

# 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.

