



**WABC2011**

11<sup>th</sup> Biennial International WABC Conference  
14-16 October, 2011

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World Aquatic Babies & Children Network . World Aquatic Babies Congress  
held at the Sheraton Sand Key Resort . Clearwater Beach, Florida . USA

## Conference Overview

### Preconference

#### Thursday 13 October

Baby Swimming Workshop

Rob & Kathy McKay [BabySwimming.com](http://BabySwimming.com) Lifestyle Swim School Boca Raton, Florida  
advance registration & additional fee required via the above website

#### DAY 1 Friday 14 October 2pm – 5:30pm

check-in from 1:00pm - 1:55pm

Opening at 2pm • Presentations and Interactions 2:00pm - 4:45pm

Drive or Trolley (5:12 & 5:42) to visit Winter the Dolphin of the *Dolphin Tale* movie  
at Clearwater Marine Aquarium 5:30-6:30

Dinner with friends in commercial entertainment center of Clearwater Beach @Pier 60

Sunset over the Gulf of Mexico at 7:04pm – be sure to see tonight or Saturday night

#### DAY 2 Saturday 15 October 8:45am – 5:00pm

check-in from 8:15-8:40

Opening at 8:45am • Presentations & Interactions 8:45am - 5:15pm

Conference Luncheon 12-1:25 Poolside for registered conference participants  
with a bit of time to visit the beach!

Sunset over the Gulf of Mexico at 7:03pm – don't miss it!

#### DAY 3 Sunday 16 October 9am – 1pm

check-in from 8:30-8:55am

Opening at 9am • Presentations 9am-1pm

Conference Luncheon 1pm-2pm for registered conference participants

### Postconference

**Sunday 16 October 2pm-5:45pm by Jim Reiser** [Swim Lessons University](http://Swim Lessons University)

Parent & Me Teacher Training Course 2:00-4:00pm

Swim 101 Teacher Training Course 4:15-5:45pm

See Jim to register at the conference if you haven't already done so.



## WABC Learn-to-Swim Supplier Partners



### Adventure Swim

AdventureSwim.com developed from round the world explorations - products cover a broad range of supplies to help students in any exciting learn to swim program.

- Kick-Speed-Peekaboo-and Mini Play Boards.
- Swim diapers, swim caps & flippers
- Backpack-Belt-Muscle Arm and Red Rescue Support Floats
- Swim bars and pull buoys
- Wetsuits
- Circular and rectangle mirrors & rainbuckets
- and new items coming

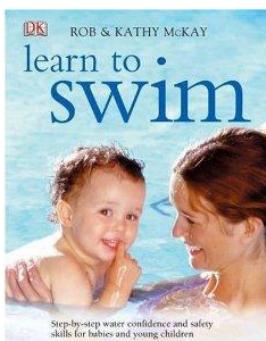
**Ed Pemberton** [AdventureSwim.com](http://AdventureSwim.com) [MyAquaBaby.com](http://MyAquaBaby.com)

Tel. 1 865.691.2525

1332 Scotsbury Circle

Knoxville, TN 37919

United States of America



### Gentle Baby Swimming

Teacher Training Workshops by Rob and Kathy McKay

Come train with us at Lifestyle Swim School in Boca Raton Florida USA We can speak and do water sessions at your site...or at your conference.

**Rob & Kathy McKay** <http://www.babyswimming.com/>

Boca Raton, Florida USA

1 561 393-6386 ext/ 4

e-mail: [McKaySwim@aol.com](mailto:McKaySwim@aol.com)

Authors, "[Learn to Swim](#)" DK Publishing

in English, British, German, Italian, & Portuguese translations

Contributors, "[The Expert's Guide to the Baby Years](#)"

Producers, "[Diaper Dolphins](#)" video / DVD series

Creators, [www.BabySwimming.com](http://www.BabySwimming.com) "Baby Swimming, The Gentle Journey"



## Smart Moves in Water

Offering a variety of solutions to learn to swim program leaders. We are all parents who are passionate about children and learning. We want kids to have fun in the water, and really enjoy their learning to swim experiences.

Smart Moves aims to provide access to quality knowledge and resources, to improve the quality, consistency and appropriateness of what is taught in the water.

We believe that this will provide a better experience for children, parents and teachers - children will love swimming and will be safer in and around water.

- See our SMART PLANNER: knowledge base, lesson creation wizard, training aids, & more
- See our SMART SUPPORT: work with you one-on-one in person or a video conference call
- See our SMART STUFF: Teaching products

**Jenny McPhail** and also participating in WABC2011 and representing the company are **Mike Fitzgerald, Pam Berry-Mason, & Todd Mason**

<http://www.SmartMoves.co.nz/>

Phone: 00643 351-3617

PO Box 6316 Upper Riccarton,

Christchurch, Canterbury 8442 New Zealand



## Swim Lessons University

Since 2010, Swim Lessons University has provided Swimming Instructor Training & Certifications that are endorsed by WABC. The video based training is turn-key, and you can administer it in the convenience of your facility. Your instructors also can do all their testing online.



The program is flexible too! You can use Swim Lessons University certifications as either as a supplement to the instructor training you are already doing OR as an alternative!

The Swim Professor and Swim Lesson University are your guaranteed blue print for teaching children to swim. The Swim Professor, Jim Reiser has created a wide variety of products that can help you improve the teaching - learning process in your learn to swim program.

Products range from DVD's demonstration teaching strategies to print materials such as lessons plans & water safety materials to learning equipment for you to use as well as sell to your program.

Jim Reiser, M.S. The Swim Professor

[SwimLessonsUniversity.com](http://SwimLessonsUniversity.com)

[swimprofessor@sc.rr.com](mailto:swimprofessor@sc.rr.com)

Tel: 803-865-2629 toll free 1-866-498-7946

P.O. Box 290760, Columbia, SC 29229 USA

# Swim Whisperers™



**Do you work with children  
who have Sensory  
Processing or Motor  
Coordination difficulties?**

Let SWIM WHISPERERS decrease the time needed to teach these children to swim. Our upcoming videos will help you overcome the most common obstacles encountered by children with a wide range of processing issues by focusing on 14 key areas :

**Safety concerns**  
**Water properties related to sensory systems**  
**"I can't touch that!"**  
**Making a child go underwater successfully**  
**"What did I say?"**  
**"How do I control my body?"**  
**"I'm not going on my back!"**  
**Seeking sensory input**  
**Petrified to let go of the side**  
**Engagement and interaction**  
**Reacts extremely when getting splashed**  
**Excessive drinking of the pool water**  
**Ritual and routine to increase comfort**  
**Success with swim strokes**

Swim Whisperers is a product of Angelfish Therapy®, owned/operated by Cindy Freedman CTRS, MOTR & Ailene Tisser MA, PT.

**TO LEARN MORE, VISIT [www.SwimWhisperers.com/WABC](http://www.SwimWhisperers.com/WABC)**



## **Velox America, SA de CV**

Suppliers of swimming lycra caps, very comfortable for small kids and ladies, won't pull hair. Great looking with full color logo of your swim school. Put your logo on everybody's head! Three cap sizes available. We also offer reusable swim diapers, USA PUL fabric, that can be customized with your logo. 7 sizes available, from newborn 3 months, to 5 to 6 years. Antichlor PBT fabric, 100% polyester, long lasting and high ultraviolet protector factor ideal for rashguards and swimsuits, for your teachers or customers.

Items can be customized with your logo in full color, embroidered or sublimated, with your own design or we can offer you some designs to choose. We can meet low quantities or large quantities orders.

Ask for free samples. [Catalog USA & Canada](#)

visit at WABC2011 with Josefina Garza  
Velox  
Ayutla 1223, Col. Nuevo Repueblo  
Monterrey, N.L. 64700 Mexico  
Telephone 52 81 8190 7373  
Toll free USA & Canada 1 866 323-7474  
Email inquiries - [Sales@Velox.com.mx](mailto:Sales@Velox.com.mx)  
Website: [www.Velox.com.mx](http://www.Velox.com.mx)



## **XHARK**

Retail XHARK baby & kids swimwear in your program or swim school store - children and parents will love them. Products with Finnish design and French flair! All XHARK swimwear is eco-friendly with non-toxic fabric. UV protection factor of 50+ certified. Designs that make it super-easy for parents to put on or take off their child.

Unique designs for babies, boys and girls. XHARK swimwear is only available online at our web store. And we offer worldwide free shipping!

**Yan Busset** Tel. 358 50 436-4556

XHARK Baby & Kids Swimwear

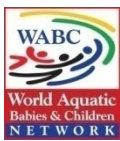
Naapurintie 2A2

Helsinki 00940 Finland

<http://XHARK.eu/> Email Inquires: [contact@Xhark.eu](mailto:contact@Xhark.eu)

If you or a company that you buy from would like to connect with the WABC Network see the [Supplier's Passport membership](#) on the [WABCswim.com](http://WABCswim.com) website

# WABC2011 Conference Schedule



**Thursday 13 October, 2011** **WABC2011** . Clearwater Beach

9:30am-5pm Workshop Pre-Conference at an off hotel site location  
Rob & Kathy McKay <http://www.BabySwimming.com>  
Lifestyle Swim School Boca Raton, Florida USA  
\*Advance registration & fee required via the above website



**Friday 14 October, 2011** **WABC2011** . Clearwater Beach

First light is 7:07am, Sunrise is 7:30am - how about a walk or run on the beach !

1:00pm – 1:55 Check-in in front of the conference meeting room for your name badge, etc.  
Visit with the conference participants who also are offering books, DVD's and other learn-to-swim services and equipment

2:00pm – 2:20pm Welcome and Introductions

2:20pm – 2:43pm Panel  
"Philosophy & Goals in Programs for Children 1 month - 48 months of age"  
Rob & Kathy McKay . Terje Stakset . Daniel Zylberberg

2:45pm – 3:10pm "The Pool – An Area of Wonderful Early Interaction"  
Daniel Zylberberg 2010 Virginia Hunt Newman Award Recipient  
Aquatic Specialist & Clinical Psychologist . Paris, France

- 3:10pm – 3:35pm “Getting the Most Out Of Your Program Staff!”  
Jim Reiser, the Swim Professor  
Swim Lesson University . Columbia, South Carolina USA
- 3:35pm – 3:50pm Break . Interaction among Conference Participants
- 3:50pm – 4:15pm “Swim with Love”  
Terje Stakset 2006 Virginia Hunt Newman Award Recipient  
DVD author and also of the book soon to be published *Swim with Love*  
Norwegian Lifesaving Federation . Oslo, Norway
- 4:15pm – 4:45pm Discussion  
“Here is Something We Do That Works Well For Us in our Baby Program?”  
Open Microphone for Participants to Speak/Share with the other Participants what  
has worked well for you as you learn what has worked well for others.
- Evening Visit to Clearwater Marine Aquarium for all registered conference participants.  
Admission sponsored by Ed Pemberton and his **AdventureSwim.com**  
Aquarium is home to world-famous Winter the Dolphin and was the location for  
the filming of the movie just released, *Dolphin Tale*. Drive your car or take trolley.

Those with cars may drive over to the Clearwater Marine Aquarium. Others can take the 5.:12pm or 5:42pm yellow and red trolley. Sunset is at 7:04pm over the Gulf water – daylight remains for about 20 min. Beach walk and dinner on your own with your conference friends. Lots of dinner choices in the main beach commercial district which is around Pier 60 (2.1 miles – 3.4 km from the hotel). Trolleys to that area leave the hotel :12 and :42 past each hour It’s a rather long but safe walk back to the hotel from the Pier 60 district if you wish. Scenic view even at night from atop the Sand Key Bridge. Taxi cabs also available from any of the hotels along the way.



## **Saturday 15 October, 2011 WABC2011 . Clearwater Beach**

First light is 7:07am-Sunrise is 7:31am How about an early morning walk or run on the beach!

- 8:45am – 9:10am “Discover the Treasures in Your Business/Program”  
Judi McIntosh  
Swimsational Swim School . Sulfur, Louisiana USA
- 9:15am – 9:40am “Practical Applications of PsychoMotor Learning in Aquatic Education”  
Beatriz Esesarte Pesqueira  
Acuarela Natación Formativa . Oaxaca, Mexico
- 9:45am – 10:14am Break . Interaction among Conference Participants
- 10:15am–10:40am “A Study on the Importance of Swimming Related to Children’s Health”  
Sandra & Rafaele Madormo  
Academia Via Esporte and Instituto de Natação Infantil . Sao Paulo, Brazil
- 10:45am–11:10am “Getting Your Own Commercial Pool”  
Peter & Kathy Schrock . Family Swim School . Egan, Minnesota USA  
Judi McIntosh . Swimsational Swim School . Sulfur, Louisiana USA
- 11:15am-11:55am “Things We Do That Really Work Really Well in the Administration and Managing  
of our Business/Program”  
Discussion  
Open Microphone for Participants to Speak/Share with the other Participants what  
has worked well for you as you learn what has worked well for others.

- 12:00pm - 1:25pm Luncheon for Participants & Exhibitors Poolside with a bit of beach time too!
- 1:30pm - 1:55pm "Foundations for Learning Applied"  
Ed Pemberton  
Adventure Swim School . Knoxville, TN USA
- 2:00pm - 2:25pm "Demonstration Of a Successful Aquapaedagogic Approach In Teaching Young Children To Swim Safely"  
Uwe Leghan  
Schwimmschule Delphin . Hamburg, Germany
- 2:30pm - 2:55pm "Who are You, Really? And Are You Ready for a Paradigm Shift?"  
Kathy Mckay  
Lifestyle Swim School and Co- Author  
Diaper Dolphins DVD's & *Learn to Swim* . Boca Raton, Florida, USA
- 2:55pm - 3:25pm Break . Interaction among Conference Participants
- 3:30pm - 4:00pm "Working With Children With Development Disabilities"  
Frans van Haaren, Director Ph.D., BCBA-D  
ABA Academy, Autism Early Intervention Clinics, ABA Tutors . St Petersburg, Florida USA
- 4:00pm - 4:25pm "Why Swim, if YOU can Fly?!"  
Robert Strauss  
SwimGym . Miami, Florida  
author *Discover Swimming, From A to... Swim, A Common Sense Approach*  
and the DVD entitled "Why Swim, if YOU can Fly?!"
- 4:30pm - 5:15pm "Goals & Progressions in Aquatic Programs for Children 4, 5 & 6 years of age"  
Discussion  
Open Microphone for Participants to Speak/Share with the other Participants what has worked well for you as you learn what has worked well for others  
(Walk the beach and see the Sunset over the Gulf of Mexico at 7:03pm)



**Sunday 16 October, 2011**

**WABC2011 . Clearwater Beach**

First Light is 7:08 - Sunrise is 7:32am How about an early morning walk or run on the beach!

- 9:00am - 9:25am "Swim Whisperers - Angelfish Therapy's Swim Instruction Program"  
Ailene Tisser & Cindy Freedman  
Angelfish Therapy . Norwalk, Connecticut USA
- 9:30am - 9:55am "More Than Just Swimming!"  
Lulu Cisneros  
Lulu Cisneros Educación Acuática . Monterrey, Mexico
- 10:00am-10:25am Question & Answer Session: On Programming for Children 3 Years old & Younger.  
Virginia Hunt Newman International Award Recipients  
Rob McKay . Terje Stakset . Daniel Zylberberg
- 10:30am-10:45am Break . Interaction among Conference Participants
- 10:45am-11:30am "Teaching the Four Primary Strokes to Students 3, 4, and 5 years of Age"  
Theodore Vassilatos  
Baby Swimming . Athens, Greece

- 11:30am-12:15pm "Teaching Strokes to Young Children Ages 4, 5, & 6 Years of Age"  
Question & Answer Session  
Jim Reiser . Robert Strauss . Peter Schrock . Lulu Cisneros
- 12:15pm-12:55pm "Successful Ways to Attract More Students to Your Program"  
Discussion  
Open Microphone for Participants to Speak/Share with the other Participants what has worked well for you as you learn what has worked well for others.
- 1:00pm-2:00pm Closing Lunch for Conference Participants
- 2:00pm-4:00pm Parent & Me Teacher Training Course  
Jim Reiser <http://www.swimlessonsuniversity.com/SLU-Workshops-at-WABC-Conference-pluSLU-WABC-Workshops.html>  
Swim Lessons University  
\*Advance registration & additional fee required via the above website
- 4:15pm-5:45pm Swim 101 Teacher Training Course  
Jim Reiser <http://www.swimlessonsuniversity.com/SLU-Workshops-at-WABC-Conference-pluSLU-WABC-Workshops.html>  
Swim Lessons University  
\*Advance registration & additional fee required via the above website  
\* Discount for enrolling in both Jim Reiser, Swim Lessons University courses

[Sheraton Sand Key Resort Website](#)    [Directions](#)  
1160 Gulf Boulevard, Clearwater Beach, Florida 33767  
Phone: country code 1 727 595-1611  
[Reservations@SheratonSandKey.com](mailto:Reservations@SheratonSandKey.com)

**Expected weather forecast Friday - Sunday:**

Daytime high temp 85° F (29° C) ; Nighttime low 65° F (18° C); Sunny very little chance of rain Friday-n Sunday Gulf water temp is 78° F (26° C) If walking or running, go out to beach, turn left and you can go for MILES. Go close to the water - the sand is nice and firm if running. Enjoy !

## **Restaurants – Some Good Suggestions**

➤ **Within the Hotel**

The Island Grille (lunch & dinner), Rusty's Bistro (breakfast & dinner), Poolside Café (lunch and dinner), Mainstay Tavern (food & drink afternoons & evenings)

➤ **Across the street and to the right next to the Marriott hotel are several eateries**

**Columbia** (Spanish/Cuban \$\$), **Backwaters** (Seafood \$\$), Maggie Mae's Sunrise Café (Breakfast \$), & Dunkin Donuts, Ryan's Ice Cream & Yogurt, and a USA Convenience store.

➤ **Clearwater Beach** – out to the Blvd. left and over the bridge to the Pier 60 commercial beach district  
South of Pier 60: **Frenchy's South Beach** (American casual), Crabby Bill's at the Pier 60 Trolley stop, (Seafood \$).

North of Pier 60: The Brown Boxer Pub & Grille (American \$), Clearwater Wine Bar & Bistro (\$\$), **Frenchy's Rockaway Grille** facing the beach and gulf waters (American casual \$).

**Bobby's Bistro** (Casual \$\$), **Island Way Grill** next to the Clearwater Marine Aquarium (Seafood \$\$\$)

**The FREE Clearwater Jazz Holiday** runs Thursday-Sunday day and night in downtown Clearwater You can Trolley there going from the Sheraton to the Publix on Island Estates and transferring to the festival shuttles buses. <http://www.ClearwaterJazz.com/>