



Regional Build a Pool Conference being held at the NorCal Swim Clinic

January 9th, 2010

Hotel : Marriott Napa Valley, California 3425 Solano Ave. CA

PRESENTERS

Mick Nelson – Director of Club Facilities Development
John McIlhargy – Director of Project Development
Sue Nelson – Aquatic Program Specialist

Swim Clinic Contact: craig@swimshop.com

[Click here to register for the clinic](#) or see the info with the link to register on the FACILITIES page of the USA Swimming website. For registration questions; Sue Nelson , 719-866-3594, snelson@usaswimming.org

With the unpredictable economy, we have decided to make an effort to take the Build a Pool Conference to the regional level so our clubs and projects have a more economical option to acquire the information. The 1 day 8 hour events will be conducted by our Facilities Development Department staff.

As of April 2009, we have conducted 5 Annual Build a Pool Conferences. To date we estimate this conference has been an important part of over 65 new facilities being commissioned since 2004. It has also played a secondary role in over 100 additional projects since 2004. Our professional providers have played a MAJOR part in these successes.

Plan IT! Program IT! Design IT!

Saturday January 9th

Registration and Morning Refreshments	7:00am – 8:00am
Course	8:00am – 5:00pm
Lunch Provided with Course Fee	12:00 – 1:30pm
Course Fee: \$50 for 1 person – 2 people \$100 – 3 rd & 4 th person FREE	

Planning Precedes Programming

- ✓ The Business Plan (7 Parts)
- ✓ The Feasibility Assessment
- ✓ The Presentation Form and Lobbying
- ✓ Local Shakers

Programming Precedes Design

- ✓ The 4 Pillars of Aquatic Programming
- ✓ Marketing and Value Received Pricing (VRP)
- ✓ The Staffing Importance and Risk Management
- ✓ The Team to go Forward

Design Significance and Options

- ✓ 2 Pools – 3 Pools – 4 Pools
- ✓ Land Amenities
- ✓ LEED
- ✓ Building Options

The Executive Summary

- ✓ What will the Facility Look Like?