



New For 2012

Thank you for your interest in the SwimAmerica program at Lakeshore Athletic Club! In our commitment to provide you with the best customer service possible, we are making some improvements for 2012 that we want to bring to your attention:

- Referral Incentives- *Looking for a way to save some money on your registration fees or equipment cost? Help us spread the word about the program. Invitations including discounts for New and Welcome Back Families (not registered in Fall 2011 session), Referring Family will receive a coupon for matching discount value. Ask a SwimAmerica Representative for details.*
- Station 7/8 Is Coming Back- *Starting in January 2012 we will begin enrolling Station 7/8 "Butterfly, Breaststroke, and Turns" swimmers again.*
- Swimmer Advancement Incentive- *Each student in SwimAmerica will have a certificate on file; upon graduation to the next station, they will get to add a sticker to their certificate and pose for pictures. When graduating from the program, the swimmer will be awarded their completed certificate.*
- Streamlined Registration Process- *Our streamlined and simplified registration process will reduce paper waste and all supporting information will be on the website.*
- Continuous Improvement- *We are always in the process incorporating the latest and greatest improvements produced by the American Swim Coaches Association (ASCA). Your suggestions are welcome and much appreciated.*

For further information or questions, please contact
JD Klingenberg
Lakeshore Aquatics Manager and SwimAmerica Program Director
SwimAmericaLAC@PowerWellness.com
(303)729-2556