



FINANCIAL STRATEGIES

Pause • Resume • Recover • Rebuild



– Pause –

EXPENSES

- Don't Ask, Don't Get.
- Track for quality control – special arrangements

Postponed Expenses | Swim & Gym

Sub-Contractor	Postponed Amount & Details	Talked To?	Who Called	Date Called	Follow-Up
Beanstalk Web Solutions - Gym	\$120.00 for BU / \$1,500 MKT - Gym	Tim Hebel / Owner	Scott	3/23/20	April 27, 2020
CareerPlug - Swim	3900 / Acct. on hold	Diane / CS	Scott	3/23/20	60 days / 5/15/20
Deoderizer at Gym - Gym	Canceled Service until we get back	Bev	Joe	3/31/20	When Resuming
DCS Trash - Gym & Swim	Canceled Service until we get back	DCS	Joe	3/16/20	Contact when resuming
Tech Electronics - Gym & Swim	Deferred 90 days of Bills	Maria	Joe	3/26/20	Contact in June
Straight Up, Inc - Gym & Swim	\$1865.23 CAC T-shirts	Kim	Scott	3/30/20	Left Message
STL Partnership – SBA Loan - Swim	Deferred Loan 6 Months - \$5,324.79	Chris Tidwell	Joe	3/26/20	Contact in Sept
St. Louis Bank - Swim	Deferred Principal of Loan 90 days - Interest is \$3,398.12	Dave McCartney	Joe	3/26/20	Contact in June
Office Source - Gym	Canceled delivery of new copier at gym - \$3,636.73	Todd Robinson	Joe	3/18/20	Contact when resuming
Constant Contact - Gym	40% OFF of \$95 for 6 months (Apr-Sept)	Karen	Scott	3/31/20	No contact necessary
Pandora Music - Gym	Left Message	Left Message	Scott		
Jackrabbit Tech - Gym & Swim	20% OFF monthly cost at both locations	via email	Scott	3/22/20	Contact when resuming

– Pause –

BURN RATE

- How long does it take to deplete your liquid cash.
- Converted PnLs from Quickbooks to Excel in order make the appropriate expense adjustments as they are deferred, eliminated, or reduced for each month.
- How much of our liquid cash is being burned up by each of our monthly expenses.
- Safety Net – Home Equity Loan, Line of Credit, Loan against retirement account.
- **AVOID PULLING OUT INVESTMENTS**



BUILDING INSURANCE / LOANS

LOSS OF INCOME / BUSINESS INTERRUPTION

- Filed a claim
- Hired an attorney

SBA LOAN

- 6 month referral —> 6 month forgiveness

LOANS

- Negotiate lower interest rates



– Pause –

PAYCHECK PROTECTION PROGRAM

- Created a spreadsheet with allowable expenses and loan amount to work on strategies that best fits our business needs and rework it as regulations are confirmed.
- Created 2 separate checking accounts for tracking, submitting, and auditing.
- Employee Compensation Overview



– Pause –

EMPLOYEE COMPENSATION OVERVIEW (sample)

PART-TIME EMPLOYEEES						
Employees	Hours Per Week	Pay Rate	Eligible For U/E?	75%	100%	
Employee A			Employed	\$ -	\$ -	
Employee B			Accepted	\$ -	\$ -	
Employee C			Accepted	\$ -	\$ -	
Employee D			Accepted	\$ -	\$ -	
Employee E			Employed	\$ -	\$ -	
Employee F			Accepted	\$ -	\$ -	
Employee G			Denied	\$ -	\$ -	
Employee H			Not Filing	\$ -	\$ -	
Employee I			Denied	\$ -	\$ -	
Employee J			Accepted	\$ -	\$ -	
Employee K			Denied	\$ -	\$ -	
Employee L			Denied	\$ -	\$ -	
Employee M			Denied	\$ -	\$ -	
Employee N			Denied	\$ -	\$ -	
Employee O			Employed	\$ -	\$ -	
Employee P			Denied	\$ -	\$ -	
Employee Q			Denied	\$ -	\$ -	
Employee R			Denied	\$ -	\$ -	
Employee S			Accepted	\$ -	\$ -	
Employee T			Denied	\$ -	\$ -	
Employee U			Accepted	\$ -	\$ -	
	0			\$ -	\$ -	Difference
						-
FULL TIME EMPLOYEEES						
Employees	Hours Per Week	Pay Rate	TOTAL	75%	100%	
Employee V						
Employee W						
Employee X						
TOTAL	0		\$ -	\$ -	\$ -	Difference
						-

BREAKDOWN	
Accepted	
Denied	
Employed	
TOTAL	



– Pause –

REMOTE JOB RESPONSIBILITIES

- FULL-TIME AND PART-TIME EMPLOYEES
 - Focus on who you hired and why
 - What was the skill set you hired for?
 - Protect your culture during your pause time
 - Our goal is to give them value, opportunities, personal growth, and professional growth.
 - STAY CONNECTED! But how?



– Pause –

HOW TO STAY CONNECTED?

STAFF MEETING AGENDA

GYM MEETING AGENDA	
Meeting Date: Monday, April 13	
Item	Who Is Responsible?
Start with the Mission	ALL
New Schedule for School Year- Progress	Melissa/Julie
iMovie- training and becoming independent	Julie
Barron Virtual Academy Ideas Distributed for the Week	Julie
Preparing to Communicate with Staff- Virtual Groups and Agenda	Julie
Have you Updated Your Calendars with your To-Dos and Continued Education?	Julie
Update on #'s & Emails	Denise
Any Updates from Diane and Scott	Diane/Scott
MH – Open Floor/Future To Do List	MH
MK– Open Floor/Future To Do List	Malinda
MB - Open Floor/Future To Do List	MB
TS– Open Floor/Future To Do List	Tyler
DW – Open Floor/Future To Do List	Denise
Continued Education -- Webinars, Training, Classes	Julie
Close Meeting	Julie
No Meeting on Thursday Meeting Next Monday	Julie



– Pause –

HOW TO STAY CONNECTED?

STAFF CONTINUED EDUCATION

WEBINARS

Week Of: Monday, April 13

WEBINARS	DATE	TIME (CST)	DESCRIPTION	REGISTRATION LINK
USAG	Monday, Apr 13	12:00 PM	Guide to Online Classes and Virtual Feedback	https://usagym.zoom.us/j/430161177
Transform Tuesday	Tuesday, April 14	12:00 PM	COVID-19 Industry Financial Update	https://3rdlevelconsulting.zoom.us/webinar/register/WN_Rf-Vdf1rTg6j_IN1MKYqYw?fbclid=IwAR3hJ1Cl
USAG	Wed, April 15	12:00 PM	Be Ready with a New Normal when you Re-Open your Gym	https://usagym.zoom.us/j/140012198
Thrive Thursday- 3rd Level	Thursday, April 16	12:00 PM	Aim for Success!	https://3rdlevelconsulting.zoom.us/webinar/register/WN_2CRgv6mJShSlvsicBxEY3A
USAG	Fri, April 17	12:00 PM	New Normal - Adjusting your Gym & Equipment to Accommodate Customers	https://usagym.zoom.us/j/571991315

ONLINE COURSES

COURSE	DATE	TIME (CST)	DESCRIPTION	LINK
Google Courses	Fit your weekly schedule		Wide range of courses -- click link to review	https://learndigital.withgoogle.com/digitalgarage/courses
USAG Courses	Fit your weekly schedule		Wide range of curriculum & leadership	
Microsoft Excel	Fit your weekly schedule		The 33 Hour Path to Excel Wizardry & Your Next Climb Up the Career Ladder	https://store.entrepreneur.com/sales/the-ultimate-excel-bundle
Rec Pro Conference Seminars	Fit your weekly schedule		Coaching seminars - password CARTWHEEL only avail until 4/30/20	http://recgympros.com/virtual-summit-recordings/?utm_source=newsletter&utm_medium=email&utm_campaign=
iMovie Tutorial	Fit your weekly schedule		Learn how to make an iMovie using your iPhone	https://www.youtube.com/watch?v=2zBzDXGhJuk
Barron University	Fit your weekly schedule		Videos from our in house e-learning	

RECOMMENDED ARTICLES/BOOKS

COURSE	DATE	TIME (CST)	DESCRIPTION	LINK
Gallup Article	Fit your weekly schedule		Feedback is not enough	https://www.gallup.com/workplace/257582/feedback-not-enough.aspx
Gallup Article	Fit your weekly schedule		Why Some Leaders Have Their Employees' Trust, and Some Don't	https://www.gallup.com/workplace/258197/why-leaders-employees-trust-don.aspx
Gallup Article	Fit your weekly schedule		3 Daily Actions That Set the Tone for Workplace Culture	https://www.gallup.com/workplace/247103/daily-actions-set-tone-workplace-culture.aspx
Gallup Article	Fit your weekly schedule		What Engaged Employees Do Differently	https://www.gallup.com/workplace/266822/engaged-employees-differently.aspx
Gallup Article	Fit your weekly schedule		Read More Harm Than Good: The Truth About Performance Reviews.	https://www.gallup.com/workplace/273344/top-workplace-leadership-articles-2019.aspx
Gallup Article	Fit your weekly schedule		What HR Needs to Succeed (But Most Don't Have Yet)	https://www.gallup.com/workplace/259520/needs-succeed-don-yet.aspx



– Pause –

HOW TO STAY CONNECTED?

STAFF WEEKLY SCHEDULE

Week 2	13-Apr	14-Apr	15-Apr	16-Apr	17-Apr	18-Apr	19-Apr
	ZOOM MEETING					Saturday	Sunday
Morning Coffee Read (10-minute read)		What Engaged Employees Do Differently			3 Daily Actions That Set the Tone for Workplace Culture		
Other To-Do List Items		Junior Lesson Plans	Team Lesson Plans	Junior Lesson Plans	Team Lesson Plans		
Webinars/Online Training Courses	Excel Course	Excel Course	Be Ready with a New Normal when you Re-Open your Gym @ 12	Excel Course	New Normal - Adjusting your Gym & Equipment to Accommodate Customers @ 12		
Staff Development							
Virtual Academy/Social Media		iMovie Tutorial & Practice	Handstand Video and Editing	Complete Video Edits and Send to Julie			

– Pause –

HOW TO STAY CONNECTED?

STAFF MENTOR PROGRAM | Email Communication

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WEEKLY SCHEDULE | Mon, Apr 20 – Sat, Apr 25

WEEKLY SCHEDULE Teachers							
Week 3	20-Apr	21-Apr	22-Apr	23-Apr	24-Apr	25-Apr	26-Apr
Morning Coffee Read (10-minute read)	Staff meeting	reached out to Michele at Simon Says	email	email read why some leaders have their employees trust and some	email and listen to a swimming podcast		
Pool Maintenance	went through check list	checked chemicals		complete check list			
Webinars	USA Swimming Bob Steef	meeting with Andy, Lauren, and Galen	Aussie webinar and USSA webinar		usa swimming with Bob Steele		
Staff Development	called all of my staff	watched 2 podcasts presented by ISCA		staff challenge			
Virtual Academy/Social Media			blog written	film with Lauren			

VIEW TEACHER SCHEDULE

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WEEKLY SCHEDULE Customer Service							
Week 3	20-Apr	21-Apr	22-Apr	23-Apr	24-Apr	25-Apr	26-Apr
						Saturday	Sunday
Morning Coffee Read (10-minute read)	Staff meeting	reached out to Michele at Simon Says	email	email read why some leaders have their employees trust and some	email and listen to a swimming podcast		
Pool Maintenance	went through check list	checked chemicals		complete check list			
Webinars	USA Swimming Bob Steef	meeting with Andy, Lauren, and Galen	Aussie webinar and USSA webinar		usa swimming with Bob Steele		
Staff Development	called all of my staff	watched 2 podcasts presented by ISCA		staff challenge			
Virtual Academy/Social Media			blog written	film with Lauren			

VIEW CUSTOMER SERVICE SCHEDULE

CONTINUED EDUCATION

WEBINARS				
Week Of: Monday, April 13				
WEBINARS	DATE	TIME (CST)	DESCRIPTION	REGISTRATION LINK
Swim Consultant Andy B	Mon, Apr 6	9:00 AM	Wide range of topics	https://zoom.us/j/925749681
US Swim School Ass.	Wednesday, Apr 8	10:00 AM	Update on COVID-19 and wide range of topics.	Check email or ask assist for link.

ONLINE COURSES				
COURSE	DATE	TIME (CST)	DESCRIPTION	LINK
Google Course	Fit your weekly schedule		Wide range of courses -- click link to review	https://www.google.com/learn/
USSSA E-Learning	Fit your weekly schedule		Wide range of curriculum & leadership	http://www.ussswimming.org/
Microsoft Excel	Fit your weekly schedule		The 30 Hour Path to Excel Wizardry & Your Next Climb Up the Career Ladder	https://www.microsoft.com/en-us/training/30hourpath

RECOMMENDED ARTICLES/BOOKS				
COURSE	DATE	TIME (CST)	DESCRIPTION	LINK
Gallup Article	Fit your weekly schedule		Feedback is not enough	https://www.gallup.com/workplace/217470/feedback-just-enough.aspx
Gallup Article	Fit your weekly schedule		Why Some Leaders Have Their Employees' Trust, and Some Don't	https://www.gallup.com/workplace/251137/why-some-leaders-employees-trust.aspx
Gallup Article	Fit your weekly schedule		3 Daily Actions That Set the Tone for Workplace Culture	https://www.gallup.com/workplace/241129/3-daily-actions.aspx
Gallup Article	Fit your weekly schedule		What Engaged Employees Do Differently	https://www.gallup.com/workplace/209552/engaged-employees.aspx
Gallup Article	Fit your weekly schedule		Read Steve Horn: 'Team Good: The Truth About Performance Reviews'	https://www.gallup.com/workplace/273544/steve-horn.aspx

VIEW OTHER OPPORTUNITIES

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ZOOM SCHEDULE



DAY: Every Friday
TIME: 10:00 AM
LINK: TBD



DAY: Every Friday
TIME: 11:00 AM
LINK: TBD



DAY: Every Friday
TIME: 12:00 PM
LINK: TBD



– *Pause (Resume, Recover, & Rebuild)* –

HOW TO STAY CONNECTED?

BRAND YOUR DIGITAL MARKETING



– Pause –

HOW TO STAY CONNECTED?

ACTIVE, INACTIVE, AND POTENTIAL STUDENTS. - Social Media/Email

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WEEKLY NEWS & UPDATES

Barron*
GYMNASTICS

COVID-19 UPDATE AT BARRON GYMNASTICS – [CLICK HERE](#)

BARRON VIRTUAL ACADEMY | At Home Gym Practice

We know how important it is to keep your children active for both healthy bodies and minds. We continue to put skills and supplementary materials together that can be done at home! Click the appropriate level below to see the latest video.

GLIDE KIP
AT HOME
PRACTICE

HURDLES
AT HOME
PRACTICE

**MAKE YOUR OWN
CARTWHEEL MAT**
AT HOME
PRACTICE

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ACTIVITY OF THE WEEK



Watch the video above to see how to "Make Your Own Cartwheel Mat"! Post your masterpiece on Facebook or Instagram, tag Barron Gymnastics, and be entered to win a FREE leotard or t-shirt for when we resume classes! Winner will be announced on Wednesday, April 22nd.

Prepare For Summer – Sign Up for Friday Camps!

Available for ages 3 years & Older | Members & Non Members

Tap into your child's imagination and get them moving with our themed camps each Friday! Each camp is designed to cater to different age groups while utilizing our specialized equipment, including our Adventure Island Inflatable, Obstacle Courses, Trampolines, Relay Races, Rope Climbing, Foam Pits, Bars, Rings and Beams. Camps will also include THEMED Games and Crafts. Children are grouped by age.



REGISTER TODAY

– Resume, Recover, & Rebuild –

EFFICIENCY REPORT

- Per Program, level, and class
- Gives you possible #'s, actual #'s, and efficiency %
- We were happy with an 85% efficiency, but during resume phase we will readjust our goals
- We will consistently use this report daily when resuming, recovering, and rebuilding our operations
- In addition to our staffing it drives our marketing and decisions on adding and dropping classes

– Resume, Recover, & Rebuild –

EFFICIENCY REPORT

Junior Program (3 yrs old – Kindergarten)

POSSIBLE

ACTUAL

EFFICIENCY %

	AUG	SEP	OCT	NOV	DEC	JAN	FEB	AUG	SEP	OCT	NOV	DEC	JAN	FEB	AUG	SEP	OCT	NOV	DEC	JAN	FEB	
Mon - AM															#####	#####	#####	#####	#####	#####	#####	#####
Tues - AM	33	33	34	28	28	28	30	21	23	22	20	19	20	22	64	70	65	71	68	71	73	
Wed - AM															#####	#####	#####	#####	#####	#####	#####	#####
Thu - AM															#####	#####	#####	#####	#####	#####	#####	#####
Fri - AM	20	28	28	28	28	28	28	18	20	21	20	18	22	20	90	71	75	71	64	79	71	
TOTAL AM	53	61	62	56	56	56	58	39	43	43	40	37	42	42	74	70	69	71	66	75	72	
Mon - PM	85	85	87	87	87	87	96	74	75	69	72	68	69	77	87	88	79	83	78	79	80	
Tues - PM	109	109	110	110	110	110	112	87	93	94	93	92	95	100	80	85	85	85	84	86	89	
Wed - PM	95	95	95	95	95	95	97	86	79	78	79	77	82	85	91	83	82	83	81	86	88	
Thu - PM	62	69	69	72	72	72	72	61	63	65	70	70	67	59	98	91	94	97	97	93	82	
Saturday	70	70	71	65	65	65	65	44	45	45	46	49	56	55	63	64	63	71	75	86	85	
Sunday															#####	#####	#####	#####	#####	#####	#####	#####
TOTAL PM & Sat	421	428	432	429	429	429	442	352	355	351	360	356	369	376	84	83	81	84	83	86	85	
GRAND TOTAL	474	489	494	485	485	485	500	391	398	394	400	393	411	418	82	81	80	82	81	85	84	

– *Resume, Recover, & Rebuild* –

BREAK-EVEN

- Keep track of your break-even enrollment through the recover and rebuild stages with spreadsheets.
- Be transparent with your leadership team with your break-even #'s.
- Create goals and find solutions with your leadership team

– Resume, Recover, & Rebuild –

WHY RESUME WITH YOUR CURRENT STAFF?

- Hiring and training is expensive and time consuming. You will need time to retain students, acquire new students, and build and create income producing programs.
- We trust our current employees and they fit our culture
- Remove hours, not employees
- Be transparent and constantly communicate throughout the pause time.