

TOTAL AQUATIC PROGRAMMING LLC



Colorado Springs, CO. 2021

BUILD A POOL +
Design • Develop • Deliver

2021

CONFERENCE



Colorado Springs

August 17 - 20, 2021

www.totalaquatic.llc

About the BAP + Conference

Mission and Vision: Total Aquatic Programming will host a “one stop shop” conference for potential clients who are interested in building, renovating, programming a new or current aquatic facility.

Target Audience: Architects, Engineers, Consultants, City & School Officials, Swim Club (parents & coaches), Business Entrepreneurs, other interested individuals from the Learn to swim, Aquatic Fitness and Therapy industry

BAP + Format: General Sessions and Break Out Sessions

Exhibitors: Will be in the same room as the General Sessions.

The 3 D's Process

Total Aquatic Conference – An informational encounter like none before.

For the first time there will be a broad spectrum of information and education all in the same place. A unique opportunity to network and socialize with the top aquatic experts in the country. Whether you are investigating the possibility of building a new aquatic facility, renovating or expanding an existing facility, or taking existing aquatic programming to a new level of service and sustainability, this is the one conference you won't want to miss.

Planned programming evolution is necessary for a facility to exist in the unpredictable economics and social expectations of tomorrow. But Evolution does not have to mean Revolution. We believe in “Programming Precedes Design” and all planning needs to go through the “Design-Develop-Deliver” process.

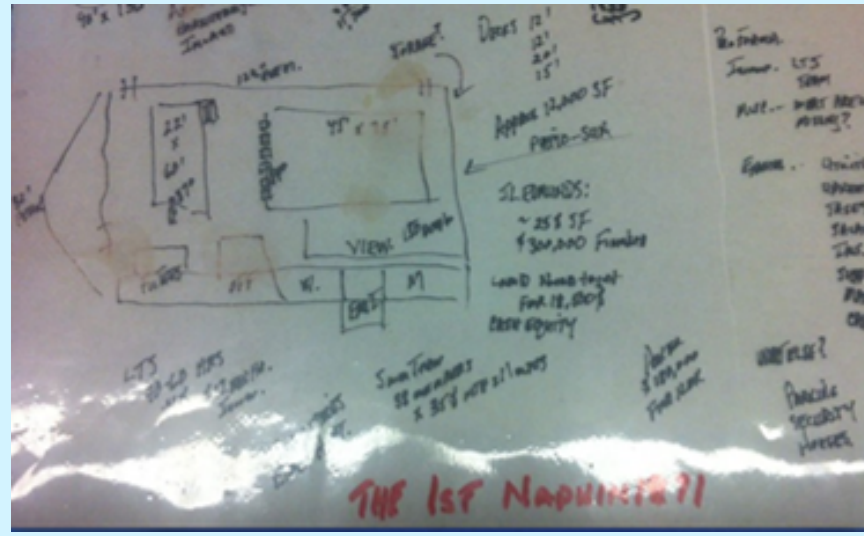
Design = Pool and building design decisions need to be cutting edge for operational efficiency and customer experience. These presentations will follow a similar format that made the Regional Build a Pool Conferences so popular and effective. Actual success stories will be part of the information.

Develop = From marketing to fundraising options to financial sustainability, both new and existing projects will hear multiple ideas that makes you Do Business of Aquatics Better!

Deliver = Programming is the foundation that makes or breaks an aquatic facilities budget. Multiple options will be presented based off the 4 Pillars of Aquatic Programming; Learn to Swim – Adult Aquatic Programming for Health & Wellness – Aquatic Therapy – Recreation and Aquatic Sports. All options include both private and public pool models.

August 17 - 20, 2021

Swim Coaches turn into Aquatic Entrepreneurs Now 55 years later they are Aquatic Advocates for Aquatic Facilities and Aquatic Professionals



Our story starts on August 20th, 1966, our wedding day. Mick and I were two young people who didn't really know what we wanted to be when we grew up or what was possible. We've had our share of designing, developing, and delivering ideas together since the day we married and we've traveled very far from our roots in a small backyard pool teaching local kids to swim.

In 1972 Illinois Swimming gave us an opportunity to attend and work at the Olympic Trials in Portage Park, Illinois. What I remember most about that experience is that Mick and I were inspired to start thinking how we could give children in our hometown the opportunity to maybe one day compete in the Olympic Trials. By the last day of the trials the excitement of watching swimmers perform and famous swim coaches guide them had our minds racing and had us motivated.

As it turned out, we were in transition as a couple. Not entirely happy with work prospects and uncertain how we could set goals for our family and engage in meaningful work, we were open to just about anything that might allow us to be with our children and not miss any milestones because of being away at work. It occurred to us that we maybe wanted to be something else other than just a nine to five employees. It occurred to us that maybe we wanted to be parents as much as we wanted to be creatively involved in the lives of other people.

Looking back most of our big decisions were forced by the hand of necessity as well as our desire for making our own opportunities. After the 1972 Olympic Trials were over and we were heading back home, we stopped at a restaurant and ended up deep in conversation about how could we build a pool, teach swimming, and grow our current swim team. A goal was born and it felt possible.

We were already teaching swimming from a small 20' x 40' pool in Mick's parent's backyard. Early on we knew we had to sell our idea and our vision if we were going to make it out of the dreaming phase and into the design phase. We garnered the support of Mick's mother as business partner. We drafted a business plan that included not just teaching swimming lessons but also building a swimming team. During the dream phase of our planning, we started gathering information and getting advice from other businesspeople. We faced endless skepticism and we heard the word "no" a great deal, but eventually with a clear vision we had the support we needed. We've been designing, developing, and delivering ever since. The story is ongoing Stay tuned for what we really want to be when we grow up!

What you will learn at the Build A Pool + Conference from us and our "Dream Team Presenters" is this: The dream phase should not cost you an arm & a leg and should lead you to find the best providers to help you design - develop - deliver your dream pool business.

If you are looking to build a learn to swim business or an aquatic therapy business or a one stop shop business that incorporates all of the 4 pillars of programming you will want to register today and we will see you at the Great Wolf Lodge in Colorado Springs, Co August 17-20,2021

Register now to hear the rest of the story
Sue & Mick Nelson

Our Story

Build A Pool + CONFERENCE HOTEL



2021 BAP + Conference will be held at: Great Wolf Lodge Colorado Springs
9494 Federal Drive | Colorado Springs, Colorado 80921
Office: 719-284-5098
www.greatwolf.com/meetings

INDIVIDUAL RESERVATIONS:

Each individual guest must make their own reservations by calling the toll-free Central Reservations Department at 1-844-554-9653 by **[07-27-2021]**. You must identify yourself as members of the Group, with Reservation code **2108TOTA**. All reservations must be guaranteed by the individual and accompanied by a first night room deposit or guaranteed with a major credit card.

Room Type & Rate

Deluxe Queen Suite - \$120.00

The room rate is for 1-4 guest in the room. Each additional person is \$50.00. The hotel is waiving the \$29.99 resort fee.

Special Concessions "Just for You"

- 10% deposit is waived as long as a credit card authorization for is submitted.
- The group rate is offered to the group guests for 2 days prior to the event and 2 days after the event

SUITES

Check out the different suites provided

- Standard Suites
- Themed Suites
- Premium Suites

Make Your Reservation

You will be able to make your reservation either by calling the central reservation line at 800-559-9653 or go to <https://www.greatwolf.com/colorado-springs> and use the reservation code **2108TOTA** to receive the group discount.

Cut-Off Date

The cut-off date for the hotel reservations is **July 27, 2021**. Reservation requests received after the cut-off date will be based on availability at the hotel. The hotel will continue to accept reservations after the date at the prevailing room rate.

Check-in / Check-out

Check-in at 4:00pm and check-out at 11:00am. Guests arriving before 4:00pm will be assigned a rooms as they become available. Any attendee wishing special consideration for late check-out should inquire at the hotel front desk on day of departure.



Check out the Themed Suites

Hotel Dining & Water Park Information

Barnwood



Cocktail hour is calling
Barnwood offers craft cocktails in a fully
themed rustic setting.

Hungry as a Wolf



Great food for the whole pack.
Large pizzas, salads and pasta dishes
the whole family can share.

Buckets

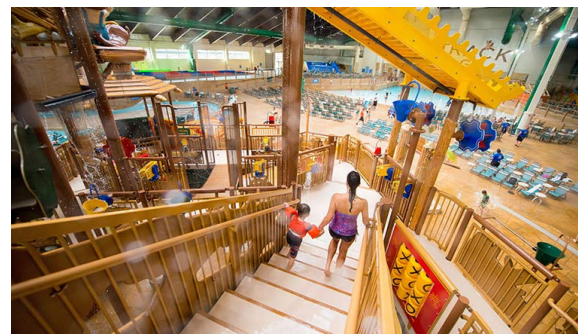


Buckets Incredible Craveables
Delicious food without leaving the water park.

And Many More

- Ben & Jerry's
- Dunking Donuts
- The Watering Hole
- Loose Moose Family Kitchen

The Best Indoor Water Park In Colorado Springs



Something for everyone in the family

Alberta Falls
Slap Tail Pond
Whopping Hollow
Cub Paw Pool
Chinook Cove

Totem Towers
Big Foot Pass
Howlin' Tornado
Wolf Trail
Mountain Edge Raceway

What To Do In Colorado Springs



[Click here for more](#)
[Great COS Adventures](#)

Build A Pool + Conference August 17 - 20, 2021

Great Wolf Lodge® Colorado Springs

Complimentary high speed wireless Internet access



It is a one stop shop for all of the participants of the Build A Pool + Conference

BAP +
Table Top Displays



Pre-Function
Space for receptions, registration &
table-top exhibits



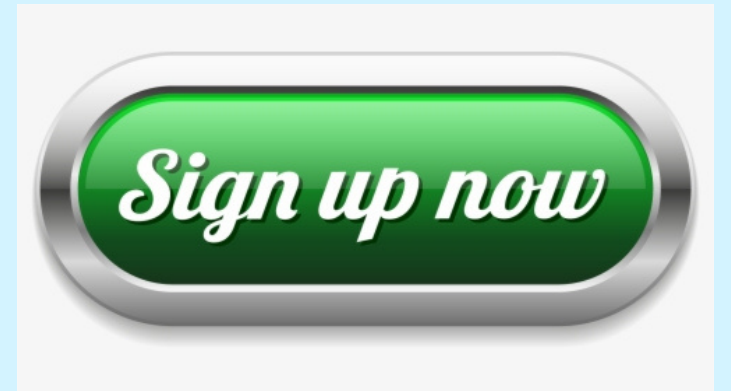
Northwest Territories
Breakout Rooms



White Pine Ballroom = General Session



TRANSPORTATION from Denver (DIA) OR Colorado Springs (COS) AIRPORTS



Turtle Palace Shuttle is Colorado's Premiere Ride Share Service for the Build A Pool + Conference. You must make a reservation ahead of your arrival date to receive the discount offered by TPS.

Service from DIA

Cost: One Way \$125.00 flat fee up to 6 passengers / BAP discount \$110.00

Service from COS

Cost: One way \$75.00 flat fee up to 6 passengers / BAP discount \$65.00

Call directly: 719-649-9257

Email: turtlepalaceshuttle@outlook.com

Website: turtlepalaceshuttle.com

Airport Information:

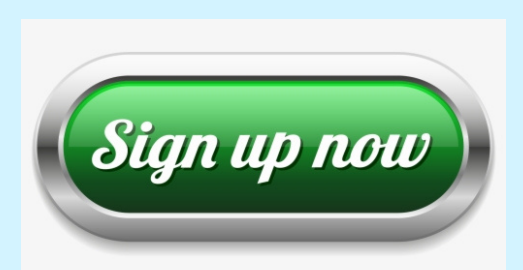
Colorado Springs Airport is 31 minutes (20.6 mi) to Great Wolf Lodge
Denver Airport is 60 miles to the Great Wolf Lodge

From I-25S: Follow I-25 S to Interquest Pkwy in El Paso County. Take exit 153 from I-25 S. Continue onto Interquest Pkwy for .5 mile. Use the left two lanes to turn left onto Federal Dr. In 1 mile enjoy, Great Wolf Lodge Colorado, Springs, CO.

From I-70E: Follow I-70 E from UT-29 E, UT-10 S/State St and Co Rd 803. Continue on I-70 E to El Paso County. Take exit 153 from I-25 S. Continue on Interquest Pkwy. Use the left 2 lanes to turn left onto Federal Dr.

From I-25N: Follow I-25 N to Interquest Pkwy in Colorado Springs. Take exit 153 from I-25 N. Continue onto Interquest Pkwy. Use the left 2 lanes to turn left onto Federal Dr.

From I-70W: Follow I-70 W to exit 76 for US-40 W toward Oakley/Sheron Springs. Follow US-40 W and CO-94 W to US-24 W in Cimarron Hills. Turn left onto US-40 W. Turn right onto US-287 N/US-40 W. Turn left onto CO-94 W. Take CO-21 N to CO-83 S in Colorado Springs. Use the left 2 lanes to turn left onto US-24 W. Take the exit onto CO-21 N/N Powers Blvd. Keep left to continue on CO-21 N. Take Interquest Pkwy to Federal Dr. Turn right onto Federal Dr.



Official Transportation Provider of BAP +

CONFERENCE REGISTRATION

As the current 2019 novel coronavirus (COVID-19) continues to evolve, we would like to assure you that we are closely monitoring information from the center for disease control and prevention and other health organizations. We will be working with the hotel to offer the safest environment during your stay at the Great Wolf Lodge in Colorado Springs. Before arriving you will receive updates on how to the hotel will be handling check in for the safety of everyone.

Attendee Registration

- Early Registration: \$299.00 - Register by February 1 to April 15, 2021
- Regular Registration: \$399.00 - Register from April 16 to August 2021
- Group Registration: \$259.00 per person - Register by February to August 2021
 - Registration discount for 2 to 5 individuals
- Friday ONLY - Programming Workshop Registration \$119.00
 - Limited seating register early
- On Site Registration: will incur an additional \$50 processing fee

CANCELLATION POLICY

Cancellation will be on case by case basis.
Contact Sue Nelson at Sue@totalaquatic.llc



Programming Precedes Design

2021 BAP+ Exhibitor Registration Information



\$1500 for all sponsorship opportunities

By Sponsoring the BAP + Conference, T.A.P. will promote all year long “The Dream Team” and your companies through Social Media and share your information to registered attendees of all Build A Pool Programs.

Special Event sponsors receive the following:

- Sponsors signage at registration table and at special event being sponsored
- Counsilman Hunsaker CENTER STAGE session
- Web link to your company on TAP-LLC web page – reciprocity appreciated
- Exhibit Hall table at BUILD A POOL +CONFERENCE
- Your company's flyer information added to flash drive that goes to all Virtual Build a Pool attendees through-out the year
- Power-point slides highlighting your company in all BAP conference presentations
- Referrals to your company from TAP-LLC on all relevant inquiries

Exhibitor Registration Fee

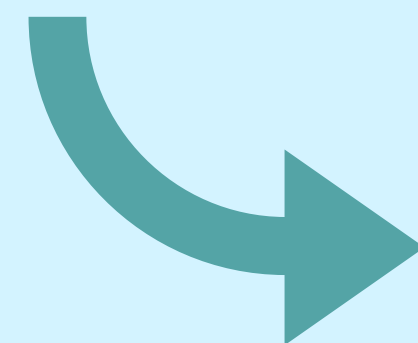
Refunds will be discussed on a case by case basis
Contact Sue Nelson sue@totalaquatic.llc

Exhibitor's registration comes with TABLE, 2 CHAIRS, 2 CONFERENCE REGISTRATIONS

- **Early Early** Registration: \$499.00 (when registering February 1st to April 15th, 2021)
- **Early** Registration: \$599.00 (when registering April 16th to May 15th, 2021)
- **Regular** Registration: \$699.00 (when registering May 16th to August 2021)

NOTE: Each company registered includes 2 employees per company. Additional employees may be added for an additional fee of \$50 each, which covers our direct costs for meals provided. You will register your employees at a later date prior to the conference.

See Daily Schedule Next Page



Sponsors of the



Counsilman • Hunsaker
AQUATICS FOR LIFE

Neptune Benson
EVOQUA



Where you Build a Pool you will find the equipment you need.

Network	Total Sales Centers
SCP	198
Superior	85
Neptune	85
WT	15
Total	383

SCP
SCP Distributors LLC

SUPERIOR
POOL PRODUCTS LLC

LINCOLN AQUATICS



THANK YOU

Tentative BAP + Schedule

Tuesday August 17th, 2021

- Exhibitor set up : 10:00am to 4:00pm
- BAP + Registration opens: 1:00pm to 4:30pm
- General Session: Welcome 5:00pm to 6:00pm
- Exhibitor Welcome Reception: 6:00pm to 7:30pm *Sponsored by Indigo Aquatics*

Wednesday, August 18th, 2021

- Exhibit area open 7:45am to 8:45am - *Light Breakfast - Sponsored by Desert Aire*
- General Session 9:00am to 10:15am Programming Precedes Design Part 1
- Exhibit Hall break 10:15am to 10:40am
- General Session - 10:45am to noon - Programming Precedes Design part 2
- Lunch noon to 1:25pm - *available to sponsor or will be OYO*
- General Session - 1:30 pm to 2:45 pm - The Preparatory Phase of Building a Pool
- Exhibit Hall Break -2:45pm to 3:10 pm
- General Session - 3:15pm to 4:30 pm - Presenting 3 different sizes of aquatic facilities
 - cost to build & cost to operate
- Exhibit Hall social -4:30pm to 5:45pm - *Sponsored by Evoqua Neptune Benson*

Thursday, August 19th, 2021

- Exhibit area open 7:45am to 8:45 am - *Light breakfast Sponsored by Myrtha Pools USA*
- General Session - 9:00am to 10:15am - Programming Precedes Design Part 3
- Exhibit area break 10:15am to 10:40am
- General Session - 10:45am to noon - Programming Precedes Design Part 4
- Lunch noon to 1:25pm - *available to sponsor or will be OYO*
- General Session - 1:30pm to 2:45pm - Pool design and building options - Part 1
- Exhibit area break - 2:45pm to 3:10pm
- General Session - 3:15pm to 4:30pm - Pool design and building options Part 2
- Great Wolf Water Park - 4:45pm to 5:30pm - pool and filter room tour (optional)
- Putt Putt Social - 5:45pm to 7:30pm *Sponsored by Stop Drowning Now*

Friday, August 20th, 2021

- Exhibit area open 7:45am to 8:45am - Light breakfast *Sponsored by Pool Corp*
- **Break out room sessions - 9:00am to noon**
- Design - Discussion on pools, buildings/structures, HVAC, water treatment, supporting equipment
- Develop - feasibility studies, case studies, planning time lines
- Deliver - Programming

Lunch noon to 1:25pm *available to sponsor*

Break out room sessions - 1:30pm to 5:00pm

- Design - Marketing, Fundraising, Drowning Prevention, "Your Pool Design Session"
- Develop - What to Expect, "Your Pool Design Session"
- Deliver - Programming

Conference Closing Reception 5:15pm to 6:30pm - *Sponsored by Desert Aire, Pool Corp,*

Councilman Hunsaker, Total Aquatic Programming, Turtle Palace Shuttle

Tentative Schedule

AGENDA

SHORT DESCRIPTION

August 18th - Wednesday Morning = Part 1 & 2

Wednesday and Thursday will be the "WHY" to build the pool

- All about Programming Precedes Design.
 - Selling the idea of why to build a Pool (the 3 D's)
 - Considerations - TAD
 - Water safety and Learn to Swim Pillar
 - Sport of Swimming & Recreation
- Wednesday Afternoon = Part 1 & 2 The Brick & Mortar Side
 - The preparatory phase. What you need to know to decide the size of the facility, and factors affecting cost to build and operate.
 - 3 different sizes of facilities will be presented along with successful examples. Economic impact and other business aspects will also be discussed.

August 19th - Thursday Morning = Part 3 & 4

- All about Programming Precedes Design
 - Fitness Pillar - Membership Based Programs (who needs fitness?)
 - Therapy Pillar - Bridging to Aquatic Fitness Continuum (V / H)
 - The Future of Aquatics "From Pools to Aquatic Health Club"
- Thursday Afternoon = Part 3 & 4 The Brick & Mortar Side
 - Economic Impact, Aquanomics, Land & Location, Success Examples

August 20th - Friday All Day - will be the "HOW" to build & program!

- Breakout Sessions 9:00am to 12:00 noon
 - Design - BAP
 - Develop - Business
 - Deliver - Programming
- Breakout Sessions 1:30pm to 5:00pm
 - Design - BAP
 - Develop - Business
 - Deliver - Programming

Agenda & Short Description

Covid - 19 Acknowledgement by the Great Wolf Lodge

Total Aquatic Programming LLC acknowledges there is an ongoing health crisis across the country related to the COVID-19 pandemic. The hotel is taking the health crisis seriously and monitoring guidance from Centers for Disease Control and Prevention and other governmental and health authorities, particularly guidance specific to hotels.

We further acknowledges the inherent risk of group gatherings during the COVID-19 pandemic and that extra safety and wellness protocols are required for any group setting of people not of the same household.

Stay Safe While You Play

At Great Wolf Lodge our team is working around the clock to keep your family safe while you play. We are exceeding CDC standards, performing wellness checks, requiring face coverings, and limiting capacity.

Wellness Screening and Certification



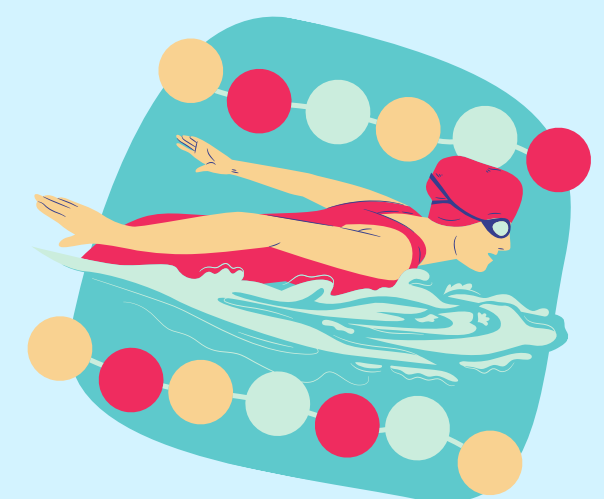
Please read the entire PAW PLEDGE to understand how the Great Wolf Lodge is protecting you and family.

[Click on the "OUR PAW PLEDGE" to learn more](#)



Everyone has a different approach when putting a puzzle together and it is the same when creating programs in a pool environment.

The Dream Team will share the "how & why" to bridge the gap emphasizing the 4 aquatic pillars.



Every time a turtle moves he sticks his neck out. When his neck isn't out he isn't going anywhere . . .The man, like the turtle, who never "sticks his neck out," may live long years. May even live a quiet and peaceful life, but he most certainly isn't going to get anywhere.

Dream Team Presenters

PROGRAMMING PRECEDES DESIGN

The dream team presenters supported the BAP model starting back in 2005. They understand the key components of gathering all the appropriate information needed to design, develop, and deliver the best "aquatic facility" for their clients communities. We all work together to help clients take their dream of building a pool and making it a reality.

THE PROGRAMMING DREAM TEAM

Laurie Denomme
WECOACH / WAVEMAKERS



Beth Scalone
North County Water &
Sports Therapy



Jim Spiers
Stop Drowning Now



Ailene Tisser & Cindy Freedman
Swim Angelfish



Jill White
Starfish Swimming



Maria Gonzalez
Indigo Aquatics, Inc



USA Swimming
Joel Shinofield / Juan Caraveo



Sue Nelson
Total Aquatic Programming



Dream Team Presenters

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PROGRAMMING PRECEDES DESIGN

The dream team presenters supported the BAP model starting back in 2005. They understand the key components of gathering all the appropriate information needed to design, develop, and deliver the best "aquatic facility" for their clients communities. We all work together to help clients take their dream of building a pool and making it a reality.

THE BUILDING DREAM TEAM

Mike Miintenko
Myrtha Pools USA



Scott Hyland
Evoqua, Neptune Benson



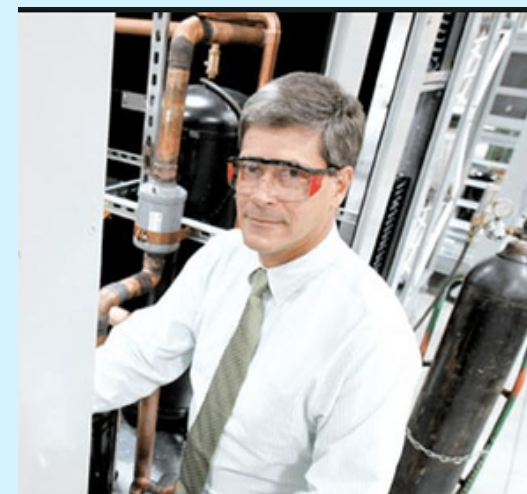
Kevin Post
Counsilman Hunsaker



Kent Nelson



Keith Coursin



Paul Stewart
Desert Aire



Chris Whitlow
Sports Event Resource Group



Mick Nelson
Total Aquatic Programming, LLC

