

***Our First Annual
Leading Women Issue***

INSULT ME PLEASE:

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Adventure at the
Beauty Counter

LANVIN, CHANEL, KARAN:

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Leading Women
Have Transformed
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HOW TO CREATE
YOUR OWN
ROMANTIC GARDEN

***Water Strong
All Year Long
At Pearland
Swim Academy***



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Kids are Water Strong All Year Long at Pearland Swim Academy

by lisa pedersen

Winter is here, but the water is fine at Pearland Swim Academy! With a comprehensive program designed to meet the needs of children of all ages, Pearland Swim Academy (PSA) is committed to providing an excellent program of swimming instruction and the opportunity for kids to develop a life-long enthusiasm for the sport of swimming and its many health benefits. Now is the perfect time to help your kids stay physically active by enrolling them at PSA. Get a jump on summer and let your kids spend the winter learning to be Water Strong!

DEVELOPING A LOVE OF SWIMMING

Juan Caraveo, David Parker and Kale Hanson founded Pearland Swim Academy with a shared vision of providing a safe, fun and effective program for their community. They wanted to offer young people a healthy, goal-oriented physical alternative to TV and video games. With a desire to reach as many kids as possible, David and Kale combined their business experience with Juan's long-time love of swimming to provide an exceptional approach to teaching kids of all ages and at every level.

The Water Strong Curriculum designed by Juan is based on his 20 years of experience competing, coaching and teaching swimming. "Swimming has been such an important part of my life and has afforded me many opportunities. I really enjoy being able to pass it on to the kids," Juan said. In addition to PSA, Juan also runs a summer competition league and coaches a year round USA Swimming Club.

THE WATER STRONG CURRICULUM

The curriculum begins with parent/child classes for children 6 months to 2 years old. In these classes, children become acclimated and comfortable in the water with their parent before transitioning to

an instructor. Two-year olds start as beginners, focusing on survival swimming and buoyancy. "Our first concern is really about water survival. We teach young children to stay calm and process their surroundings. We want them to know how to get help if they need it," Coach Juan said. "The Water Strong program teaches kids to respect the water, understand their limits and know when to rest. They learn to hold their breath, roll over and float, and how to swim to the side and exit the pool."

Once kids achieve their Water Strong certification, their names and pictures are proudly added to the new Water Strong Wall in the observation room. To date, 1,000 students have participated in the Water Strong Curriculum and many have gone on to learn different strokes and the skills needed to enjoy swimming as a life long sport. "I can't believe how far my son has come in the last two months," says PSA parent Sandhay. "Because of that I just started my daughter here too. I really like it here."

ABILITY-BASED INSTRUCTION

Coach Juan has developed the Water Strong Curriculum to be challenging, but self-paced. Classes are grouped by ability instead of age, so class sizes can be intentionally kept small. Spotlight (2 students) and private classes are also available. PSA coaches effectively guide their students through increasingly challenging skill levels while helping them learn valuable lessons of discipline, determination and hard work. "My daughter made more progress with Juan in two weeks than in months anywhere else," says PSA parent Tara. As skills are mastered, students are promoted to the next level.

In addition to being CPR and First Aid certified, instructors are extensively trained in the Water Strong Curriculum. Every instructor completes 40 hours of classroom time, observation and student teaching before leading a class at PSA.



"I'm a good swimmer because I practice a lot". Max, 5 years old

STATE-OF-THE-ART FACILITIES

Pearland Swim Academy takes pride in their premier facilities. PSA does not use chlorine in their pool. Instead, they offer a healthier saltwater pool heated to 90 degrees, ensuring that even the tiniest swimmers are comfortable. Additionally, parents are invited to watch their child's class from a comfortable observation lounge that allows them to see and hear the entire class on two large screens via closed circuit television. Meanwhile, siblings can play without distracting the class in session. Colorful changing stalls, an infant changing table and bathrooms are also featured.

"I think the set up of the facility is excellent for kids and parents alike," says Mark, father of a PSA student. "Kids tend to do better when they can't see their parents."

VISIT PEARLAND SWIM ACADEMY

Parents considering PSA are encouraged to visit, observe a class and ask questions about the program. "We want parents to feel comfortable and sure about their decision to have us teach their children," Juan said. "Our front office staff is very friendly and knowledgeable. They are happy to help select the appropriate program and skill level for your child."

TWO-WEEK CAMPS

Two-week camps are designed for beginners or students desiring intensive, repetitive instruction. Classes are 30 minutes each, five days a week (10 total lessons).

"Coach Juan was very patient during our two week camp, and I saw my son make remarkable progress during that short amount of time. I highly recommend it."

-Deanna, PSA parent

MAINTENANCE PACKAGES

Maintenance lessons are designed to steadily advance students through developmental skills and prevent regression by affording frequent, recurring practice. Participants may choose 1-2 times per week for the duration of the current session (16 to 20 weeks, dependent on the season).

Water Strong Certification—The Water Strong Certification is offered as part of the intermediate swimmer skill set and may be requested for renewal periodically, if a significant amount of time



has passed without the opportunity to practice basic skills. The Water Strong evaluation has the swimmer jump into the water fully clothed, get on their back, get to the side and exit the pool on his or her own. This survival technique is a key component to the Water Strong Curriculum.

Now is the perfect opportunity to take advantage of PSA's many camps and lesson packages. Classes are offered during the daytime and evening, Monday through Saturday. For more information about the curriculum, class schedules and pricing visit Pearlland Swim Academy online at www.iswimPSA.com.

TESTIMONIAL:

Our son Rion Foy attended your swim academy this summer and I wish to truly thank you! We took a 7-day cruise and on the 4th day he decided to jump into the pool unattended and without his vest. I was a parent that thought my child knew better. I ran to the pool and Rion was not only kicking his legs toward the stairs, but he also turned on to his back and floated around and said to me, "I told you I could swim." Your lessons are priceless!!!

Mrs. Foy & Family



PEARLAND SWIM ACADEMY

2503 COUNTY ROAD 89

PEARLAND, TEXAS 77584

LOCATED ONE-HALF MILE SOUTH OF 518, WHERE CULLEN BLVD. BECOMES COUNTY ROAD 89, AT THE INTERSECTION OF FITE BLVD.

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