



ABOUT the ISAAC SPORTS GROUP

The Isaac Sports Group, LLC was formed in 2009 by Stuart Isaac. After a twenty-six year tenure at Speedo Swimwear culminating in Speedo's great success in the swimwear and swim accessory market and the 2008 Olympic Games Stu established ISG as an independent consulting firm building on his years of experience and network in the aquatic and Olympic sports world. The company was built on the mission of providing feasibility, program, design, marketing, sales, and organizational management and consulting services to help communities, colleges, school districts, sports organizations, corporations, teams, not-for-profits, and facilities achieve the fullest potential of their programming, performance, and operational objectives. ISG's first focus was on aquatic programs, marketing, and strategic planning and clients included Speedo, the International Swimming Hall of Fame, and several organizations and companies in the aquatic and pool industry.

ISG's consulting experience in the aquatic and pool industry led Stu to identify a need in the industry for client focused aquatic and recreation program, facility, management, and design consulting services based on actual hands-on experience in facility management and programming. The goal of developing programs and analysis individually developed and tailored for each client based on community engagement, needs and goals identification, and best practices became the essence of ISG's approach to each project and client. To achieve this, ISG was able to bring Duane Proell, one of the most experienced and respected aquatic and recreational facility managers in the country, to the ISG team in mid 2010. This partnership launched the ISG facility division. Although ISG as a company has only provided these aquatic and recreational facility and program services for eight years, the ISG principal consultants, Stu and Duane, bring 90 years of combined experience in the field and have individually provided these services to clients prior to joining forces as the Isaac Sports Group. Beginning in 2013 ISG has expanded its network of sport and facility experts with a wide range of experience and expertise in recreation, sport, fitness, and community facilities and programs as needed for specific projects.

During the eight years of the ISG Aquatic Facility Division, ISG has worked with over 95 clients in 28 states and Canada. As a small flexible company, ISG prefers to work with a small number of clients at any one time to insure the active involvement of both Stu and Duane in every project. ISG aquatic facility project clients have included communities, park and rec departments, universities, YMCAs, community associations, swim teams, for profit commercial facilities, developers, not-for-profit advocacy groups and aquatic organizations, architects, pool design and engineering firms, and project managers and contractors. ISG services often begin when a new aquatic or recreation facility is just a dream of a group of engaged stakeholders with a vision and can continue through operational and management audits and analysis of facilities that are open and operational. Many of ISG projects have involved the development of project

or programming partnerships to help the client and stakeholders develop, enhance, and achieve results that they were not able to achieve on their own. The develop of partnerships is becoming more and more critical in the development of projects and ISG's aquatic network and management and business experience have helped make many partnerships a reality.

In addition to its work with aquatic and recreational facility projects ISG continues to be active in the overall aquatic and sport world and has provided consulting services to many organizations, including: Speedo Swimwear, Nike Swim, International Swimming Hall of Fame, United States Lifesaving Association, Omega Timing Systems, Colorado Timing Systems (CTS Technical Advisory Board), Team Aquatic Supply, Super Sport Systems, Perry Ellis International, and numerous swim teams and events. ISG stays active in the competitive aquatic world through its continued annual attendance at the major aquatic conventions including: US Aquatic Sports Convention (meetings of all the aquatic sports national governing bodies), the American Swim Coaches Association Annual Convention, the College Swimming Coaches Association of America Annual Convention and numerous aquatic meetings and workshops. Stu also continues to attend major national and international aquatic championships.

ISG is a Preferred Professional Provider of the USA Swimming Facilities Department.

