

businessSpotlight

Kids Get Off The Couch For Swimming And More

By Leni Reiss

Names: Bob and Kathy Hubbard

Business: Hubbard Family Swim School. (Turtle logos illustrate the tag line, "Come out of your shell and swim and/or party with us," and there's a "fat green frog slide just for the fun of it!")

Address: 13832 North 32nd Street, Phoenix. (There's also a new location in Peoria at 8402 West Thunderbird Road.)

Nature of business/services offered: There are two basic entities incorporated in the Hubbard School: the swim school and the "fun-filled, friendship-building" summer sports camp, with its exposure to a wide variety of sports. Additionally, the two-hour "Big Splash Party Bash," with staff lifeguard and coordinator, includes everything for your party from invitations and t-shirts to cake and decorations. Parents are always welcome to "jump in." There also is a snack bar and swim shop.

Why is your business unique?

"Kathy and I both oversee and are intimately involved with our 80-person staff as far as training and day-to-day issues. We are here full-time, year-round for the kids. We are committed to teaching, but also to helping the parents develop their parenting skills. It is not unusual for kids to exceed their parents' expectations – and develop greater independence through their time with us," says Bob. The two pools, heated to 90 degrees, are handicapped accessible. A viewing window allows family members and friends to watch students' progress. About the camp, Bob says, "We don't overemphasize competition. Campers swim, play volleyball, soccer, archery and field sports and can apply their skills when they are back in school or during active play. There is a low counselor to camper ratio. When kids move from one activity to another their counselors stay with them, but then they are also with an expert in each sport. The big deal, though, is to get the campers away from television and computers." Last year's camp theme was "Don't spend your summer on the couch."

Tell us about you and your family:

The Hubbards are parents of eight kids between the ages of 12 and 31, and grandparents of six with number seven due in May. They met in college in Ohio. A lifeguard for several summers in his native New York, Bob is an attorney with an additional



Photo by Tina Celle

degree in psychology who segued into business management. Kathy, an award-winning swimmer, has a strong retail business background. Bob serves as president of the US Swim School Association.

What community charities and organizations do you support?

One of our favorites is Maggie's Place for unwed moms. They get all of our unclaimed lost and found stuff – and much more.

For fun, what's the last book you read?

Bob: Heroic Leadership by Chris Lowney.

Kathy: About Alice, Calvin Trillin's tribute to his late wife.

To reach Hubbard Swim School, call 602.971.4044 or visit www.hubbardswim.com. ■TST