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It's "Go" Time!

Welcome to your latest edition of The Lifeline, your online newsletter from WMS Aquatics. As we all get ready to enter the end of Spring and the first days of the Summer, now is the time to prepare your facility for the busy days ahead. Vacation season will soon be in full swing, and for those who rely heavily upon this season for success, time is running out to make sure you are prepared.

WMS Aquatics stands ready and able to assist you and your facility with all your aquatic equipment and supply needs. Hopefully you've recently received our all new 2011/2012 catalog. If you didn't get one yet, [request one now](#) and we'll get it right out to you. Of course, everything is also available anytime on our [website](#).

We sincerely hope you find the new catalog helpful as your year progresses. Don't forget to check for the "Green Products" logo showcasing eco-friendly items that will assist you in developing your "green" advantage. We look forward to working for you to make this season as successful as it can be for your facility!

ADA Compliance – Lifts May Be Your Key

As you are certainly aware, new elements were recently added to the Americans with Disabilities Act (ADA) making accessibility standards mandatory for most public pools and spas. Originally passed into law in 1990, the ADA didn't directly address aquatic facilities. Most recreation facilities, including aquatic facilities, are now impacted and the deadline for compliance is approaching.



The new standards apply to nearly all public pools, including existing facilities with a few

exceptions. Existing pools and spas must comply by March 15, 2012. To read the law, [follow this link](#).

The ADA requirements state that most public pools must have a sloped entry or a lift as the primary form of access. Most commercial pools larger than 300 perimeter feet must also have a second access which may be a lift, ramp, transfer wall, transfer system, or accessible steps. Commercial spas must have a lift, transfer wall, or transfer system.

Many industry experts agree that adding a lift to a facility will likely be the simplest, most practical, and most efficient method by which to comply. You'll find several lifts to satisfy these new requirements on our [website](#) or in our catalog. To be compliant, a lift must be capable of hoisting at least 300 pounds, have a seat measuring at least 16 inches wide, it must be equipped with a footrest for pools, and enable independent operation by the user. WMS offers you several models from a variety of manufacturers, including portable lifts, removable devices, and permanently-installed options.

Portable lifts provide maximum flexibility for a facility as they can be moved around from one location to another based on need. This may prevent the requirement to purchase multiple lifts to serve a variety of vessels within your facility. Also, no installation is required.

Removable lifts are generally less expensive than fully portable models while still allowing a facility to save costs of compliance by limiting the amount of equipment you may need to purchase. Removable lifts do require installation of various stations where the lift may be temporarily anchored for use.

Permanent lifts are installed with anchors directly to the pool deck. They are generally the least expensive option and do save staff the time and effort of moving and removing a lift system for use when needed.

WMS Aquatics offers several versions of lift systems and accessories which comply with the new ADA requirements. To see all options available to you, [click here now...](#) We've also prepared a direct link to a "lift configurator" to make designing and finding the solution you're looking for even easier. Check it out by going [here...](#) Or if you prefer, give us a call today and speak to an expert about the best choices for your facility!



Consider Fiberglass!

Are you tired of painting? Is your plaster staining, need patching, or maybe even re-plastering? Is your pool leaking? Do you want to replace your current vinyl liner? If you want to solve all of these problems long term, consider fiberglass for your next commercial pool or spa-resurfacing project.

Over the last several years, costs for resurfacing pools and spas have gone up. Rising costs and shrinking budgets make it even more important to carefully consider all your options when deciding on what product to use to resurface your facilities. For most of us, traditional products immediately come to mind like plaster, paint, and vinyl. But if you're looking for a great value and a durable solution, you definitely should consider fiberglass.

Fiberglass resurfacing products are composite materials which are corrosion resistant and boast a long service life. In fact, fiberglass is guaranteed to outperform and outlast other materials. Fiberglass resurfacing is sprayed on for quick installation and less down time, and can be applied over the existing substrate including steel, concrete, plaster, and paint. No longer do you need to perform expensive removal before applying your resurfacing. Even better, it actually

costs less than vinyl.

Fiberglass resurfacing saves you money in installation and maintenance. In fact, within its 25-year warranty period, no maintenance is required. Fiberglass maintains its appearance over time better than other surfaces. It doesn't discolor, stain, or develop a rough surface. Even in spas, your resurfacing will remain looking like new for longer. And because it's so durable, you'll dramatically reduce the frequency of your resurfacing needs over time, saving you even more.

For more information and to help decide if fiberglass is right for your resurfacing project, give Wayne a call today. For more information, [check out this website](#).

Social Networking – How to Get the Most For Your Facility



In a world of websites, blogs, and other social network options, it's hard to keep up. Daily it seems as if everybody is "friending" everybody else, and blogging an opinion on the national debt right after "tweeting" thoughts on the finer points of orange juice is just as acceptable as eating a chili and cheese hotdog at the ballpark. You wouldn't do it under normal circumstances, but since you're there...

So what does this mean for your facility, and how can you take advantage of what social networking has to offer? Many businesses consider an online presence as a critical component of their overall marketing strategy. But social networking isn't the same as a website. It's an interactive experience with the user that has changed the virtual world. Facebook alone has over 500 million active users. The widespread use and acceptance of social networking is changing the way the world, and your clients, give and receive information.

If you plan to incorporate Facebook, Twitter, YouTube, or any other (or all) social networking platform(s) to your marketing media, there are some important things to consider. First, your online profile is part of your brand. Social networking should not be seen as an opportunity to reinvent your brand, but to widen your overall reach. It's important that the same experience you promise online users is what they will receive when they visit your facility in person. After all, they will expect to get what you tell them. Just like traditional advertising, it is critical that the promises you make are backed up when the time comes.

It is important to choose the voice and face of your brand for the virtual world carefully. Will your organization's voice be an anonymous responder/blogger/tweeter which utilizes your logo as your avatar, or will it be your organization's owner or manager? Obviously, each of these options is very different and will be perceived differently by your clients and potential clients. Deciding ahead of time on rules for information sharing and messaging guidelines can help as well.

To get the most out of social media, you need to be real. If you simply send out advertising announcements or press releases through Twitter or Facebook, your efforts won't be successful. You need to find ways to connect with people on a personal level and engage with them. At the same time, you want to do so in a way that forwards the goals and reputation of your facility and your brand in a positive manner. For example, don't tweet "free aqua-aerobics class when you sign up for 10 sessions". Instead post something like "turning 40 next week, I'm really starting to appreciate the hard work of staying in shape". Statements which are more personal and relatable may illicit responses that help build opportunities through dialogue which would not otherwise have occurred.

Finally, it is critical to remember that the posts you make on social networking sites are, for the most part, permanent. These aren't a one-day deal, or even a one-year deal. Everything you place in public, whether in print, on the radio, or online reinforces your brand in perpetuity. One poor lapse in judgment may be extremely costly. A good rule of thumb: imagine what you are posting will appear on the front page of your local paper. If you don't want to see it there, don't tweet it, blog it, or post it to Facebook.

Next month we'll discuss how you can use social networking to improve your hiring efficiency.

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