

# CORPORATE OVERVIEW

## History



The idea behind Infant Swimming Resource (ISR) was born in 1966 when its founder, Dr. Harvey Barnett, was just 18 years old. As an active lifeguard with a passion for water safety, Barnett witnessed the tragic aftermath when a neighbor child drowned in Florida. At that moment, he vowed to do everything possible to ensure **not one more child drowns**.

Barnett began teaching young children in his neighborhood how to swim. As he taught the children to swim, Barnett observed how they responded to certain types of instruction, how quickly they learned some techniques, and what types of communication they responded to most effectively. He took miles of Super 8 movie film and began to develop a specific technique that could be used even for non-verbal infants. This was the beginning research phase for what is now Infant Swimming Resource's proprietary and scientifically proven methodology to teach babies six months to six years old to swim, as well as to save their own lives in the event of an accidental or unsupervised encounter with water.

With a Ph.D. and 43 years experience, **Barnett developed the first and only drowning prevention strategy that has earned a 100 percent safety record**. ISR is a truly comprehensive infant swimming education and self-rescue skill instruction method that is well established in the fields of health care, psychology/behavioral sciences, and anatomy and physiology.

Since 1966, ISR has safely delivered over **seven million lessons** to teach water self-rescue skills to **more than 200,000 babies** and has educated parents and medical experts nationwide on water safety techniques and proven instruction methods. ISR's method delivers infant swimming lessons over a four to six week period, taking ten-minutes each day, using a network of highly skilled, certified ISR Instructors nationwide. To date, ISR has **789 documented cases of children using ISR techniques to save themselves from drowning**.

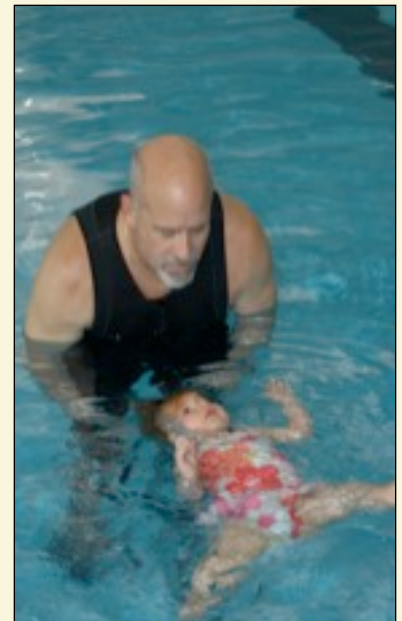
## Executives

- Dr. Harvey Barnett, Founder and Director
- JoAnn Barnett, President



## Lesson Description

Infant Swimming Resource is a proprietary and comprehensive swimming instruction program, delivered in ten-minute training sessions, five days per week, Monday through Friday, for four to six weeks with an emphasis on self-rescue. With a focus on safe, customized, one-on-one training by highly qualified, certified Instructors nationwide, ISR's infant swim lessons emphasize developmentally-appropriate instruction, health issues and considerations, ongoing program evaluations, and parent education to deliver the most effective and safest results in the industry.



Children may begin lessons at any time from 6 months of age up until 6 years of age. Infants 6 to 12 months learn to hold their breath underwater, roll onto their back and float unassisted. Infants over 1 year learn the following sequence: how to hold their breath underwater; swim with their head down; roll onto their back to float, rest, and breath; and roll back over to resume swimming until they reach the side of the pool and can crawl out or be rescued by an adult.