able to lead & pace energy levels during the classes. Old saying walk like a warrior, appear like an angel. Good positive and happy vibes are the ideal learning environment. (Ever had your infants pick up on your bad mood?) Example of states — happy, playful, excited, overjoyed, focused, relaxed, helpful, caring, eager, committed, serene. During a normal class you may need to be in several.

TIP TO GET YOURSELF IN A GOOD PLACE— Before your class. Think back to a time, where you felt good!

You were in love - You laughed so hard your face hurt- you got the giggles
 You had a long hot shower - There were no traffic or long queues at the bank/post office
 Your heard your favorite song on the radio - You could sleep in – you had a bubble bath
 Your in bed listening to the rain outside - You used a hot towel straight out of the drier
 You had a chocolate milkshake or ice cream or both - You laughed for no reason at all
 You overhead someone saying something nice about you- You winked at a cute stranger





. . . Infant Aquatics / Burley

2. Understanding the need for powerful positive persuasive language.

We all know that Children 0 – 7 are clearly in the imprint period, there for positive or negative suggestions given to young children, by-pass the critical and analytical conscious mind. In other words young children up to the age of 7 are still developed “reasoning or thinking skills “and cannot analyze or dismiss patterns of thoughts.

These suggestions are accepted straight into the subconscious where they immediately become *belief regardless of truth*. Now understand, our subconscious mind has an impeccable memory, remembering whatever the conscious mind has been led to believe since birth and never, ever forgets!

Extracts from Joanne Gelding (Author of *Sleeptalk*)

Children are our future and we must realize this with a sense of urgency, from the moment our newborn baby’s mind begins to operate, suggestion occurs. The most important factor for our small children is their self-identity & belief systems. We have an opportunity while our children are still in the developmental years of their lives to re-establish or correct negative suggestions which have previously been accepted as truth within their subconscious mind.

Remembering our children’s self-concept is formed by the age of five, and they lack the ability to reason as adults do. There is ample evidence that suggestions are being stored in memory before birth. Since this occurs before the memory banks that aid reasoning are developed, such impressions are very powerful. Even with re-evaluation, it can be very difficult to change a belief.

In adults, the information presented to the brain goes through a process of conscious and subconscious acceptance. Information may be accepted, rejected, or modified to suit existing beliefs. However small children do not have conscious, critical, analytical logic. There is no time to develop comparisons such as an adult may use. Therefore, our children accept suggestions readily. (The external stimuli of suggestions are not filtered through the barriers of logical appraisal before final acceptance because that logic has not yet developed.)

The conscious mind is always accepting suggestions from its environment, and without developed logic it transforms suggestions into auto suggestions which enter the storehouse of our children’s memory, becoming part of their belief system at the subconscious level. This is why our little ones are so impressionable, so easily influenced by those in authority and why their self-concept is formed so strongly by the age of five.

It’s reasonable to believe that a little one raised in a negative environment gains negative input and as a consequence starts life’s journey with negative and limited beliefs at the subconscious level. Conversely, a child in a positive environment receives positive inputs and has many more positive opportunities & experiences.

Cont’d

	<h3 style="text-align: center;">Splash About</h3> <p>Cloth diapers - diaper covers - mother and baby products - Colorful Swim Diapers Also check out their All-in-One Diaper that has a waterproof outer, easy closures, and choice of micro fleece or organic cotton terry flaps close to baby's skin. Also NEW! are their IMSEVIMSE water shoes - pink or blue - for tiny feet. All packaged for attractive resale. Quality merchandise, excellent service for swim programs of the same mind.</p> <p>Rose Kellman website: ImseVimse.us Tel. 1-615-662-2466 Fax 1-615-662-4779 P.O. Box 218037 Nashville, TN 37221 USA</p>
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Positive Talk, Manner, & Parent Help

(Cont'd from page 5)

Children don't consciously remember original suggestions. The first person in authority over a child is usually mum; dad and older children within the family. The next major authority is usually the child's swimming, kindy or school teachers. It's frightening that the impact of just one careless statement, made in a bad moment by someone in authority, can be so enormous.

Our children grow into adulthood not remembering the original suggestions or events consciously, yet are a victim of them. Children are not born with negative beliefs or a sense of limitations or lack! we box them in. However, it's very exciting that we can also influence our small infants and children with good positive beliefs. For example. "Johnnie, you are such a good listener, you will really enjoy going to school, and you're going to learn lots from your teachers." This one simple statement could have an impact that lasts a life time for Johnnie.

Tips for more appropriate language

- Having a zero tolerance for negations, sarcasm and negatives statements on pool deck (or in your whole world)
- Gently guide and educate parents. To positive language and behaviour patterns using your sphere of influence. Place resources or educational documentation in newsletter handouts or parents rooms.
- Really think of some positive statements pertaining to the children, you could use during your session regularly. It's never to late to learn – never too late to change

Just some of statements (& possible implications) we have heard parents saying to their small tots on pool deck. (We have no problems gently re-educating some of these parents)

- **How can you be so silly, stupid, clumsy etc etc?**

They are all loaded words that can be especially damaging to a child's self-esteem and confidence. Compound a belief they are not unconditionally loved.

- **Why can't you be a good girl?**

A negative label can become a self-fulfilling prophecy? Young Children cannot make the distinction between themselves and the behaviour so can start to form the belief of unworthiness.

- **Go away**

An angry dismissal by us can make our child feel unloved and unwanted

- **Shut up!**

Now apart from being impolite, degrading, controlling and demeaning, children will learn by a parent's example. They can begin to form the belief that their communication is important or unworthy.

- **Do it or else!**

This demand may not be continually motivating especially when it's something so vague and unspecific.

- **If you don't get out of that pool and come with me now, ill leave without you.**

This threat of abandonment as a discipline tool is a very negative and destructive approach to take it reinforces a fear that our young children already have – that parents might disappear and never come back.

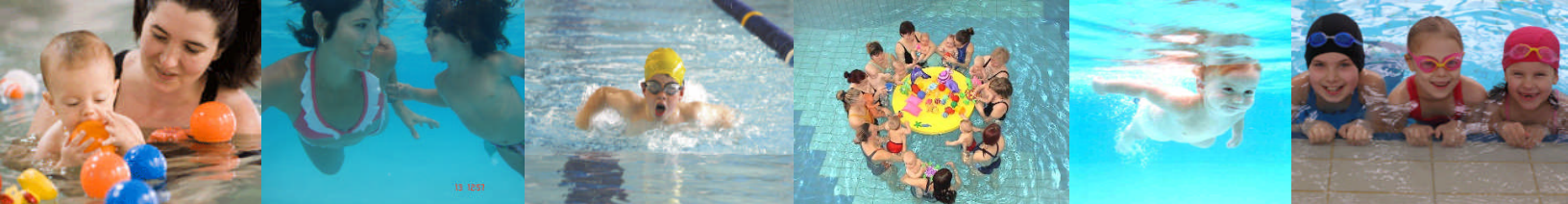
- **Why did I every have kids? Or Wish I could give him back?**

This message relays a feeling on worthlessness and unloved. It can be carried around often unconsciously into adulthood.

- **You're just like your father? Why can't you be like your brother?**

This can confuse, wound and hurt. Children can not interpret or understand the ambiguity of it all, especially if they see rejection or lack of love between their parents, but love to another sibling?

Instructor Tip—Learning to build deep rapport and NLP linguistic skills can greatly assist you communication preferred patterns with clarity and integrity. Become masterful, just a good or experience teacher is not good enough.



Centre

Infant Aquatics / Burley

3. Improve delivery to enhance, utilize and accelerated tips & learning styles

- Visual – large over the top actions,
- Kinesiatrics – cuddles – piggy backs- hands on demonstrations ,
- Auditory - For young children attach simple “feeling words” to shortened statements (kids understand the vibe) .I felt, I heard, I saw
- Ad - Engage the children by hooking the mind, Leave off the end of the sentence
- Repeat things, use catch phrases or poems the magic number is always 3.
- Use the infant feedback sandwich. (within 30 seconds if possible) What was right? What was fantastic? What was great? (Focus on their strengths)

4. Enlighten & nurture parental Involvement.

Anything is possible in the present of rapport, take the time to include your parents, regulate reports, give them feedback and assign tasks or skill sets to work on with the kids. Parents need to know the benefit of such a commitment. Educate them on the improvements they will see from their infant’s participation in increased activity and nutrition. Empower them to be part of the process.

5. Commit to the accelerated formula. 1, 24, 7.

When learning something for the first time—

On the first day - the information is layered in the short term memory. (Bear in mind the information will be stored with all senses attached.) If practise and revised 24 hours later – the same information will be stored in another part of the brain (mid- memory)

If the same skills are practised repeated & revived 7 days later – the information & all sensory attachments, gets stored into the subconscious memory and can be recalled at any time.

Recall—Small children can accomplish this, with ease so much faster than adults as they don’t hold limiting beliefs about their memory ability (provided they or have a conscious mind that gets in the way, like us oldies). And the most powerful gift of all, (Have you ever had a difficult infant and your just not getting through?)

“Sleeptalk” by Mrs Joanne Golding

Seek this sensational medium out, study it then encourage your parents to do the same How often we see parents struggling with small children and their inappropriate behaviours. ? This can be a secret weapon to success “. The results are outstanding. Encourage parents to take back control, unlimited beliefs & possibilities from parents. Children only get boxed in by our boundaries and limitations we place around them. The world is full of adults who were told they couldn’t do something as a kid.

Today we have just scratched the surface. There are many other NLP skills that work brilliantly in our aquatic environment, so my intention today is simply to assure instructors to become aware of new learning’s, new sciences & new skills that are out there.

Action Call - Don’t just rely on conventions or rest on your years of experience or intuition, start searching and discovering more skills available to you. Seek out, ground –breaking sciences, practices and use them to propel yourselves & others to mastery or even higher artistry levels & beyond. - **Kerre Burley** info@gouldadamspark.com.au ☎



IMSEVIMSE

Cloth diapers - diaper covers - mother and baby products - Colorful Swim Diapers
Also check out their All-in-One Diaper that has a waterproof outer, easy closures, and choice of micro fleece or organic cotton terry flaps close to baby's skin. Also NEW! are their IMSEVIMSE water shoes - pink or blue - for tiny feet. All packaged for attractive resale. Quality merchandise, excellent service for swim programs of the same mind.

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P.O. Box 218037 Nashville, TN 37221 USA

Early Swimming Increases Diarrhea Risk for Babies Researchers Say

By Michael Smith, senior staff writer MedPage Today and reviewed by Robert Jasmer, MD, Associate Clinical Professor of Medicine, Univ. of California, San Francisco.

NEUHERBERG, Germany, Oct. 2007 -- Babies taken swimming in public pools in the first year of life have an increased risk of diarrhea, researchers here said.

An observational study of more than 2,100 children in Germany also showed a trend toward more otitis media and respiratory diseases, found Yvonne Schoefer, M.D., of Germany's National Research Center for Environment and Health, and colleagues.

On the other hand, there was no increased risk of atopic disease, Dr. Schoefer and colleagues reported in the October issue of the *International Journal of Hygiene and Environmental Health*.

The finding is important, Dr. Schoefer and colleagues said, because of an increase in parents and infants taking part in what's known as "baby-swimming."

"Babies and young children are more vulnerable to toxins because their lungs and immune systems have not yet matured," Dr. Schoefer said

The idea of baby-swimming is not limited to Germany. USA Swimming this year launched a program aimed at getting kids into the water at a young age, as part of a nationwide water-safety initiative.

The German study looked at a prospective birth cohort of 2,192 six-year-olds and asked their parents when they had started to swim and what doctor-diagnosed illnesses they had suffered.

A multivariate regression analysis showed children who didn't swim regularly during their first year:

- Had a significantly lower risk of diarrhea. The odds ratio was 0.68, with a 95% confidence interval from 0.54 to 0.85.
- Appeared to have a lower risk of otitis media. The odds ratio was 0.81, but the 95% confidence interval --- from 0.62 to 1.05 --- crossed unity.
- Appeared to have a lower risk of respiratory diseases. The odds ratio was 0.85, but again the confidence interval -- 0.67 to 1.09 -- crossed unity.
- Had a significantly higher risk of asthma by age six, although there was no other clear association with atopic dermatitis or hay fever. The odds ratio was 2.15, with a 95% confidence interval from 1.16 to 3.99.

Dr. Schoefer and colleagues noted that the link with asthma could well be explained by reverse causality - babies who had breathing difficulties might not be taken to the pool in the first place.

"The study shows that allowing babies to swim is possibly not as harmless with regard to infections as has been presumed till now," noted co-author Joachim Heinrich, Ph.D., also of the research center here.

"Clearly, swimming (in pools) is associated with a variety of different illnesses," commented Michael Beach, Ph.D., acting associate director for healthy water at the CDC in Atlanta.

The problem is two-fold, he said. On the one hand, bathers often don't take showers before swimming, meaning they bring potential pathogens into what he called "communal bathing."

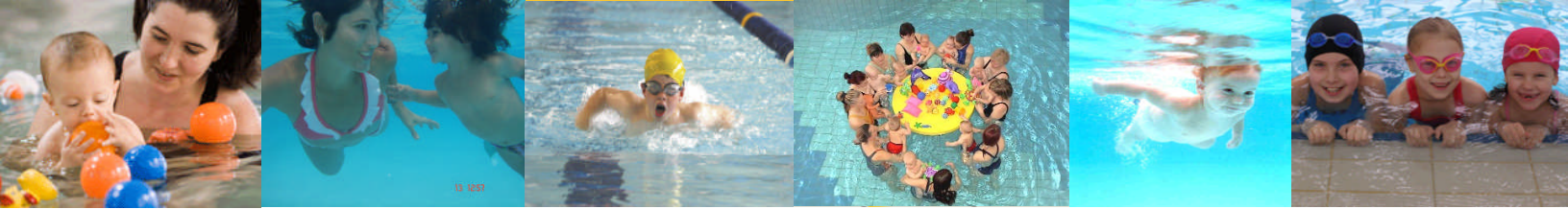
On the other hand, pools are often poorly maintained. A 2002 CDC study found that only half of pools that were inspected that year were free of health violations, although Dr. Beach cautioned that most violations were minor. Only about 8.5% of pools and 11% of spas were closed for health concerns, he said.

Interestingly, he added, there is no national standard for pool sanitation, although the CDC is in the process of drafting a set of model guidelines. Currently, though, most pools in the U.S. use between one and three parts per million of chlorine as a decontaminant.

The pools in the German study used about 0.2 parts per million of chlorine, the researchers said. ☺

Primary source: *International Journal of Hygiene and Environmental Health*

Source reference: Schoefer Y et al. "Health risks of early swimming pool attendance." *Int. J. Hyg. Environ. Health* 2007



Race to Have an Olympic Baby

By Addie Chan (chinadaily.com.cn)

Which baby will be the one whose cry will herald the 2008 Beijing Olympics? Ask their prospective parents have been taking action leading up to the opening ceremony.

For many Chinese couples, October is the right season to conceive babies, as they hope to have an "Olympic baby" delivered at 8:08 p.m., on August 8, 2008, the time when the opening ceremony will begin.

"Hosting the Olympic Games is a once in a blue moon chance," says a father-to-be surnamed Li in Guangzhou, the capital of South China's Guangdong Province. "If my wife is lucky enough to deliver an 'Olympic baby,' the luck means something more than family joy."

Li and his wife, two civil servants in Guangzhou, didn't battle the crowds of holidaymakers during the weeklong National Day holiday. Instead, like many other young couples, they chose to stay at home, trying to get their timing right and have a baby born on August 8.

"Even though I was off-duty, the past holiday was never carefree," complained Tao Lili, a renowned maternity doctor in Guangzhou. She constantly received calls for counseling on in vitro fertilization in this period or on selective births for 2008.

While the ambitious potential parents plan to celebrate the Games with a new addition to their families, host country China is bracing itself for a baby boom. The first generation born under the one-child policy has reached the age of childbearing. And also, a mixture of traditional superstition and new trends has led to an abnormal surge in the population.

The year 2000 saw over 36 million "millennium babies", nearly doubling the number in 1999 and 2001. Seven years later, the country is witnessing a new rush of baby deliveries since February 18, the beginning of the lunar New Year, the Year of the Pig. Many couples are trying to have "piggy babies" so that they will have a happy and prosperous life in the Year of golden Pig, as the animal sign coincides with gold, one of the five elements on earth.

As a result, the number of newborns is expected to hit 20 million this year, according to Xinhua new agency. And with the "Olympic baby" fever, the numbers of babies will be even higher.

The baby boom has already started to put strains on schools and hospitals and later on, job markets. Experts warn irrational selective births could result in a shortage of social resources.

"The birth rush will create a series of shortages starting from when babies are born to the time when they look for jobs," said Yu Hai, a sociology professor in Shanghai-based Fudan University.

Last year, when "millennium babies" reached school age, schools around the country were reportedly packed to capacity. Primary schools in Lanzhou, capital of Northwest China's Gansu Province, saw a jump of enrolment numbers by 10 to 30 percent in 2006. ☺



A nurse massages newborn babies inside a children's hospital in Xining, in northwestern China's Qinghai province.



Swim Lessons University

Your guaranteed blue print for teaching children to swim. The Swim Professor, Jim Reiser has created a wide variety of products that can help you improve the teaching - learning process in your learn to swim program. Products range from DVD's demonstration teaching strategies and progressions to print materials such as lessons plans & water safety materials to learning equipment for you to use as well as sell to your program parents. **Take a look at our website for our new products !**

Jim Reiser, M.S. website: SwimLessonsUniversity.com
 Tel: 1 866-498-7946 toll free swimprofessor@sc.rr.com Free: 888.333.4647
 P.O. Box 290760 Columbia, SC 2929 USA

Olympic / China—Water Cube & Bird Nest

China's National Stadium, right, and National Aquatics Center, the main venues for athletics and swimming competition at the 2008 Olympic Games, are seen in Beijing. The National Stadium, known as the Bird's Nest for its elaborate network of steel girders, will host the opening and closing ceremonies, and athletics and soccer competition at the games, which open August 8. The National Aquatics Center, known as the Water Cube, will host swimming and diving competition. (AP Photo/Greg Baker)

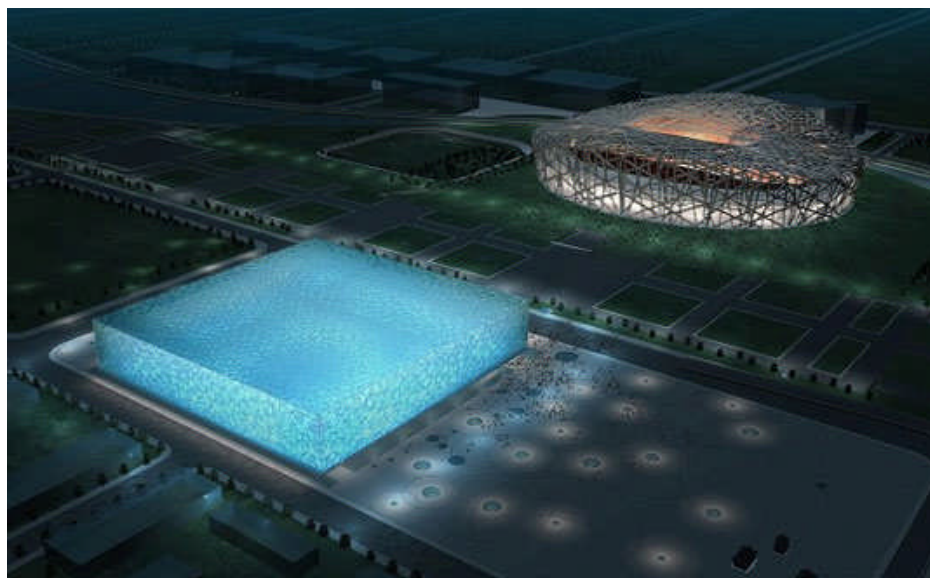
“Our ‘Watercube’ concept is a simple and concise square form that ultimately uses the water bubble theory to create the structure and building cladding, and which makes the design so unique. It appears random and playful like a natural [system](#), yet is mathematically very rigorous and repetitious. The transparency of water, with the mystery of the bubble system, engages those both inside and out of the structure to consider their own experiences with water,” says Andrew Frost, Director of Sydney-based design firm [PTW](#).

With all the new construction going up in China, it’s easy to lose track of “one more cool-looking” building. But [PTW’s](#) National Swimming Center for the 2008 Olympics in Beijing exemplifies what all this new construction should aim to be: beautiful, functional, forward-thinking, and most importantly, a good example for future development in a nation whose growth appears to know no bounds. The design, which won a competition in 2003 and will sit adjacent to [Herzog and DeMeuron’s main stadium](#), boasts a striking blue “bubble” aesthetic, which is both eye-catching and indicative of the function it houses (we love this interior-exterior architectural connection).

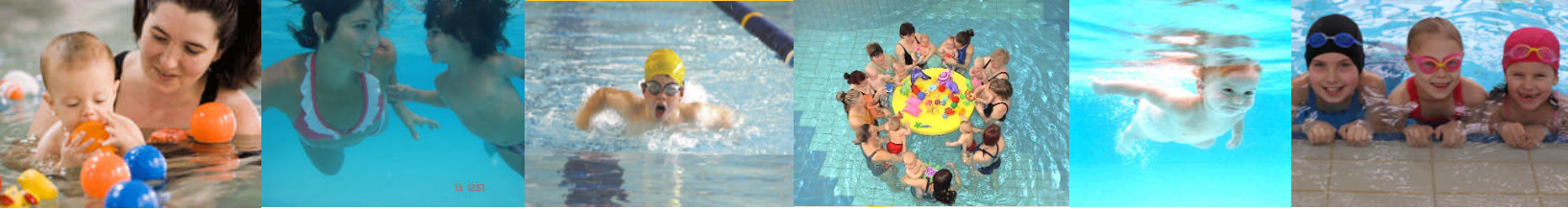
Known as the “Watercube,” [PTW’s](#) design is a basic box, juxtaposed with an organic “bubble” structure that makes up the building cladding. The bubbles are both organic (in form) and highly-scientific, constructed based on actual arrangement of organic cells and the natural formation of soap bubbles.

“Our ‘Watercube’ concept is a simple and concise square form that ultimately uses the water bubble theory to create the structure and building cladding, and which makes the design so unique. It appears random and playful like a natural system, yet is mathematically very rigorous and repetitious. The transparency of water, with the mystery of the bubble system, engages those both inside and out of the structure to consider their own experiences with water,” says Andrew Frost, Director of Sydney-based design firm [PTW](#).

The skin’s material is just as innovative, its structural properties made possible by a lightweight and transparent Teflon called [ETFE](#). The particular species of Teflon is designed to react to changing light conditions, which will create stunning visual effects for both visitors to the Watercube and to millions of TV spectators.



The Water Cube and The Bird Nest structures for aquatics and stadium events for the Olympics

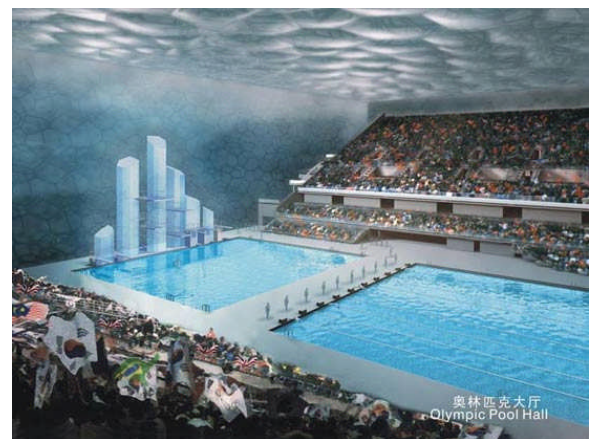


And if you're wondering about the green-ness of the Watercube, [PTW](#) has brought in [Arup](#), the highly-respected engineering firm to make the structure as efficient as possible. "Swimming centres require a lot of heating, but by cladding the building in high-tech ETFE cushions, we have developed a very efficient green house. 90% of the solar energy falling on the building is trapped within the structural zone and is used to heat the pools and the interior area," says Kenneth Ma of [Arup](#).

The 830 million yuan (\$110.7 million / 71.4 Eur) National Aquatics Center aka Water Cube in Beijing is financed by overseas Chinese. The millions that overseas Chinese poured into the Beijing Games certainly helped China to stage the best Olympics in the history of the Games. There are roughly 60 million overseas Chinese around the world, who Liu Jingmin, executive vice president of the Beijing Organizing Committee of the 2008 Olympic Games (BOCOG), said could do more for the Games that is scheduled to open on Aug. 8, 2008. 🌐



100,000 square meters of the Teflon-like translucent plastic ETFE



Diving towers at one end of the Water Cube



Often simple blue but at times multi-colored



Aquatic Consulting Services

Alison Osinski is the principal-owner of Aquatic Consulting Services, located in San Diego, California, specializing in aquatic risk management, and aquatic facility design, management and operation. Services include: site inspections, pool design and renovation projects, staff screening and selection, lifeguard audits, expert testimony, equipment specification and testing, solutions to water and facility problems, pool operator training and certification courses, and water quality analysis.

Alison Osinski Ph.D. website: AlisonOsinski.com

Tel. (619) 602-4435 alison@alisonosinski.com

1220 Rosecrans Street #915 San Diego, California 92106 USA

Alexander Technique & Swimming in Spain

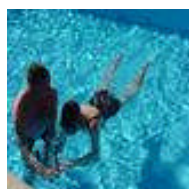
By Ian Cross—*Swimming Without Stress*, United Kingdom

For a week in August 2006 I attended John Hunter's Alexander Technique summer school for teachers and pupils in the Spanish mountains near Barcelona. It was a very positive experience that proved something to me about the value of learning the Technique.



Learning the Alexander Technique involves a gradual process of change. The process is different for everybody but it takes time to understand your habits, to accept the need to change and to learn to think differently rather than *do* something in order to be more free. For me certainly it is a slow process. I get glimpses of my potential to be less bound by my habits. Sometimes, when I make a decision to stop before doing something and to think myself *up*, I notice my breathing open up and freedom of movement takes me by surprise. But half an hour later I may be tearing my hair out because my modem isn't working or my child won't get dressed and my will to use the Technique seems to desert me. It is sometimes difficult to know if you are really getting anywhere with the Alexander Technique because the changes that happen are subtle.

So it is good to be in a group of people all in the same boat. The group in Spain was a mutually supportive group.



Because everyone was working to the same principles, there was a positive upward energy throughout the week that I hadn't previously experienced, or at least allowed myself to be part of. It was a privilege to be with Elisabeth Walker, aged 92, who trained with Alexander in the 1930s. All week she showed us poise, cheerfulness and love for humanity. She was also up for swimming every day in a colder than normal pool and was keen to improve her front crawl!

It was the work with the other teachers and pupils of the Alexander Technique in the water that made the biggest impression on me about the value of the work. Most people, including Alexander people, have an instinctive fear of water which makes letting go into its support and managing the process of breathing challenging. To build trust in the water and to learn counterintuitive movements that make you swim more efficiently can take a lot of time and mental effort. The Alexander Technique is a useful teaching tool because it can help you encourage people to focus on preventing unnecessary tension. With your hands you can also guide people into a new experience.

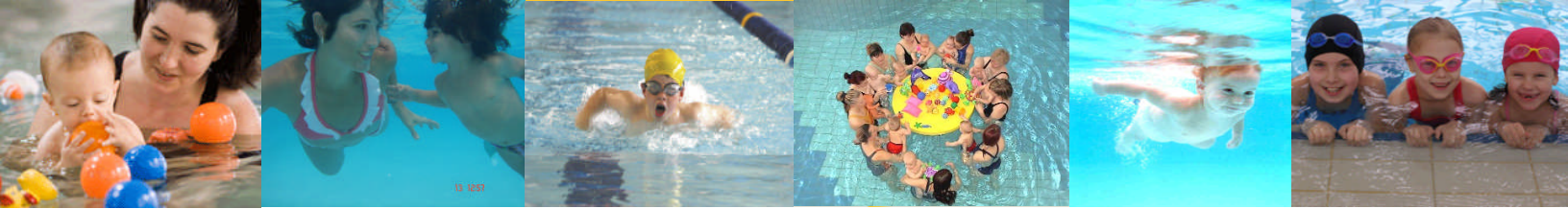
Steven Shaw once told me that the Shaw Method is "the Alexander Technique in the water from beginning to end." And I try to follow his lead. But, again, it is difficult to know as a swimming teacher whether the pupil really is learning the Alexander Technique in the water. Most of my pupils come to me because they want to learn to swim. Not many are interested in embracing the process of change that is the Alexander Technique. I still feel that what I am doing has value because, if I can point out to someone that, for example, a free neck will help them move forward better than a stiff one, they are learning something about the Technique

But at John Hunter's summer school I worked for a few hours every day with people who were already engaged in the process of learning the Alexander Technique. And what I saw clearly was that the more experienced Alexander Technique practitioners were a remarkably different category of learner. Pupils rather than teachers were also streets ahead of the average learner.

John Hunter himself was first to come to the water for a lesson. He was practically a non-swimmer and acknowledged he was nervous of the water. He was soon breathing into the water and gliding independently but not without some difficulty getting the hang of the breathing. He quietly stuck at it. Within a few hours, he was swimming breaststroke, comfortably getting his head out of the water to inhale. For nervous swimmers this is one of the most challenging skills and usually takes considerable time and support. The speed with which he got it was something I would not have thought possible.

Elisabeth Walker, at 92, at first, looked like an old woman in the water. Her breast stroke breathing seemed a little rushed and I wondered if some of her movements were restricted by aging joints. In fact, she just needed to be shown the movements and she was soon swimming the breaststroke like a 20 year old. She was remarkably open to change and responsive to new ideas, delighted to know where she was going wrong. To have such a responsive pupil at any age would be a joy but to teach her was an experience I will never forget.

All the other AT teachers and pupils I worked with were notably quick to get new movements. I was constantly seeing people learn new movements, which gave them a different relationship with the water, in minutes where it normally takes hours. "It just goes to show that what we're doing has value," said John Hunter. For the first time in eleven years of the work, I am starting to really believe this so thank you, John Hunter. I even learned a bit of Tango one evening. I wouldn't have thought that possible a few years ago.



What is the Alexander Technique?



Named after its founder, FM Alexander (1869 – 1955), the Alexander Technique is a practical method for developing kinaesthetic awareness, co ordination, balance and poise. It helps us eradicate harmful habits and redirect energy so we can move more efficiently and breathe freely. It develops our ability to think our way out of unnatural movement patterns.

How can the Alexander Technique help my swimming?

In the Alexander Technique we attempt to stop interfering with the proper relationship between head, neck and back in movement and during rest. When we go wrong in the water, the pattern of unwanted tension that frequently occurs in daily life is magnified, particularly if we have any anxiety about the process of breathing, which most of us do.

Under stress we all stiffen our neck, pull our head into our torso, shorten our spine and narrow our shoulders. As a consequence, we tighten our limbs and, most significantly, hold our breath. Alexander talked about “the true and primary movement in each and every act”. This means keeping our neck free so that our head leads our spine into length, instead of clamping down on it, and our back widens so that breathing is ongoing and unforced. The improved awareness that the Alexander Technique gives us can help anyone wishing to improve his or her relationship with water.

For non-swimmers or nervous swimmers the Alexander Technique is an essential tool. Before you can swim you need to be at home in the water. The Alexander Technique gives you the means to focus on the fundamental skills of letting the water support you, allowing yourself to breathe and keeping calm throughout the process of gliding and regaining your feet.

More advanced swimmers wishing to swim faster need to work primarily on technique. In order to improve, it is important to become aware of the unnecessary tension getting in your way. People in swim training programmes often focus on target times and distances to improve speed without properly addressing their technique. Triathletes enjoy exercise but the nature of the sport means you don’t have much time to really think about quality of movement. Few triathletes are technically brilliant in all three disciplines of swimming, cycling and running. Freedom of movement when pushing boundaries of human endurance happens only for the very gifted. Examples of athletes with natural poise are Ian Thorpe, Muhammed Ali and Sebastian Coe.

Alexander Technique teacher Patrick MacDonald said, “All strenuous exercise will reinforce the existing co-ordination of the body or lack of it. The amount of mal-coordination present and the strenuousness of the exercise will determine the good or harm that will result.” (*The Alexander Technique As I See It*, (Rahula, 1989) ☺)

For a the Alexander Technique website plus a couple of learn to swim programs featuring the Alexander Technique applied to swimming see . . .

Alexander Technique <http://www.alexandertechnique.com/>

Swimming Without Stress <http://www.swimmingwithoutstress.co.uk/sws/>

Art of Swimming <http://www.artofswimming.com/> the Shaw Method—an application of the Alexander Technique



Adventure Swim.Com

AdventureSwim.Com has developed from round the world explorations - products cover a broad range of supplies to help students in any exciting learn to swim program.

- Kick-Speed-Peekaboo and Mini Play Boards — Swim diapers, swim caps & flippers
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1332 Scotsbury Circle Knoxville, TN 37919 USA

Potomac Swim School Develops . . .

By Donna Boone, Founder & President

I opened my swim school in Ashburn, Virginia in December 2003, realizing an entrepreneurial dream I've had ever since I swam competitively in high school. By April, I had signed up nearly 800 students—almost exactly what I projected in the business plan I developed with my angel investors. Within the next five years, I hope to open four additional indoor swim schools located throughout the larger Washington, D.C. metro area: two in Northern Virginia, one in Maryland, and perhaps one in West Virginia.



I have always wanted to build a business. For me, nothing is more exciting than the prospect of taking a small but important seed—me and my talents and skills—and transforming it into a significant organization with its own personality and character. While a “Mom and Pop” operation or a “lifestyle” business might have its attractions, that's not for me.

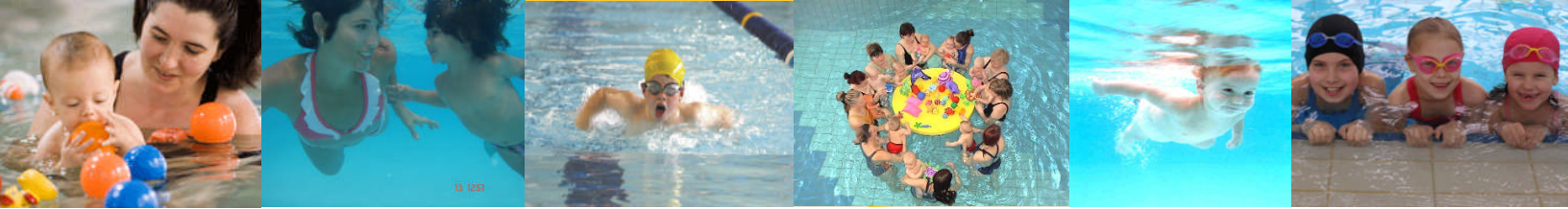
Building a business internally from small and local to regional and growing – as I am doing with [Potomac Swim School](#) – requires concrete actions. The specific actions will be different for each kind of business, but they all revolve around one core principle: think regional, plan and manage local. (The same principle applies when moving from regional to national, or from national to global. Think national, think global, but always, always plan and manage local.) In other words, while acting with an eye to the future, never be anything less than fully committed to the customers and other relationships you have right now.

What follows is a look at the four growth strategies I've integrated into my business, and how this fundamental principle is integrated into each.

Choose the right market. Competition is great. But let's face it: A lack of competition is even better. While I always knew I'd start a private swim school, I didn't know exactly where. I did know the area had to be affluent. I also knew that it had to have a relatively high proportion of stay-at-home parents, those with the time to shuttle their children to and from swim classes. In my research, I found that all of the country's metro areas had the right demographics, but that only the Washington, D.C. area lacked a private swim club. That answered the market question for me. If I did it right in Washington, D.C., I would have an entire regional market to myself.

Keep existing customers happy. For two years prior to launching my business, I taught swimming at a private health club in Tyson's Corner, Virginia, in the heart of Washington's booming suburbs. I deliberately chose to keep my student roster small to maintain a high level of individual attention and specialized instruction. If parents were going to pay me to teach their children to swim, I was going to justify their expenditures. The reason was simple: I was building my reputation for the day I opened my own school. As a new business owner, I would have to make the most of my limited marketing dollars. Direct mail and limited public relations were all I could afford. Word of mouth – or “viral” marketing, as it's called in the trade – would have to do the rest. In other words, the trick was to insert my sales pitch into a network that would deliver my message for free. For a child-centric business, few networks are as powerful as parents. They can and do make or break such enterprises, much in the way “foodies” make or break a new restaurant.





. . . Think Regional, Act Local

Leverage new communications tools. Combine a satisfied network of customers with today's Internet-related communications technologies, and you've upped your growth potential geometrically. In Washington, D.C., for example, many stay-at-home parents communicate through local newsletters with names such as *Haverford Happenings*. These publications, which cover streets, neighborhoods, towns, or even entire metro areas, can function as the building blocks of your viral marketing efforts. As for my business, a satisfied parent, whose daughter had taken my swim class, sang my praises in a bi-weekly newsletter called *Family News*. The result: an influx of 36 of my first students. This is far from an isolated example. Augmented with chat rooms and Web logs, or "blogs," these vehicles provide a far-reaching, direct – and free – method for leveraging satisfied customers into an ever-increasing flow of new customers.

Hire with an eye to later roles. Apart from satisfied customers, a growing company needs skilled and competent managers whom founders can trust. Here again, the fundamental of thinking regional, acting local comes into play. At present, Potomac Swim Club is poised to exceed the targeted projections set in my business plan, allowing me to consider a second club sooner than I had anticipated. However, I must first find a manager with whom I am comfortable sharing authority. This is a classic stumbling block for entrepreneurs seeking to expand companies. In my case, I expect to promote from within, which means I must hire with an eye to developing managerial talent. No longer can I view employees merely as part-time swim instructors. Instead, I must look at them – and treat them – as potential managers, even partners. I must consider whether they are individuals as committed as I am to both swimming and the school and to learning the business from the ground up.

My experience thus far convinces me there are always significant untapped markets waiting for the right entrepreneur to service and transform into a substantial, growing enterprise. But growth itself is hard. The trick is to tackle those markets with an eye to a larger future, while never forgetting that discipline, commitment and consistency in the present lay the groundwork for continued growth.

About this author:

Donna Boone is the founder and president of the Potomac Swim School in Ashburn, Virginia, the only year-round, private, indoor swim facility in the Washington, D.C. area. The school provides instruction in groups of four or fewer children aged six months to eighteen years. Twenty-one part-time instructors serve 800 students, and Boone expects to open additional swim facilities in the metro Washington region. A competitive swimmer in high school, Boone was a lifeguard at the University of North Carolina, graduating with a B.A. in English and political science. After successfully establishing an instructional swimming program at a large health club, she eventually opened her swimming school. Boone also holds a M.Ed. from George Washington University. 🌐

Source: Ewing Marion Kauffman Foundation



José Fontanelli Named to 2008 Virginia Hunt Newman Award

Swimming teacher José Fontanelli has a passion for baby swimming. And the word ‘affectionate’ describes his manner in having taught tens of thousands of young pupils over the past 40 years in his homeland of Sao Paulo, Brazil. ‘Fonta’ as he is called loves his babies!

Fontanelli uses research and techniques in a variety of disciplines to speed their development and enhance the comfort of students and their parents who accompany them in the pool.

Research has shown that children in utero recognize different people outside the womb and their mother’s reaction to those people. Applying this, Fontanelli was among the first in the world to extend the ‘starting time’ for a baby swimming to the pre-natal period – where expectant mothers come to the pool for movement and exercise experiences. Mother benefits and at the same time becomes comfortable with the pool classroom and with the teacher. After baby is born the mother returns for ‘baby & parent’ classes, and mother is well at ease and can concentrate on baby and the class program.

Research has shown that special difficulties during gestation and child birth are associated with future problems of socialization within children. Fontanelli asks mothers about their pregnancy and delivery to better know the child.

Both parents join baby in pre-natal and beginning classes at his Fontanelli Swim Club. Classes are relaxed. Fed during class again a blending natural ways within his aquatic classroom. Laughter, song and activity are primary components. The joy created makes learning to swim inevitable.

Fontanelli has authored the book *Between Pleasure and Technique* – focusing on aquatic development of babies and toddlers. He has been featured in newspaper and magazine articles and is often a presenter at swim teacher conferences throughout Latin and South America.

José has trained numerous teachers in his affectionate, child-centered, non-traumatic methods and has been the organizer of numerous educational conferences and training clinics on baby swimming and water exercise for pregnant mothers. ◊

