

Invest In The Future Of Your Facility And Your Aquatic Staff!

Learn more about Aquatics and improving your overall Aquatic Program
This is an offer that you can't afford to turn down!

Act Now And You Will Receive The Following:

1. **A One Year Facility Membership** (The regular one year Facility Membership fee is \$125)
2. **Your Choice Of One Of The Following Home Study Courses** (with Certification if you successfully complete the Open Book Test.) The Mature Participant Course is a Certificate Course:
 - a. The Aquatic Director Manual * \$149.00
 - b. The Water Walking Instructors Manual (includes a DVD) * \$167.00
 - c. The Coordinators Of Water Fitness Program/Managers Manual * \$129.00
 - d. Understanding The Mature Participant in Water Exercise Programs \$129.00
3. **Three Books (All 3 books are included as part of this special).**
 - a. Splash! Aquatic Shows from A to Z. Price \$20.95
 - b. Swim Your Way To Fitness. Price \$14.95
 - c. Aquacises: Terri Lee's Water Workout Book. This book is now out of print and is a collector's item known by many as the best water exercise book **ever** published. Price \$21.00
4. **Ten Coast-To-Coast Marathon Poster Individual** Price \$10.00 (10 x \$10=\$100.00)
5. **Free Shipping and Handling** (Estimated Cost \$10.00)

Total Value

- **\$225.90** if you select the Aquatic Directors Manual
- **\$243.90** If you Select The Water Walking Instructors Manual
- **\$205.90** If you select the Coordinators of Water Fitness Managers Manual or Mature Participants Manual

**All For
Just
\$125**

Special Note: You may order one or two of the other home study courses also at special reduced prices. See the attached order form for more information.

Not Applicable to Existing Members

***Facility Membership Application** Complete the Facility Membership application and return it to USWFA National Headquarters.

Select One Of The Following Home Study Courses

1 Aquatic Directors Manual~ Are you interested in learning more about how to improve your Aquatic Program? Do you want to increase participation, improve revenue and retention levels? 50 Chapters, (see chapter headings below) 360 pages, 30 master forms, easy reading. Not written like a college textbook!

2 Water Walking Instructors Manual Designed to provide a quality Education and Training Program for persons interested in teaching Water Walking and/or organizing and administrating Programs. The program includes a 64-page manual and a Water Walking DVD showing a variety of Water Walking steps and arm movements with above and below water shots. (The regular DVD price is \$55.95 but is free with this special offer). As a bonus, if you pass the Open Book Test, you will get a local chapter certificate for the Water Walkers of America, individual membership cards and 100 Water Walking flyers.

3 Coordinator of Water Fitness Programs Manual For Aquatic Staff Members who are interested in how to manage Water Fitness Programs. More than 200 pages, includes (but is not limited to) general information and *Where do we begin?* Starting a program from scratch or improving your existing program. Health and safety, overview on fitness, trends, preparing for change and progress, use of pool space, scheduling and determining priorities, program administration and leadership. Employees (finding, keeping and losing them), producing revenue and controlling expenses, Water exercise equipment, sales and marketing, liability and risk management and many other topics.

Review The Chapter Heading And Decide If You Need Or Can Use This Information!		Could This Chapter Help You? Check One	
		Yes	No
1.	General Information-Where Are We Now & Where Do You Begin?		
2.	Reinvent Your Aquatics Program		
3.	Winning With Diversity		
4.	Developing One Stop Programs		
5.	Accountability		
6.	Health & Safety		
7.	Image Building & Revising		
8.	Change-Getting Ready For Change		
9.	Overview-Aquatic Programming		
10.	Trends-Looking Beyond Today		
11.	Aquatic Facilities		
12.	Extra Bells & Whistles (Water Slides, Etc.)		
13.	Infecting Your Community With Aquatic Fever		
14.	Use Of Pool (Including Rentals)		
15.	Scheduling & Determining Priorities		
16.	Program Administration & Leadership (Leadership Is The Key)		
17.	Who Motivates The Motivator		
18.	Positive Work Habits		
19.	Conducting Productive Meetings		
20.	Victory Over The Telephone		
21.	Networking-Is Your Net Working?		
22.	Policies & Procedures		
23.	Populations Served		
24.	Employees (Staff Development)		
25.	Teamwork		
26.	Aquatic Committee		
27.	Programs (101 Program Ideas & 700+ Names For Water Fitness Classes)		
28.	Program Registration		
29.	Special Events		
30.	Producing Revenue & Controlling Expenses		
31.	Equipment (Selection, Purchase & Care Of It)		
32.	Producing Fun		
33.	The Power Of Recognition		
34.	Producing Top Customer Service		
35.	Retention-How To Keep Customers		
36.	Know Your Competition		
37.	Sales & Marketing		
38.	Advertising & PR		
39.	Make The Connection		
40.	Use Of Volunteers		
41.	Consultants		
42.	Legal Liability & Risk Management		
43.	Aquatic Products		
44.	Aquatic Entrepreneurs		
45.	Consumer Education Seminars		
46.	Forms		
47.	100+ Organizations Interested In Aquatics		
48.	Designing A New Pool And/Or Renovating Your Existing Pool		
49.	Program Evaluation		
50.	Let's Produce Results		

Special Note Regarding All Home Study Courses

Each of the above three (3) home study courses will include a National Certification **if** the Open Book Test is returned to USWFA National Headquarters within three months and is successfully completed. Each Certification is a 3-year Certification

USWFA Facility Members Benefits

(just to name a few)

- Discount Prices** – Each one of your staff & members receive a 20% discount on Certifications and Certificate Courses (renewals not included) and on Book/Video/DVD's from our catalog.
- Exclusive USWFA Folders** - Increase participation and revenue plus help to educate people at your facility and in your community by distributing targeted information to your members, staff and the general public. Titles include: Water Walking and Don't Just Swim – Exercise in the Water. Members may order up to 200 free folders each year in any combination. Additional folders are available at a reduced fee.
- USWFA Facility Member Logo** – Show everyone your commitment to excellence in Aquatics by proudly including the USWFA logo in your advertising and on your printed program materials.
- Employee of the Month Program** – Receive 12 (suitable for framing) certificates to award to your outstanding aquatic staff members. Show your appreciation for their good work!

Invest In The Future of Your Facility And Your Aquatic Staff!

Offer Expires December 31, 2011

Facility Membership Application

Yes! We Would Like a Facility Membership For A Year!! Enclosed Is Our \$125

Name Of Facility: _____

Facility Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Facility _____ Facility _____

Telephone #: _____ Fax #: _____

Facility E-Mail: _____

Mail the packet of materials to this person:

Name: _____ Title: _____

Cell #: _____ Email: _____

Send Us The Following Home Study Course: (Check One of the Following):

- The Aquatic Director Course (Regular Price \$149)
- The Water Walking Instructors Course (Regular Price \$167)
- The Coordinators of Water Fitness Program/Managers Course (Regular Price \$129)
- Understanding The Mature Participant in Water Exercise Programs (Regular Price is \$129.00).

Plus The Three Books, and 10 Swim Fitness Posters and up to 200 free folders in any combination.

To order one, two or three additional homes study courses:

I have indicated above which one of the home study courses I want to have included as part of the special membership offer. I also want to order the following courses (mark one or two below):

- The Aquatic Director Course. Regular Price less \$149.00 less 40% = \$89.00
- The Water Walking Instructors Course Regular Price \$167.00 less 40% = \$100
- The Coordinators of Water Fitness Programs Course Regular Price \$129.00 less 40% = \$77.00
- Understanding The Mature Participant in Water Exercise Programs, Regular Price \$129.00 less 40% = \$77.00

Payment Information

Special Membership offer: \$125.00
For additional Courses add: \$ _____
Total Due: \$ _____

- Enclosed is my (our) check or money order in the amount of \$ _____ made payable to U.S. Water Fitness Association.
- Bill My: Visa, MasterCard, American Express, Discover \$ _____
Acct #: _____ Expiration Date: _____ Vin# _____ (3 Digits)
Signature: _____

Special Note: Fees and/or Payments are Non-Refundable

Mail, Fax, E-Mail or Call: PO Box 243279, Boynton Beach, FL 33424-3279
Phone: 561-732-9908, Fax: 561-732-0950, E-Mail: Info@uswfa.org
Credit Card Orders Accepted Seven Days A Week 24 Hours A Day