



AquaTech Swim School

2012 Newsletter

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1. Children's Lesson Price Update

AquaTech has worked hard to create the best possible experience for our families within the facilities we operate and will continue our efforts into 2012 and beyond.

Beginning January 1, 2012 the Annual Enrollment Fee at both Alameda and Concord locations will be reduced to \$20 per child with a maximum of \$40 charged per family.

Beginning January 1, 2012 the cost for children's group lessons will be \$70 per month at both Alameda and Concord locations (this \$3 price change will only effect our Alameda location). Prices have not been raised in Alameda for four years while our costs have gone up across the board. During these last two years AquaTech has invested heavily in Alameda with a build out of bathrooms, larger changing facilities, and a bigger viewing area for our customers. AquaTech has also increased personnel for improved safety and customer service. We are also excited to be launching a new website in January 2012 that will ease your experience with many of our administrative processes.

2. Promotional Offerings - Check It Out!

AquaTech is excited to announce some great offers to our customers beginning **January 1, 2012**:

- **Referral Credit** - Any currently registered customer who refers a friend to join our perpetual program will receive a \$10 credit to their account.
- **Perpetual Family Swim** - Save on family swim! For \$10 extra per month per child, you can add monthly family swim passes to your account. Individual family swim passes cost \$7 per child per pass, so this is quite a fantastic savings! Alameda family swim hours are on Sundays from 3:00 PM - 5:00 PM. Concord family swim hours are on Saturdays and Sundays from 2:00 PM - 5:00 PM.
- **New Customer Trial Class** - New customers to the program will be able to take 1 free trial class before deciding to commit to a specific class. This offer applies at both locations for new customers.
- **Party Discount** - If you book a birthday party at our Concord location during the month of December 2011, receive a 10% discount off of your party. Have a birthday party coming up this winter, spring or summer and no plans for it yet? Plan ahead! Book it in December 2011 to receive a discount!
- **Additional Class Discount** - Add a second class to your existing monthly schedule to be taken during the months of January or February 2012 and receive a 50% discount on that second class. \$35 for 4 extra classes, can't beat it!

3. Adult Lesson Price Update

Adult lessons currently have a 2 tiered pricing structure with a slight discount for members of Mariner Square Athletic Club and Diablo Rock Gym. Beginning January 1, 2012, there will be a single cost option for adult lessons. The hours and costs for adults will be:

Alameda Adult Lesson Hours:

Mondays/Wednesdays/Fridays: 10:00 AM - 1:00 PM
Tuesdays/Thursdays: 11:00 AM - 2:00 PM

Concord Adult Lesson Hours:

Mondays - Fridays: 7:10 PM - 8:10 PM

Adult Private Lesson Costs:

30 minute private lesson: \$34 per hour
60 minute private lesson: \$68 per hour

4. Seasonal Hours & Upcoming Holiday Closures

AquaTech's lesson hours are seasonal. During the school year, September through May, we offer lessons on weekday afternoons and weekends. During the summer months, June through August, we offer mornings and afternoon classes during weekdays and weekends. Alameda offers summer morning lessons on Mondays/Wednesdays/Fridays between 10:00 AM - 1:00 PM. Concord offers summer morning lessons Mondays through Fridays between 10:00 AM - 1:00 PM.

Both AquaTech locations will be closed for the following 2011 upcoming holidays:

Christmas Break: Saturday December 24, 2011 - Sunday December 25, 2011

New Year: Saturday December 31, 2011 - Sunday January 1, 2012

5. Pre-Competitive Team Offering

Wondering about your options after your child graduates from AquaTech's Orca (highest) level?

AquaTech pre-competitive teams are non-competitive in nature and a great way to learn the basics of swimming on a team. The focus of the pre-competitive team is to build an environment for youth to enhance their technique and endurance in a supportive, inspiring atmosphere. This team is for young swimmers who have progressed through our level system up to the Orca level, or students who can swim the length of the pool using comfortable freestyle, backstroke, breaststroke and butterfly. In this fun, low-pressure environment your child and their peers will enjoy working with an AquaTech swim coach toward common goals. Practices are 60 minutes in length. Swimmer to coach ratio is 14:1.

If your child would like to try out for the team and is not currently enrolled in our lessons program, please schedule a try out session with the office.

Alameda Pre-Competitive Team Practices:

Tuesdays: 6:00 PM - 7:00 PM
Wednesdays: 5:00 PM - 6:00 PM
Saturdays: 2:00 PM - 3:00 PM

Concord Pre-competitive Team Practices:

Mondays: 3:30 PM - 4:30 PM
Thursdays: 6:00 PM - 7:00 PM
Sundays: 11:00 AM - 12:00 PM

Cost:	\$70 per month for 1 practice per week
Annual Enrollment Fee:	\$20 per child - \$40 maximum per family
Additional Practices:	\$70 per month for each additional practice per week

6. New Website Coming in January 2012

AquaTech will launch a new, more interactive website. Website features will include:

- Online access to your swim school account
- Online registration for specific programs
- An online attendant for more instant assistance
- The ability to cancel a class and receive a makeup credit online
- The ability to withdraw from classes online
- The ability to provide feedback online

Once the website has been launched, all existing customers will be able to access their accounts through the website via the email address you have on file. A temporary password will be emailed to you when this is available. Please ensure we have your correct email address by checking with the office.

7. Customer Appreciation Party - March 3, 2012

AquaTech will not run lessons on **Saturday, March 3, 2012** as we will be celebrating our customers! Join us from **11:00 AM - 3:00 PM in our Concord location** (1220 Diamond Way, Concord, CA 94520) for free family swim, catered food, music, fun activities, contests and prizes! Kids will get to play with their instructors and swimming friends, mark your calendars! Each Alameda student that made it out last year was surprised by how easy our Concord facility was to get to and how much fun they had when there...don't let the drive scare you away from a fantastic day of fun! Our Concord location is roughly 20 minutes away from our Alameda location...hope to see you there!