



AQUATIC MANAGEMENT SERVICES



Contract Proposal

COOKSEY'S LIFEGUARD AND SWIM ACADEMY, LLC.
HAPPY SWIMMERS USA

Why Hire Us to Run Your Aquatic Facility?

Let us lighten your load.

As operators of both Cooksey's Lifeguard and Swim Academy and of Happy Swimmers USA, we bring a wealth of experience, amazing management teams, and a proven track record. Our clients come back year after year.

Here is just some of what we offer in Aquatic Management:

- **Hiring + Onboarding:** job descriptions, posting, interviewing, background checks, paperwork. We handle this throughout the season to make sure you are always fully staffed.
- **Training + Certifications:** ensuring everyone has qualifications of position, training for specific roles/locations, following Red Cross standards, certification tracking, running in-service trainings, addressing concerns and implementing into training.
- **Scheduling:** ensuring someone is there all times needed, covering call outs, maintaining scheduling system We manage weekly schedules, call-outs, time-off requests and shift swaps so you do not have to.
- **HR:** We handle our staff's HR challenges & implement solutions internally. We keep records of all reports for both parties.
- **Payroll:** biweekly pay cycles, sick pay, benefits, tax forms.
- **Aquatic Programming:** planning, executing, staffing, signups, fees.
- **Insurance:** \$5 million excess liability policy.
- **Worker's compensation for all staff.**
- **Specialized Contract:** Every single one of our contracts is ran differently, based on what is needed. We specialize in tailoring your contract for you.
- **Access to highly trained managers:** With over 35 years of combined experience in the field, we have successfully built a team of highly trained managers and trainers.
- **Lifeguard Certifications:** CPR for the Professional Rescuer Adult, Child, and Infant, First Aid, Automated External Defibrillator.
- **State and Local Mandates/OSHA requirements**
- **Emergency Action Plans** specific to each facility

About Our Staff

Professional + Proactive

Our Lifeguards

Monitor people in the facility | Enforce all aquatic rules to maintain a proactive environment | Administer all first aid | Respond to all emergencies | Keep track of daily numbers | Fill out daily safety checks | Call 911 and fill out all incident reports | Constantly evaluate program to ensure top notch service and safety.

Red Cross Certifications

CPR training for adult, child, infant

AED training for adult, child, infant

First Aid training for adult, child, infant

Ratio 1 lifeguard to 20 people in the pool at once

Our Head Lifeguards

Ensure lifeguards are all on task at all times | Communication with contract managers | Promptly address any problems that arise | Run in-service trainings | Ensure safety standards are always up to par | Conduct interviews | Create schedules | Help with Programming

Our Aquatic Managers (Large Operations)

Maintain safe facility | Oversee all Head Lifeguard and Lifeguard actions to ensure facility is running in tip-top shape | Address and fix any problems with facility, staffing, and swimmers immediately

Our Pool Attendants

Our pool attendants can be trained to do a variety of tasks including but not limited to: check-ins, daily attendance logs, keep pool area clean, handle towels, enforce rules/protocols, clear pool at close, call 911 in emergencies

Our Swim Instructors/Teachers

Ensure safety | Provide high quality classes to all of their participants | keep tracking of participant's progress throughout sessions | Keep contact with participants to ensure commitment and repetition | Respond and act appropriately in an emergency

PROPOSAL

Your Organization Here

Lifeguard

Your Price Here / hour

Head Lifeguard

Your Price Here / hour

Swim Instructor

Your Price Here / hour

minimum of (your # of hours needed) hours 2025

Please note it may take 6-8 weeks to get contract fully up and running. Hours and schedule may change, but the minimum must be hit for this cost. This cost is only held for 30 days from date sent. After that, hourly wage may rise.

OUR PROGRAMS

We build your program together, based on facility specific needs. Below are the services we can staff, run, and offer at your facility.



Lifeguards

The main service we offer. The ratio is 1 lifeguard for every 20 people in the pool at one time. We train them, ensure they are up-to-date on all skills, and audit them frequently while working. We run mandatory in-service trainings once a month. We make sure to keep up with all Red Cross standards to keep certifications active and keep swimmers safe.

Head Lifeguards

Bigger aquatic operations need head lifeguards. Head lifeguards will ensure that everything is running smoothly day-to-day. They communicate with office staff when something is needed. They are there to help with patron communication. They are very valuable assets to the team and are required for bigger operations to be successful. Our head lifeguards go through rigorous interviews and training prior to starting their roles in management.



Swim Lessons

We have two different swim instructor levels: 1. Swim instructors that have specialized in private swim lessons and have experience. These are normally private, and scheduled by the client. 2. Swim lessons with new instructors. This is the more inexpensive option, normally used for recreation centers with group swim lessons.

If swim instructors are needed, specifics will be agreed upon and signed in contract.

Swim Camp

Our swim camps are fun for all ages. We run the aquatic portion of swim camps, playing games, incorporating swimming skills, and making sure the kids are safe. Our camp counselors are great at what they do, and Cooksey's has built a great swim camp program through years experience knowing what the kids like. If you'd like us to take your existing swim camp and run with it, we can do that, too.



Water Aerobics

A great way to move for older swimmers. Low impact exercise to get people of all ages in and moving. Participants love and look forward to these classes daily. Our instructors can make these intense, high resistance workouts or easy and fun! This is an amazing program to offer your members if you don't have something like this already.

OUR BACKGROUND

CLSA has a remarkable journey from its humble beginnings in 2010 to becoming a thriving aquatic management company with a broad range of services. The company's history showcases its dedication to water safety, quality training, and exceptional service.

2010 Inception + Backyard Pools: CLSA was founded in 2010 by Samuel Cooksey, who recognized the need for high-quality lifeguard and swim instruction services in the local community. The company's initial operations were centered around offering lifeguard and swim instructor services primarily in backyard pools, catering to individuals and families seeking professional aquatic support.

Early Years Growth + Reputation: As CLSA gained traction, its commitment to safety and quality instruction led to a growing reputation in the industry. The company's emphasis on employing certified and skilled lifeguards along with swim instructors contributed to its credibility, resulting in increased demand for additional services.

Expansion + Full Aquatic Management: With increasing demand and an expanding client base, CLSA saw an opportunity to diversify its offerings. The company transitioned from primarily offering lifeguard and swim instruction services to providing full aquatic management solutions. This evolution included pool service, maintenance, and comprehensive aquatic facility management for various clients, such as reputable country clubs, community pools, residential complexes, and recreational facilities.

Continued Growth + Acquisition: CLSA commitment to excellence continued to pay off, leading to significant growth in its client base and service offerings. The acquisition of Happy Swimmers USA in March of 2023 marked a significant milestone for the company, expanding its reach and resources in the aquatic management industry. This acquisition allowed the company to tap into new markets, access additional expertise, and further solidify its position as a leader in the field across the U.S.

Current State: With over a decade of experience and a team of more than 200 dedicated staff members each year, CLSA, has cemented its reputation as a go-to partner for aquatic management, pool services, lifeguard staffing, and American Red Cross training. Its diverse portfolio of services, commitment to safety, and dedication to excellence have made it a trusted name in the industry.

Future Goals: Maintaining reputable partnerships with all current contracts and acquiring new contracts. We want our reach to be significant enough to provide a network of lifeguards and swim instructors across CA and other markets. This will allow all facilities that are having a hard time recruiting or retaining staff, the access to a network of professionals who will be able continue successful programming.

PROFESSIONAL RESUME

Below are a few of our main contracts, to see a full list please visit cookseyslifeguardcompany.com/contractresume



YMCAs of La Cañada and Verdugo Hills

Since 2023

CLSA provides lifeguards, head lifeguards, swim instructors, and swim lesson coordinators to provide full pool management to three different locations in the area. CLSA provides upwards of 400 hours per week of staff during the regular season, and lifeguards throughout off season.

The Commons- Peekskill NY

Since 2022

CLSA handles all of the lifeguards for the association. Lifeguards must do daily checks for chemicals and pool logs in line with New York Health Department.



Long Beach Yacht Club- Long Beach, CA

Since 2014

CLSA schedules and trains all lifeguards and pool attendants at the club. We provide our full lifeguard services including a full-time lead lifeguard manager to look after the facility and all CLSA staff. We train and implement pool attendant protocols including check in and check out procedures, guest greetings, and monitoring of members in the pool.

Sherwood Country Club

Since 2018

CLSA provides lifeguards year round for Sherwood Country Club, which is a high end country club in Thousand Oaks.



Brentwood Country Club- Brentwood, CA

Since 2014

CLSA runs all aquatic programs at Brentwood. We schedule lifeguards, swim instructors, and swim camp counselors. We coordinate all summer swim camp programs, train and schedule lifeguards, and facilitate a smooth process for swim lessons for ages 6 months and up.

PROFESSIONAL RESUME CONT.



Associa Hill- San Antonio TX

Since 2024

CLSA schedules and trains all lifeguards at Associa HOA and contracts out swim instructors for all swim lessons at the pool and coordinates staff for all events at the facility. We also staff pool attendants to help with check-ins and cleanup.

Beverly Hills Hotel- Beverly Hills, CA

Since 2017

CLSA provides lifeguards to Beverly Hills Hotel, and trains them to abide by all rules and procedures in order to keep hotel guests satisfied and safe at this world renowned five star resort.



Lakeside Golf Club- Burbank, CA

Since 2017

CLSA provides a lifeguard pool manager to Lakeside Golf Club. Our pool manager looks over both Cooksey Lifeguards and Lakeside lifeguards that work at the club. We take care of all lifeguard scheduling, oversight, and documents. CLSA trains all lifeguards at the pool and also provides swim lessons to members of the club.

Mesa Verde Country Club- Costa Mesa, CA

Since 2022

CLSA runs the aquatic program for Mesa Verde Country Club, providing regular lifeguards, swim instructors, and pool management to the club for safety and proper facility management while the pool is operating.



Hillcrest Country Club- Century City, CA

Since 2013

Complete Aquatic Facility management from April to October. Implementing all of the aquatic programs such as camps, swim lessons, swim team, Junior lifeguard, lifeguard training. Managing the summer schedule including lifeguard managers, lifeguards, swim instructors, camp counselors and swim team coaches.

OFFICE TEAM



Laís James

Central Office Manager

Hi there! My name is Laís. I am the Central Office Manager of CLSA, and I started here in 2019 as the Customer Service Rep and have since been promoted to Central Office Manager. My main responsibilities include payroll, on-boarding new lifeguards and instructors, billing and collection services, and managing employee and customer satisfaction. My educational background includes a degree in HR, a field I am passionate about due to my love for working with people. I graduated in 2009 and have worked in HR roles in Brazil and the U.S. In my free time, I like to be with my family and train jiu-jitsu.

Stephanie Hayes

East Coast Regional Manager

My name is Stephanie and for the last twenty four years I worked as a Special Education Assistant in the Los Angeles Unified School District. For twenty of those years I worked with at-risk students and students with special needs at the secondary level. I retired from the school district in 2018 and have been working for CLSA since 2019. I love working for CLSA! I assist with booking life guards in the East coast, Georgia and Texas. In my free time, I enjoy being in the sun, gardening and spending time with my family. I am an avid dog lover and have been surrounded by dogs all my life.



Bryan Rowe

Southeast Regional Manager

Hi I am Bryan. My background is in healthcare and research and have worked in aquatics and emergency medicine for 10 years. I have been with CLSA since 2015 and since then have lifeguarded for private events, taught CPR/First Aid and lifeguard courses, and taught swimming lessons. I also assist with interviews and booking lifeguard-for-hire services in the Southeast region of the country. Before joining CLSA, I was an Emergency Medical Technician-Basic working on ambulances and emergency services. In my free time, I enjoy mountain biking and grilling on the barbecue!

Debbie Nate

California Regional Manager & CPR Instructor

My name is Debbie and I'm a graduate of CSUN with a background in teaching P.E. and Special Education. Additionally, I have been a professional lifeguard, Water Safety Instructor (WSI) and Lifeguard Training Instructor (LGI) with the American Red Cross. I've taught First Aid and CPR for over 30 years and feel that it is important to give back to the community. I have worked for CLSA since 2019 and assist with booking California regional lifeguard services and CPR training classes that are held across the state. In my free time, I love to hike, ski (wherever there is snow), swim and travel.



Randall Mills

Southern California Regional Manager

Randall Mills started at Cooksey's as a lifeguard in the summer of 2017. He was born in Hawaii in 1975. He brings a lifetime of leadership and scheduling skills to his role. He's worked in the fields of journalism, media, video production, photography, podcasting, fine arts, retail, sales, customer service, and even collections. He graduated USC with a BA in English in 1997, while also studying film production and taking the undergraduate honors curriculum Thematic Option.

NEXT STEPS



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1. Submit an **inquiry**
2. Look over the **contract proposal**.
3. If the contract proposal fits with what you are looking for, we would love to **setup a meeting** with you and go over specifics. Let us know some days and times that work for a virtual meeting. We will answer any questions you have and get a feel for your needs.
4. We will write-up an **initial contract** with all of your facility's details.
5. **Look it over**, have your legal team look it over, etc. and let us know if there is anything that needs to be adjusted, edited, added, or taken out. We will do our best to make all adjustments you request.
6. **Sign** the contract
7. **Let us take the wheel**. We know what you want. We will start hiring, training, and getting everything setup from there!

If you have any questions or hesitations along the way, please reach out. Thank you so much for your time and we hope to work with you soon!