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LOCAL STORIES JANUARY 26, 2026

Exploring Life & Business with Mae Jeffery of Aquatic Safety Institute



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Today we'd like to introduce you to Mae Jeffery.

Hi Mae, so excited to have you on the platform. So before we get into questions about your work-life, maybe you can bring our readers up to speed on your story and how you got to where you are today?

I am a military spouse, a mother of two,

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TO TOP

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and a firm believer that every child should have the skills to save themselves in the water. When my husband's military career brought us to Goldsboro, I went looking for survival swim lessons for my two-year-old. After seeing the confidence my five-year-old gained from survival training while we were stationed in Boise, I knew what was possible. Instead, I was met with

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swim. I knew that wasn't true—and as a mother with a pool in my new backyard, I knew I couldn't afford to believe them.

My passion for this isn't just professional; it's deeply personal. When I was three, I was enrolled in traditional lessons. I was told I was a “great swimmer” because I could jump in and grab the wall. But one afternoon, I slipped away to a neighbor's pool and jumped off the diving board. When I turned around, the wall wasn't there. I didn't have the skills to float or find safety—I simply sank to the bottom. If my mother hadn't been a lifeguard and found me in time, I wouldn't be here today.

I started teaching because “playing” in the water isn't enough. Drowning is a leading cause of death for children under five, and I am determined to change that statistic in our community. I chose to become certified through Infant Aquatics,

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TO TOP

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INSPIRING STORIES

HIDDEN GEMS: LOCAL
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training and intensive study of childhood development. Today, I don't just teach kids to love the water; I teach them how to survive it.

Would you say it's been a smooth road, and if not what are some of the biggest challenges you've faced along the way?

The road to opening my doors wasn't easy. As a new face in town with a military move behind me, I had to build my reputation from scratch while raising a toddler and a five-year-old full-time. That first year, my 'roster' consisted of just three students. But I believed in the Infant Aquatics mission too much to quit. I've worked tirelessly to make a name for myself in Goldsboro, turning a one-woman operation born out of a backyard necessity into a life-saving resource for our community. I know the struggle of a busy parent because I lived it while building this business.

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TO TOP

Institute?

My brand is built on a single, life-saving mission: transforming fear into functional skill. I specialize in teaching infants, toddlers, and young children the specific techniques they need to survive an accidental fall into water.

What sets my brand apart:

The Only Certified Expert: I am the only instructor in the Goldsboro area with the specialized Infant Aquatics certification, offering a level of survival expertise that traditional swim schools simply don't provide.

Beyond the "Wall": While others teach children to play, I teach them to survive. My students learn the self rescuing swim-float-swim method—giving them the precious time needed for a rescue.

A Dual Approach: I don't just teach children; I educate parents. A child's

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TO TOP

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INSPIRING STORIES

HIDDEN GEMS: LOCAL
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wise” layers of protection they need to keep their homes and pools safe.

Military-Rooted Resilience: As a military spouse-owned business, my brand is defined by grit, professional excellence, and a deep commitment to the safety of our local families.

What matters most to you? Why?

At the core of my work is one non-negotiable mission: teaching infants and children the vital skills to self-rescue if they ever find themselves in the water alone. Drowning is a preventable tragedy, and I am driven by the belief that no family should have to endure the unthinkable. My goal is to save as many precious lives as possible and ensure that every child in my community is safe and swim-secure.

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TO TOP

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TO TOP

Trending

RALEIGH'S MOST
INSPIRING STORIES

HIDDEN GEMS: LOCAL
BUSINESSES & CREATIVES



CONNECT



TO TOP

Trending

RALEIGH'S MOST
INSPIRING STORIES

HIDDEN GEMS: LOCAL
BUSINESSES & CREATIVES



CONNECT



TO TOP

Trending

RALEIGH'S MOST
INSPIRING STORIES

HIDDEN GEMS: LOCAL
BUSINESSES & CREATIVES



CONNECT



TO TOP

Trending

RALEIGH'S MOST
INSPIRING STORIES

HIDDEN GEMS: LOCAL
BUSINESSES & CREATIVES



CONNECT



TO TOP

Trending

RALEIGH'S MOST
INSPIRING STORIES

HIDDEN GEMS: LOCAL
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TO TOP

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Episode 01

Introverted Entrepreneur Success Stories

Hosted by sales and marketing expert Aleasha Bahr.




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We are thrilled to present Introverted Entrepreneur Success Stories, a show we've launched with sales and marketing expert Aleasha Bahr. Aleasha...

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