

LOGAN
HEALTH

Fitness Center



Hampshire Wellness & Fitness
Your hometown health and wellness center

ValleyHealth



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TMI SALT PURE®
CORPORATION

ValleyHealth
Wellness & Fitness

*Maximizing Your
Aquatics:
Pivot Strategies
for Aquatic
Success*

Moderator

Logan Health Medical Fitness Center

Brad A. Roy, Ph.D., FACSM, FACHE, FMFA

Executive Director

Panelists

Logan Health Medical Fitness Center

Beth Sibert, CTRS

Aquatic Supervisor

Power Wellness

Jeffrey Jeran, MS, CSCS, CPO, FMFA

Senior Director

TMI Sustainable Aquatics

Timothy Petsch

Managing Director

About today's sponsor

TMI provides commercial aquatic consultation, education and equipment.

- Pioneers in sustainable salt chlorine generators
- Technologically advanced zLOG® chemistry controllers with online web management integration
- Salt Synergy ultra-violet sanitation systems
- Offers aquatic partnerships with architects, engineers, contractors and facility staff providing a bridge from inception to construction to operations.
- We offer unique, FREE, support for all TMI equipment



Today's Topics



Facility backgrounds and aquatic services



Programming strategies and strategic pivots



Staffing challenges and solutions



Operations challenges and solutions



Panel discussion with audience and moderator questions

Logan Health Medical Fitness Center

Kalispell, Lakeside and Polson



Background



- Facility
 - Opened in January 1996
 - 114,800 square feet
- Membership
 - 4,030 membership accounts
 - 8,237 individual people
- Staffing
 - 44 FTEs (including maintenance and environmental services staff) consisting of 148 individual staff members.
 - Aquatics 3.5 FTE consisting of 36 individual staff members.
- Clinical Integration
- Lakeside Medical Fitness Center (no aquatics)
- Polson Medical Fitness Center (no aquatics)
- Mission Valley Aquatic Center, Polson, Montana

Programming Overview

- Adults

- Lap Swim
- Aquatic Exercise Classes; water tai chi, hydrofit, aqua Zumba.
- Coach on deck – swim workouts.
- Seasonal swim stroke clinics.
- Water Polo
- Log rolling team practice.
- Community support use; Boy scouts, military training, etc.
- Outpatient Physical Therapy

- Children / Families

- Family open swim; neon lights.
- Pool rentals; Birthday parties, school field trips, etc.
- Swimming lessons: Swim America group swimming lessons and private swim lessons.
- In-house after school camp and day camp usage.
- High school and club swim teams practices and swim meets.

Aquatic Facility and Programming Challenges

- Primary Challenges

- Access: have limited pool time for the diverse programming needs of our members and community.
- Aging facility: facility and equipment repairs and associated downtime.
 - Capital resources for necessary remodel and equipment replacement.
- Staffing
 - Recruiting new staff: lifeguards and swim instructors.
 - Professionals nearing retirement that will need to be replaced.
 - New adolescent aquatic staff.

- Strategies

- Consistent and persistent marketing.
- New programming to attract participation and meet member and community needs.
- Prioritizing safety and quality programming with less staff verses higher participation numbers.
- Preventive maintenance (we have 3 full-time maintenance staff that are all CPO plus 1 additional CPO).
- Break/fix and Replacement Pre-planning.
- Logan Health Foundation assistance.

Valley Health Wellness and Fitness Center
Fitness Center of Thibodaux Regional
Hampshire Wellness & Fitness Center



power
wellness®

Jeffrey Jeran, MS, CSCS, CPO, FMFA
Sr. Director Power Wellness

we will empower you to succeed



**we will empower
you to succeed**

WELLNESS CENTER

Background Thibodaux



- Facility
 - Opened in November 2016
 - Certified Medical Fitness Facility
 - 450,000 square foot Clinically Integrated Wellness Center
 - 60,000 dedicated to Fitness Center
 - 3 pools and 2 hot tubs
 - Southern Louisiana
- Membership
 - 4,300 members
- Staffing
 - 30 FTE







Background Valley Health

- Facility
 - Opened in October 2008
 - Certified Medical Fitness Facility
 - 70,000 square foot Clinically Integrated Wellness Center
 - 60,000 dedicated to Fitness Center
 - 2 saltwater pools
 - Shenandoah Valley in Virginia
- Membership
 - 6,400 members
- Staffing
 - 30 FTE





Hampshire Wellness & Fitness

Your hometown health and wellness center

ValleyHealth



Background Hampshire Wellness & Fitness

- Facility
 - Opened in August 2007
 - Certified Medical Fitness Facility
 - 33,000 square foot Clinically Integrated Wellness Center
 - 28,000 dedicated to Fitness Center
 - 2 pools
 - Rural West Virginia
- Membership
 - 1,200 members
- Staffing
 - 8 FTE





Aquatic Programming Overview

- Adults

- Lap Swim
- Masters Class
- Aquatic Exercise Classes-Aqua Boot Camp, Water Aerobics, Water Yoga, Arthritis, Aqua Zumba, Boga Fit, Aqua Volleyball, etc.
- Stroke Clinics
- Adult Swim Lessons
- Community Support; Boy Scouts, Baptisms, DNR, etc.
- Outpatient Physical Therapy
- Lifeguard Training
- Indoor Triathlons
- Member Utilization/retention programs

- Children/Families

- Family Swim
- Glow, Luau and Movie nights
- Pool Rentals; Birthday Parties, celebrations, school field trips, etc.
- Swim Lessons: Red Cross Certified both groups and private swim lessons
- Swim teams practice and competitions
- Deaf and Blind School
- Easter egg hunts
- Boga Fit for Kids (Paddle Board)
- Lifeguard Training

Aquatic Programming Challenges

- Primary Challenges

- Staffing

- Recruiting new staff: LG and WSI
 - Aqua Group Instructors

- Facilities

- Aging equipment, new technologies, costs

- Diverse Needs

- Programming needs for all populations, scheduling events and classes

- Strategies

- Staffing

- Employee referral bonuses for hard to fill positions
 - Cover cost of in-house lifeguard training if employed at the center
 - Starting wage at \$15.00 for LG

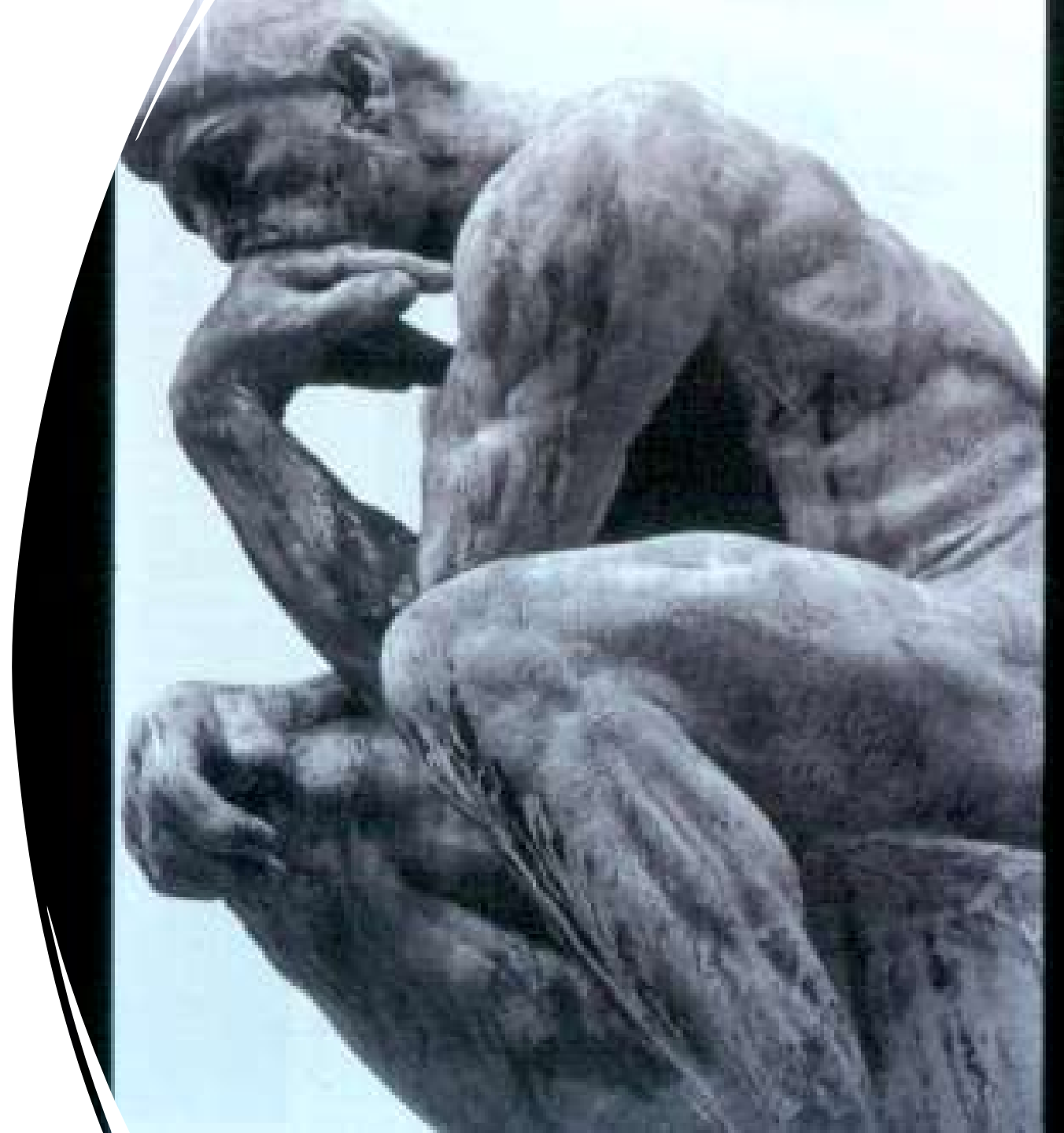
- Facilities

- 2 CPOs at all locations, Directors CPO as well
 - TMI Equipment: Salt Generators, UVs, zLOG® chemistry controllers
 - 5 and 10 year Capital Planning

- Member Needs

- Annual Member Survey/Daily NPS Surveys
 - Annual Marketing and Center Event Plan
 - Crew App-LG scheduling app
 - Sending Staff to continuing education events

Questions?



Thank you for being here. You can reach any of us at:

Logan Health Medical Fitness Center

Brad Roy

broy@logan.org

Beth Sibert

bsibert@logan.org

TMI Sustainable Aquatics

Timothy Petsch

timothy@tmiaquatics.com

1-800-818-8266

Power Wellness, Valley Health Wellness and Fitness Center

Jeff Jeran

jjeran@powerwellness.com