Dan Jones, Division Head of Aquatics and Beaches – Norfolk Recreation, Parks & Open Space
Dr. Jodi Jensen, Professor, Director of Aquatics, Head Coach Women’s Triathlon – Hampton University

Local Lifeguard Association Success
col·lab·o·ra·tion

the action of working with someone to produce or create something.
Timeline of PLA to VLA

- 1998 Peninsula Lifeguard Association held its inaugural meeting
- 2008 Tidewater Lifeguard Association became first branch chapter
- 2009 Virginia Lifeguard Association
- 2012 Richmond Lifeguard Association became second branch chapter
Key Outputs of the VLA

• Monthly Chapter Meetings
• Annual Aquatic Management Symposium
• Eric Arnold Lifeguard Competition
• Run Swim Run/Paddle Beach Competition
• Networking
• Sharing of Resources
Monthly Chapter Meetings

• Met during the Offseason Months: October through April
• Planning for Annual Events
• Facility Tours and Training
• Establish Networking Channels and Resources – Classes, Recertification Opportunities, Job Openings / Recruitment
• Round Table Discussions
Virginia Aquatic Management Symposium

• Annual Training for Lifeguards & Management
• Average 90 – 100 Participants
• Group Morning Session
• Breakfast and Lunch Provided
• Awards and Giveaways
• Afternoon Breakout Sessions
• Sponsorship
• Fee: F-R-E-E
Eric Arnold Lifeguard Competition

- Pool Lifeguard Competition
- Public and Private Agencies Compete
- Event Awards
- Overall Team Awards
Run Swim Run / Paddle Competition

- Annual Beach Competition
- Local Beach Lifeguard Agencies
- Held in Norfolk
Starting a Local / State Coalition

- Identify Key Stakeholders
- Hold an Interest Meeting
- Create a Vision Laced with Goals and Objectives
- R and R – Resources and Relationships
- Sponsorships – Red Cross Chapters, Chemical Suppliers, Local Businesses
- Create an Inaugural Event – Lifeguard Competition, Educational Conference, Job Fair, etc.
Future Directions

• Expand the number of Chapters
• Increase participation for Lifeguard Competitions
• Increase Sponsorships for Events
"Unity is strength... when there is teamwork and collaboration, wonderful things can be achieved."
- Mattie J.T. Stepanek
Questions?

Thank you for your Time

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