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FOR IMMEDIATE RELEASE

TO: MEDIA OUTLETS
FROM: INNOVATIVE ATTRACTION MANAGEMENT, STARFISH AQUATICS INSTITUTE
SUBJECT: IAM STARGUARD ELITE PROGRAM
DATE: 11/18/2015
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For Immediate Release, Windermere Florida: Innovative Attraction Management (IAM) and the Starfish Aquatics Institute (SAI) are pleased to announce that they are merging business operations for elite lifeguard training and comprehensive aquatic risk management programs to create ***IAM StarGuard Elite, LLC***.

Since 2013 the companies have been in a strategic alliance to expand the program offerings for both organizations which has resulted in quick growth. Building upon this success, the new company will be made up exclusively of executives from the two organizations. ***IAM StarGuard ELITE*** incorporates all the benefits of the very successful strategic alliance **PLUS** includes the strategic merging of select facilities within the two organizations combined client base. This pushes the overall portfolio of clients for ***IAM StarGuard ELITE*** to 70+ Water Park and large public / private facility organizations both domestically and internationally, licensing over 10,000 lifeguards and slide operators worldwide. Some of the most recognized brands in the waterpark industry are among the clients that will now be a part of ***IAM StarGuard ELITE***.

Moving forward, the carving out of comprehensive aquatic risk management services into ***IAM StarGuard ELITE*** will allow both IAM and SAI to focus on impact in other areas of service to the industry. IAM will continue to provide turn-key attraction management (which will include the ***IAM StarGuard ELITE*** comprehensive risk management system), and expand their amusement industry consulting services. SAI will continue to provide aquatic education products and service aquatic facilities worldwide where a lifeguard certificate program delivered through a training center system (vs. license) is more appropriate. The new structure will also allow SAI more time to expand its highly successful Starfish Swimming and PADI Swim School programs and increase drowning prevention and international outreach efforts.





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IAM has invested in technology and new curriculum integrations into the industry leading SAI StarGuard lifeguard text and certification programs. The **IAM StarGuard ELITE** lifeguard portal is a prime example of this development and a key piece of technology bringing lifeguarding into the digital age. The portal is a cloud-based software service program that is continually updated based on client feedback on how to improve efficiency and operational safety.

Michael Oostman, one of the Managing Partners for IAM noted “Our strong partnership with Jill and the SAI organization has been incredibly positive. We have received an amazing amount of industry interest and recognition for what our combined efforts have put forth so far. Our combined new company, **IAM StarGuard ELITE** is the natural next evolutionary step in providing unprecedented strength and experience to the aquatic industry”.

Jill White, Founder of Starfish Aquatics Institute adds “We feel that the client-centric **IAM StarGuard ELITE** organization will provide much needed leadership to an industry that has been inactive recently related to innovation and technology. Without significant competition in the waterpark aquatic risk management and lifeguard market some lifeguard programs have become stagnant and less operator friendly. The singular focus of **IAM StarGuard ELITE** is to bring a competitive option to the market and advance the evolution of lifeguarding overall.”

All **IAM StarGuard ELITE** clients will receive service benefits that include:

- The strength of the full SAI StarGuard curriculum driven by industry veteran Jill White, and her team
- A lifeguard license system layered over the StarGuard lifeguard certification
- A Risk Prevention program that is far reaching and expansive in nature, including audits, operational standards, and performance metrics
- Medical direction by physicians leading the emergency medicine field in creating evidence-based protocols specific to drowning and aquatic injury
- Accident investigation and litigation support from the industry’s most experienced experts
- Slide dispatch training, licensing and auditing program
- IAM StarGuard Elite Lifeguard Portal
 - Click here for some videos on the product <https://goo.gl/uEgLc9>
 - Online “paperless” licenses
 - In-service tracking
 - Rescue reporting and incident reports
 - Online internal/external audits
 - Corrective action reporting





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- IAM StarGuard Elite Conference of Aquatic Management Professional's (CAMP)
 - An innovative annual training and professional development event

For too long, many waterpark operators felt they did not have a comparable choice for a comprehensive aquatic risk management system and lifeguard licensing service provider. Even though SAI has been offering a comprehensive service plan since 1998, and IAM since 2013, the message of a comparable option to the waterpark industry was not clear. Now, with the formation of *IAM StarGuard Elite*, owned by executive leadership from both SAI and IAM, operators finally have a real and clear choice to take their current lifeguard and risk management systems to the next level. *IAM StarGuard Elite* has a strong commitment to the new combined client base as well as those who join moving forward, to focus on providing a client-centric approach that is operator friendly.

About Innovative Attraction Management: IAM is a Florida based company focused on providing Turn-Key Attraction Management, Amusement Industry Consulting Services and an Elite Aquatic Risk Prevention program. www.i-amllc.com

About SAI: SAI is a global aquatic safety and training organization providing programs in lifeguarding, swim instruction, pool operation, emergency care, safety training and risk management. www.starfishaquatics.org

