

Swimming Lessons

By James M. Williams



Cameron started taking swimming lessons when he was still a toddler. The neighbors had a pool and he had mastered being toilet trained, so it was time. The local water park was a perfect place for swimming lessons.

Cameron's mom is often running late. She provides taxi service for seven kids, all going in seven different directions: piano lessons, soccer games, hair appointments, shopping, returns, etc. On one such day Mom and Cameron arrived late for swimming lessons. The lessons were being taught at one of the pools located at the far side of the water park. Mom parked the car and they quickly made their way across the large parking lot, through the front gates, past the shops, past the locker rooms, past the wave pool, around the lazy river and finally to the kids' pool. She situated herself pool side, and started reading her book, while Cameron attempted learning to swim.

The kids' pool is actually very large and has shallow water that is ideal for swimming lessons. Most kids could

stand in the pool and still keep their head above water. This particular day, the pool was full of kids learning to swim and surrounded by mothers either catching up on their reading or coaching their kids with words of encouragement.

Standing chest-deep in water, the newly toilet trained Cameron came to the realization that he needed to go to the bathroom, no. 1 (for those that don't have kids and can't remember being a kid, number one is easier than no. 2). Having been properly trained by his mother, Cameron informed her that he needed to go to the bathroom. Realizing that the restrooms were located on the other side of the water park, and that if they left now the lesson would be over before they could return, she told Cameron to "go in the pool." Her reasoning being, "What difference would it make if one more kid were to pee in the pool?" And honestly, who of us can't remember peeing in the pool as a kid or encountering that patch of warm pool water on a cool day? Mom returned to reading her book. Moments later she heard screams from kids and

parents. Thinking someone was drowning, she quickly surveyed the pool, and to her shock and bewilderment, found Cameron standing pool side, swimming suit around his ankles, fully exposed, and proudly peeing into the pool as he thought he had been directed to do.

Mom's response to all of this, "Whose kid is that?"

Pools, hot tubs, fountains, aquariums and other water features can increase the value of any property or home. The pool at the Hard Rock Hotel in Las Vegas generates \$6 million in annual revenue from weekend pool parties (that's \$35,000 per hour). The Broadmoor in Colorado generates \$500,000 in sales for pool-side activities. People are also willing to pay more for rooms that face the water.

Cloward H2O and J.M. Williams and Associates have provided and continue to provide pools and water features for resorts and private estates nationally as well as internationally. The Atlantis Resort in Nassau has a 63-acre waterscape with the largest water-themed attraction in the world.



Dr. Roger Millar Residence in St. George, Utah
(left) Williamson residence in Cabo San Lucas



(above) *Pirate House*
(left) *Leap of Faith Slide, Atlantis Resort, Nassau, Bahamas*



Shark Alley, Atlantis Resort, Nassau, Bahamas

Home owners are realizing what resort and hotel owners learned long ago – people love water. When we are not actually in the water, we like to see it and hear it. Pools, water features and the surrounding landscaping should be carefully designed in order to get the biggest bang for the buck. These features can greatly help elevate and bring new energy to properties that have been lacking or neglected.



St. James Barbados, British West Indies



Lagoon Bar, Atlantis Resort, Nassau, Bahamas



Atlantis Resort, Nassau, Bahamas



Xanadu Resort, Antalya, Turkey