

# Swimtastic Swim School

## Celebrating 'A Great Ten Years'

With its signature water slide, palm tree shower, imaginative decorations, and specially trained instructors, the Swimtastic Swim School has been making a splash with Omaha families for more than a decade. Under the ownership of Meagan and David Sall, the swim school is part of the Swimtastic franchised network with locations in Wisconsin, Nebraska, and Florida.

A former swimming instructor in Minneapolis, Meagan Sall is a proponent of Swimtastic's learn-to-swim program that is tailored to the emotional and developmental abilities of each individual swimmer. This approach requires instructors with unique teaching skills and qualifications.

"Instructors need to love children - that's the first thing," Meagan emphasized.



Swimtastic Swim School offers programs for six-month-old "swim babies" to 70-something adults.

"We really take pride in our staff. Our managers and teachers are very creative and are always coming up with songs and decorations for the various themes that we have every week. Our instructors have a passion for working with kids, and having fun, which the children really pick up on."

Now in its tenth year of operation, the swim school at 2920 N. 118th Circle has provided instruction to more than 2,000 swimmers since opening. The school conducts four sessions per year consisting of 175 classes organized according to age groups, which range from six-month-old "swim babies" to children capable of swimming 100 feet or more using breathing techniques. The maximum class size is four students.

"We start out with the baby classes, which have a parent in the pool with the child," Meagan explained. "In these classes, the babies learn to hold their breath and put their face in the water. After that, we have individual sessions for two year olds, three year olds, four year olds, and up through adults. So it's great for the whole family."

Safety is emphasized by instructors throughout the quarterly sessions. "We pride ourselves on teaching our students safety skills such as how to get to the side of the pool if they fall into the water, or what to do if they get tired in the water and feel cramps," Meagan shared.

David Sall believes that swimming is a life skill that anyone and everyone can benefit from learning. "A few years ago, one of our instructors brought in some developmentally challenged children



The Salls decided to start their Swimtastic franchise 10 years ago after they failed to find a swim lesson program in Omaha that they felt comfortable with for their own children. The Salls are currently exploring locations for a second swim school.

and taught them to swim," he recalled. "Being in the water really helped these children. One parent told me her child had finally found a sport that allowed him to be just like all the other kids."

In addition to swim lessons, Swimtastic schedules extra-curricular activities such as weekend birthday parties, family swimming, and Aqua Pilates for adults. The indoor pool is maintained at a constant 90 degrees Fahrenheit, while humidity is kept at 50 to 55 percent, creating a comfortable environment year-round. An ultraviolet (UV) disinfectant system helps to ensure water and air quality.

"It's been a great ten years," according to Meagan, who credited much of the

school's success to the financial support provided by First National Bank of Omaha that enabled them to retire their commercial loan and replace the indoor pool's equipment when needed.

David recalled when the pool's dehumidifier went down a few years ago and First National responded quickly to refinance a replacement unit. "When the dehumidifier goes down, the humidity in the pool room becomes too high, so timing was critical," he noted.

"First National has given us great advice when we've needed it," Meagan added. "Whenever we need advice, we always go to them and feel secure there."

Photos courtesy of Mike Markoff



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