



September 2020

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Greetings Friends,

It's back to school season in North America, and many of us in aquatics (parks & recreation) are hitting the wall and crashing because of depleted surge capacity from the last five months. You fumbled your way through summer - whether open or closed or in limbo or change every five minutes - and now our communities expect us to deliver a full suite of aquatic programming for Fall 2020 with COVID adjustments? UGH.

If you're like me, you're tired and taking a hard look at what few items are critical priorities for the next four months. You don't want to commit to anything complicated because it's hard to emotionally invest in anything more substantial than today's individual choices (chocolate please!)

If that sounds like you, you're not alone: my yoga studio closed recently after 13 years in business. Try as they might, the owners couldn't stem the losses that come with being closed from March - June, and then inconsistent

revenue from people unwilling to commit to coming to yoga. I saw an excellent article shared on LinkedIn recently (Hi Marjan!) called [How Coronavirus and millennials killed the non-digital gym](#) that sums this up perfectly:

"Paying as you go is where the market is moving...Disruption creates winners and losers in any industry. Sometimes disruption is a gradual process and the eventual losers don't detect the shifting landscape for periods that can extend for years...COVID-19 accelerated the pace of disruption in fitness, and studios and clubs both small and large are increasingly vulnerable."

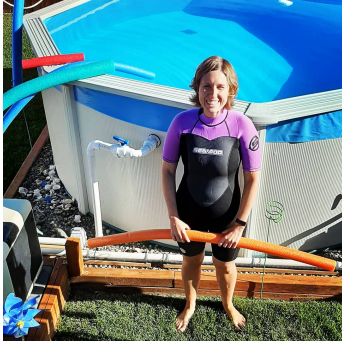
I also talked recently how [I've started to love swimming again](#) because I have to commit to a time slot in order to be able to get into the pool at all. This model isn't perfect, but it's made me realize that consumers are a lot more willing to tolerate change **now** than they've ever been in my lifetime.

So I know I've asked you many times in the last six months to rethink how you're conducting business, and we're all sick of buzz words like flexible, adaptable, resilient, etc. and we need some easy work and solid wins to keep us marching down this path, but what if this last quarter of 2020 is another great leap in our development as an aquatic industry? What do you want to be remembered for?

Katie Crysedale

Founder, Lakeview Aquatic Consultants Ltd.

Instagram Posts

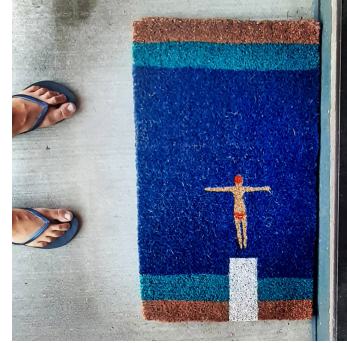


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“THANK YOU SO MUCH!

I hope one day I have even close to the wealth of experience and knowledge you have. Thank you for being an amazing resource and sounding board. This will help me tremendously. I am so bad with words when I am trying to get everything out and you have helped me immensely.”

CLIENT FEEDBACK



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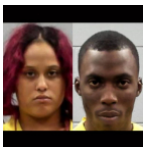
Noah's Ark GM fired after anti-mask email

The manager of a water park in Wisconsin was fired after confusing his personal opinion with his health & safety responsibility as an employer.



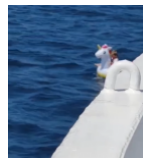
Feast your eyes on the male bikini

Remember Borat? Canadian designs 'bro-kini' and it's unforgttable...



Mother, boyfriend charged with neglect in 5-year-old's drowning death at park pool

A rare case where charges were laid in a drowning fatality.



Instagrammable inflatables are the new water wings.

A little girl is rescued by a passing ferry after being swept completely out to sea on an inflatable,

New collection

October Certified Pool Operator (CPO) class

Accredited in Canada, the USA and internationally. To check your specific province or state, please [click here.](#)

Private classes are also available!



\$450.00 CAD

Save My Seat

**CERTIFIED POOL
OPERATOR CLASS**

**100% Online &
Accredited**

**MONDAY - THURSDAY
OCTOBER 19 - 22
10 AM - 2 PM EST
8 AM - 12 PM MST**



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