

INDIANA COACHES & CLUB LEADERS

Aquatic Business Workshop
September 20, 2025

Saturday 8:30 AM to 12:30 PM



The coach is seeking a plan to kick-start this process. The upcoming 4-hour ISI Workshop will cover everything from planning to programming. TAP has always emphasized that programming precedes design, and we acknowledge that effective planning must come before programming.

Topics covered:

Focal Point – Aquatic Business for Coaches

- Aquatic Business – what is needed from the coach's perspective
 - The 7 steps to the "business plan"
 - Adapting the plan for an aquatic venture
- Income vs expenses
- Business concepts
- Upper-level programming – optional programming – basic programming
- Aquatic Health Club Model Programming – Adult membership-based
- Client needs/wants – Amenities – Customer Service
- Value Received Pricing
- Success models - from small pools to big pools
- Total Aquatic Programming and Cross-Programming
- Program it – Design it – Build it – Operate it
- The Enterprise Plan and Feasibility Study
- The team of professionals needed for success

"We will offer individual scholarships for the online Virtual Build a Pool Workshop. Attendance at the ISI 4-hour workshop is required to qualify for the VBAPP scholarship. The scholarship application process will be presented at the ISI workshop."

Sue & Mick



REGISTER NOW:

**Free for members
of Indiana
Swimming!**



**Scan the QR
or
CLICK HERE**

For more information about Total Aquatic Planning, visit:
<https://totalaquatic.llc/>

For questions about the ISI HOD, contact Tony Young at tony@inswimming.org.

