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Colorado Springs Seminar Shows Others How To Build A Therapy Pool

Following the 4 Aquatic Pillars is critical to project success in tight credit markets

Colorado Springs, CO In today's economy, there is little margin for error when it comes to building projects. And with clinic layoffs and hospital shutdowns abounding, the healthcare sector is far from being immune. That is why therapy pool projects must be based in sound aquatic-business principles if they are ever going to obtain financing from skeptical loan officers or skittish investors.

"I have to admit, putting in a pool this coming year is going to be tough," said Mick Nelson, Club Facilities Development Director for USA Swimming. "But not impossible if you've armed yourself with the right tools and possess proper knowledge of the aquatics business."

Nelson, and his wife Sue, are mainstays in the aquatic industry. From running aquatic supply companies to starting **swim clubs** to building therapy pools themselves, the Nelson's have acquired a business acumen that they now want to teach to today's **therapist-turned-entrepreneur-turned-project-manager** at seminars and conferences across the country. These classes are designed for the private-practice therapist looking to buy their own pool as well as the facility manager exploring the addition of a new aquatic therapy department to their hospital or clinic. By addressing all the **business fundamentals**—business plans, siting, marketing—as well as all the clinical concerns such as design, programming and staffing that go into running a pool project, the Nelson's hope to **demystify** the process so their anxious students can clear the many funding, construction and operating hurdles that await them.

"Our forte is the 4 Aquatic Pillars: athletics, recreation, exercise *and* therapy," explained Sue Nelson. "Design your pool with these four activities in mind and you'll be sure to optimize your cash-flow for years to come."

You can hear Mick and Sue Nelson preach their 4 Aquatic Pillars principles at the Aquatic Resources Network **How to Build, Buy and Profit From a Therapy Pool** seminar being held at the Colorado Springs Embassy Suites Conference Center August 27-28, 2009. The **two-day event** costs \$595 and is eligible for up to 16 continuing education hours. Go to www.aquaticnet.com/seminars-cos09.htm for more details.

Mick Nelson has a BS in Business Administration and an MS in Education. **Sue Nelson** has a BS in Exercise Science. Together they have extensive experience in business and aquatic management, having built their own pool in 1973 and starting Nelson's Swim Supply, an aquatic equipment business, in 1974. In 1982, they formed NSS, Inc. which offered aquatic facility design, building, and **business consultation** to the aquatic industry and in 1994 they founded WaterWay Therapy, Inc. which was one of the first privately owned and operated Medicare-approved **outpatient aquatic therapy** centers in the country. In 2002 they formed Poolside Health & Wellness Center, a full-service land and water community health and wellness center. Their specialty is business development, programming, water treatment and aquatic facility design. Mick and Sue currently work for **USA Swimming** as Club Facilities Development Director and Aquatic Programs Specialist, respectfully.

Aquatic Resources Network is dedicated to the promotion of aquatic therapy by providing education, products and business services to facilities, clinicians and their patients throughout the world. Founded in 1995, ARN is the only company that provides **evidence-based** literature, research, seminars, DVDs and consultants to the aquatic therapy industry. For more information, contact Lee Salzman at Aquatic Resources Network, 3500 Vicksburg Lane, #250, Plymouth, MN 55447. He can also be reached by phone at 800-680-8624 or by email at info@aquaticnet.com.