



October 2020

Greetings Friends,

I hit the road a few weeks ago to visit clients & colleagues in pools across Saskatchewan (complete itinerary posted below). With clients across Canada, travel like this used to be a regular part of our schedule pre-COVID.

Since coming back from Medicine Hat & Kananaskis in early March, we've been grounded like everyone else. We've cancelled trips to - and CPO classes in - Fort McMurray, Grande Prairie, Edmonton, Ottawa, Toronto, Kingston, and St. John's. I doubt 2021 is shaping up much differently, and I expect it to be Summer 2022 before our industry looks "normal" again.

Working from home or remotely anywhere on the road is nothing new me. Zoom, Facebook, and email are wonderful tools to connect with people across a great distance, but it just doesn't replace face time on the pool deck.

Mask in hand, it was great to connect with so many aquatic professionals in so many different roles: experienced operators at old buildings, inexperienced operators at brand new buildings, programmers, lifeguards, industry reps, recreation directors, etc. Whether working in aquatics or seconded to be the Manager of Public Transportation

(really!), whether working at pool in a town of 2,500 or a city of 250,000 people, there were a few common themes I kept hearing again and again:

Are we doing this right?!

What does this [provincial COVID directive] even mean?!

Why don't the clients understand that we're doing the best that we can?!

I also recently watched as ratepayers where I live (Okotoks, AB) raked pool staff over the coals for the new traffic flow through the change rooms, making them universal (gender-free) in preparation for the fact that people can't leave the facility in a wet bathing in winter. Never mind that this is a provincial COVID directive that has nothing to do with the municipality or the aquatics manager and that it's hard to do in a 30 year-old building, people talked as if there wasn't anything else going on in the world.

There's **always** been a limited understanding outside of aquatics how our business really works. Even our most ardent supporters, the devoted swimmers who use our facility every single day (before COVID) just don't have a clue how to decipher the smoke & mirrors. Reading [this excellent article](#) made realize why that it is: **we are all part of that problem because we don't advocate & communicate...we don't spell it out exactly.**

We get frustrated when our facility ends up as the punching bag on the local rant & rave page, but when was the last time you took your future into your own hands with clear, concise and proactive communication?

Not your communications department, not the collective facility social media page, but actually stopped and thought about how to be a transparent advocate and communicate to your staff, clients, stakeholders about what is **YOU** (your organization, your department, your manager, your facility) and what is **THEM** (regional/provincial health authorities, Council, contractors, suppliers, etc.)

Women especially are socialized not to complain or explain. We want to be nice and manage up, smooth out

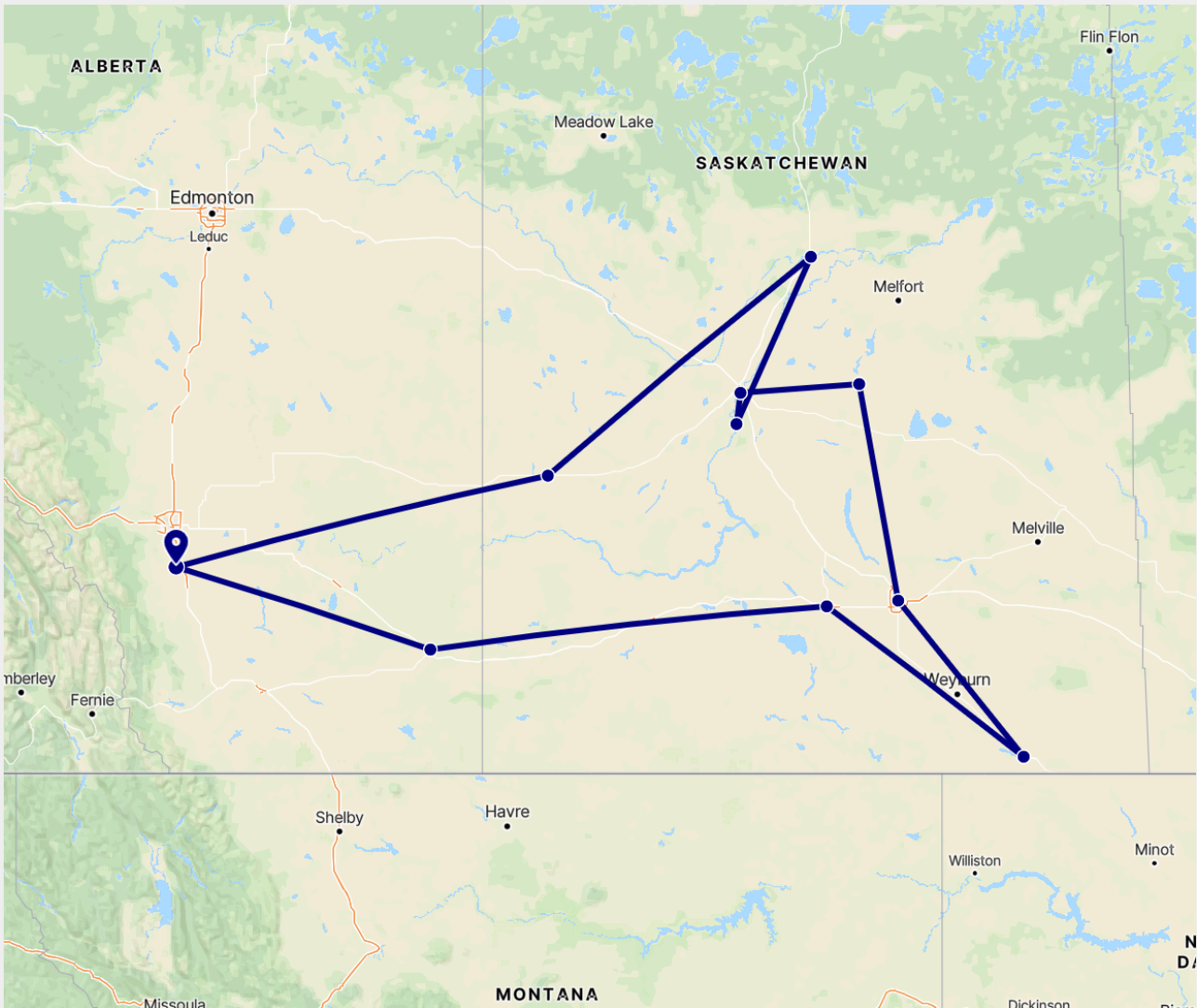
bumps in the road, collaborate, support each other, make it happen however we can. But when does that do-more with less mentality stop?

Again: we get frustrated when our facility gets a bad rap in the eyes of the public, but what are we actually doing about it? Stop putting up, and start talking. Stop worrying about being nice. Don't make it personal or emotional, but do make it transparent.

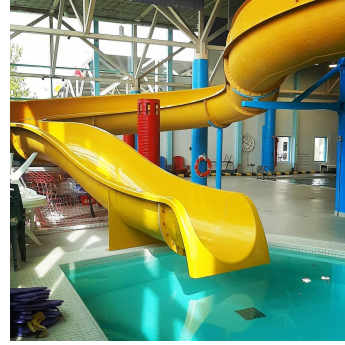
People already don't like what you're doing, so you may as well do it anyway.

Katie Crysdale

Founder, Lakeview Aquatic Consultants Ltd.



Instagram Posts



Pool & Hot Tub Alliance (PHTA)

Certified Pool Operator (CPO) Classes



The legislative requirement in many locations to have someone CPO-certified at every commercial aquatic facility has not gone away because of COVID-19.

To date, many facilities have put off staff training knowing they're unlikely to be inspected (and get caught) anytime soon. This kind of thinking is unlikely to win you any friends in high places.

Meanwhile, we're also seeing online classes fill up quickly with individuals taking the CPO certification at their own personal expense to tip the scale in a super competitive, aquatic job market. *Don't put this off until its too late.*

October 19 - 22

SOLD OUT

November 23 - 26

[Register Online](#)

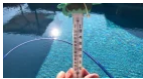
December 8 - 11

[Register Online](#)

Finally allowed to spend your budget? Private classes available from as low as six participants. US imperial or metric on your schedule. Email [**katie@lakeviewaquaticconsultants.com**](mailto:katie@lakeviewaquaticconsultants.com) to book.

[More Information](#)

Popular on our Facebook Page



It's 102 degrees in Arizona, but it's officially too cold to swim.

Different regions have different perspectives on 'cold.'



Iowa leaves behind state-of-the art pool

Another US college swim team cancelled by COVID and a budget deficit.

There are people less qualified than you, doing the things you want to do, simply because they decide to believe in themselves. Period.

Just do it.

There are people less qualified than you doing the things you want to do, simply because they believe in themselves.



Long-drowned: the men who find corpses others couldn't

A bio about the non-profit organization Bruce's Legacy, that recovers fatal drowning victims using sonar technology.



Current Issue Features

Pool Care Kracken

A step-by-step guide for taming the commercial pool service beast

PoolPro Fall 2020

Katie was interviewed for the Fall 2020 issue of *PoolPro* Magazine specifically about the issue of how commercial swimming pool service is so different from the residential industry.

For previous press, please [click here](#).

[Read more](#)



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