

We Lead the Industry - Here's Proof

Jeff Ellis & Associates, Inc. consistently leads the aquatic industry with both technological and programming advancements. Known for many firsts in the field, we are always striving for innovations that will help improve aquatic safety.

The FIRST U.S. national service provider to...

- Create a comprehensive lifeguard training program (including lifeguard manual – 1994) combining First Aid, Professional Rescuer CPR, Oxygen Administration, AED, and lifeguarding skills into one curriculum.
- Develop a lifeguard training program specifically for use in waterparks.
- Develop a shallow water lifeguard training program for use in swimming pools, waterparks, and resorts.
- Introduce in-water rescue breathing technology using the Easy Seal™ mask.
- Develop, implement, and mandate use of the rescue tube to execute all in-water aquatic rescues.
- Develop and implement use of two-lifeguard spinal management and water extrication technology.
- Design and implement a national lifeguard auditing program for clients participating in CARMP.
- Develop and implement Automated External Defibrillation (AED) training into its lifeguard curriculum.

The ONLY U.S. national service provider to...

- Mandate auditing for all E&A Licensed Lifeguards through our International Lifeguard Training Program™ working at E&A client facilities.
- Provide a mandatory and enforceable lifeguard accountability program.
- Implement and include oxygen support technology into lifeguard training curriculum.
- Require E&A client facilities to provide emergency oxygen equipment onsite.
- Require a two-minute AED and one-minute oxygen operating standard for E&A client facilities.
- Administer an annual National Lifeguard Challenge.
- Develop and mandate Vigilance Awareness Training® program at E&A client facilities.

We lead industry standards

- Our 10/20 Second Protection Standard and 10/3 Minute Protection Standard have become the recognized worldwide industry standards for lifeguard scanning and swimmer protection in swimming pool and open water environments.
- EAP operating criteria for extrication and delivery of oxygen and AED at E&A client facilities.
- Mandatory reporting of Lifeguard Rescues and unconscious (submersion) events.



Comparison between Jeff Ellis & Associates and Other Providers

Description	E&A	ARC (Red Cross)	StarGuard	NASCO
Provides Aquatic Safety and Risk Management Consulting Services as part of the program	Yes	No	No	No
Provides an all inclusive lifeguard training program combining First Aid, CPR, lifeguarding, oxygen support and AED use into a single comprehensive curriculum and text	Yes	No – Oxygen Training not included	No – Multiple Texts	No – Oxygen and AED not included
Mandates annual lifeguard-CPR training	Yes	Yes	Yes	No
Lifeguard training certification or license validity period	1 Year	3 Years	2 Years	2 Years
Mandates monthly lifeguard in-service training for all licensed lifeguards	Yes	No	No	No
Publishes and maintains an annual national aquatic accident and rescue database for rescue technology research	Yes	No	No	No
Provides lifeguard auditing services	Mandatory	Optional**	Optional	Optional
Provides proactive standards for guest protection and patient care	Mandatory	No	No	No
Provides oxygen support training for lifeguards	Mandatory	Optional	No	No
Provides AED training	Mandatory	Optional	Optional	Optional
Provides aquatic accident investigation services	Mandatory	No	No	Optional
Provides aquatic litigation support services	Yes	No	No	Yes
Provides aquatic facility safety inspections	Yes	Yes	No	Yes
Mandatory lifeguard accountability protocols	Yes	No	No	No
National lifeguard challenge	Yes	No	No	No
International Safety Aquatic School	Yes	No	No	No
International acceptance and recognition of services	Yes	Yes	No	No
Provides comprehensive risk management program for aquatic facilities	Yes	No	No	No
Provides complete scope of service insurance coverage	Yes	No	No	No

*** ARC requires clients that participate in their lifeguard auditing program to sign an indemnity and hold harmless agreement. This agreement obligates the client to provide a legal defense following a loss and litigation for this national lifeguard training organization until a final court judgment is reached.*



Comprehensive Aquatic Risk Management Program

E&A Client membership has its privileges! As an E&A client you will become a partner with exclusive benefits found only with the E&A Comprehensive Aquatic Risk Management Program. This one-of-a-kind Comprehensive program provides a full service client relationship for Aquatic facilities. When you partner with E&A you receive unparalleled service, programs and resources to maintain a drowning free environment.

Program Highlights:

On-Going Consulting Relationship. Jeff Ellis & Associates, Inc. is the leading International Aquatic Safety & Risk Management consulting firm. Imagine the full support of the E&A team being in your corner, with direct access to your assigned Client Manager with a single phone call. No other agency provides this level of consulting in the absence of hourly fees.

Comprehensive Aquatic Risk Management Handbook. The one-of-a-kind program is presented in a reference handbook which outlines the proactive standards, policies and procedures which drive the unmatched safety record of our clients.

Licenses v. Cards. All other training agencies issue Certification cards while E&A issues Lifeguard Licenses to E&A client lifeguards. What's the difference...a license holds the lifeguard accountable to maintain the 10/20 Protection Standard at all times, maintain lifeguard rescue skills and CPR/FA/AED skills to "test ready" levels at all times. A card simply states that the person passed the course but does not provide for the maintenance of the skills beyond the day the card was signed. As an owner/operator you can't gamble on "test ready" performance when a real incident occurs...E&A Licensed Lifeguards are competent and confident at all times.

Accountability Based Philosophy. Accountability drives results! E&A Licensed Lifeguards are accountable to maintain the terms of their license and E&A Client facilities are accountable to implement the Comprehensive Program. Aquatic Facility Operational Safety Audits are designed to identify potential risk exposures before they become catastrophic; put forth recommendations, consultation or remediation to reduce or eliminate said exposure. Subsequent audits seek to validate the reduction or elimination of the exposure.

Complete Scope of Service Protection. Other training agencies provide a narrow scope of service...Training of your Lifeguard Instructors. As such their insurance coverage does not cover any more than that training. E&A carries a special Professional Liability Policy with a bodily injury inclusion which covers our entire scope of service from consulting to lifeguard training to Audits. We have skin in the game and stand behind our services.

Participation in the Comprehensive program and E&A Client Status also provides these value added services:

- Full access and authorization to Instructor Level training in the International Lifeguard Training Program™ (ILTP™)
- Site Plan review consulting for new projects/expansion
- Accident Investigation/Litigation Support Services
- Full access and implementation of the Vigilance Awareness Training Program® (VAT®)...An E&A Client exclusive!!



Jeff Ellis & Associates Pennsylvania Clients:

Split Rock Vacation Charter Club

AIG MA

Cedar Fair- Dorney Park Wildwater Kingdom

YMCA Brandywine Valley- Kennett Area Branch

YMCA Brandywine Valley- West Chester Branch

YMCA Brandywine Valley- Brandywine Branch

YMCA Brandywine Valley- Downtown Branch

Hershey Entertainment and Resorts

Splash Lagoon

Palace Entertainment- Sandcastle Waterpark

Palace Entertainment- Idlewild and Soak Zone



Jeff Ellis Management Active Client List:

Bear Breach Village Community Association

Benders Landing Estates

City of Presidio

City of Tamarac

Dania Beach

Elgin Country Club

Fermi National Accelerator Laboratory

Fox Valley Park District

Hunters Ridge Community Association

Kings River

Lakewood Creek Homeowners Association

Lakewood Crossing Community Association

Lakewood Prairie Homeowners Association

Lakewood Springs Homeowners Association

Liberty Grove Homeowners Association

Mills Branch Village

City of North Lauderdale

North Woodland Hills Village

Oak Brook Bath and Tennis Club

Talamore Community Center

Waukegan Park District

Disney's Aluani

Woodsprings Forest- Millsbranch Homeowners Association