

DAILY SCHEDULE

Saturday

OCTOBER 25, 2014

8:30 A.M. - 6:30 P.M.

Aquatic Facility Operator (AFO) Certification Course (Day 1 of 2)

This 2-day program is presented in conjunction with the National Recreation and Park Association (NRPA.) Demystify the science and art of water-quality maintenance and pool management while earning your AFO certification in this comprehensive program for pool and park managers. Participate in lectures, view audio-visual presentations and analyze a variety of technical and reference materials. AFO certification is accepted by all agencies that require certification. Tuition is \$279 and includes the class manual. Test and certifications are issued by the NRPA.

Speaker:

Bob Bradley, Aquatic Consulting and Education Services

Meeting Room: Bordeaux

8:30 A.M. - 6:30 P.M.

Certified Pool Operator (CPO) Certification Course (Day 1 of 2)

National Swimming Pool Foundation's two-day workshop designed to provide the knowledge necessary to operate and manage public pools and spas. The CPO class is widely accepted by health departments and fulfills the local and state requirements for certification for pool service technicians as defined in many states. The CPO® certification program includes pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, and government requirements. The CPO® certification is valid for five years. Additional tuition required: \$279 traditional format, \$309 Blended format.

Speaker:

Lee Hovis, Tolomato Community Development District

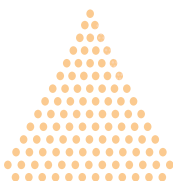
Meeting Room: Chablis

10:00 A.M. - 7:00 P.M.

Ellis Lifeguard Instructor Licensing Program (Day 1 of 3)

Jeff Ellis & Associates (E&A) will conduct this Lifeguard Instructor Licensing program at a location off site at a local client facility. Facility details provided at the registration link provided below. Please note that due to facility water depth, this will be a shallow water instructor course. Ellis & Associates clients are invited to attend. Non-Clients may attend pending Training Center Status (Non-Clients please email juan.richards@jellis.com for information regarding Training Center Details and registration). Prerequisites: Candidates must be at least 19 years old, able to swim 200 yards without resting using the front stroke of choice, tread water for 2 minutes without using arms and recover a 10-pound object from 10 feet of water. Candidates must have previously been trained as an ILTP™ Lifeguard or also purchase an ILTP™ Online passcode from E&A and complete the online course prior to the first day of class. Tuition: \$425 for Original training or \$325 for Renewal Training

Meeting Room: Off Site



DAILY SCHEDULE

Sunday

OCTOBER 26, 2014

8:00 A.M. - 6:00 P.M.

American Red Cross Lifeguarding Instructor (Day 1 of 2)

The American Red Cross is conducting a Lifeguarding Instructor course in conjunction with an American Red Cross Lifeguarding instructor crossover course at a location off site at a local client facility. The instructor course is open to new instructor candidates. The crossover instructor course allows qualified candidates the opportunity to participate in a modified instructor course designed to lead to certification as an American Red Cross Lifeguarding Instructor. Course registration includes all course materials. Additional tuition required. Instructor course is \$350 and Crossover course is \$200.

Meeting Room: Off Site

8:30 A.M. - 6:00 P.M.

Aquatic Facility Operator (AFO) Certification Course (Day 2 of 2)

Meeting Room: Bordeaux

8:30 A.M. - 6:00 P.M.

Certified Pool Operator (CPO) Certification Course (Day 2 of 2 & Blended Course)

Meeting Room: Chablis

9:00 A.M. - 9:00 P.M.

Ellis Lifeguard Instructor Licensing Program (Day 2 of 3)

This day is also the Renewal Instructor Training date.

Meeting Room: Off Site

Monday

OCTOBER 27, 2014

8:00 A.M. - 2:00 P.M.

WWA Annual Golf Tournament at Painted Desert Golf Club

Shuttle bus pick up:

*6:00 a.m. from Bally's outside
the Flamingo Road Entrance*

*6:15 a.m. from Paris Las Vegas
outside the entrance near the
Le Bar du Sport.*

*(See map foldout for shuttle pick
up details.)*

GOLF TOURNAMENT

**MONDAY, OCTOBER 27TH
PAINTED DESERT
GOLF CLUB
8:00 A.M. – 2:00 P.M.**

8:00 A.M. - 11:30 P.M.

Reclaim Those Sponsorship Dollars: Land Mutually Beneficial Sponsorships & Partnerships That Yield Additional Revenue & Build Good Will **NEW**

Learn how to support your brand & your business by rebuilding your sponsorship program or launching a new one. Your park is full of valuable real estate and assets and you've worked hard to build a positive image in your community. Learn how to use all of these things to your advantage. In this half-day workshop, you'll find new ways to sell, package and promote what you have to potential national and local-level sponsors and business partners. During this panel presentation, you'll hear successful case studies from parks, small, medium and large located in markets of various sizes. Tuition for the course is \$89, advanced registration is required.

Moderator:

Eric Jontra, Clear Marketing Concepts

Speakers:

Kasey Cross, Hurricane Alley Waterpark

Pete Fingerhut, Zoombezi Bay/Columbus Zoo

Mickey Lewis, Splash Kingdom Waterpark

Nick Murray, Wet'n'Wild Las Vegas

Meeting Room: Champagne 1

8:00 A.M. - 4:00 P.M.

Advanced Water Quality Certificate Course

Some have described the WWA's Advanced Water Quality Certificate Course as an AFO or CPO course on "steroids," as the information far exceeds the basic knowledge offered about operating typical swimming pools in the certification classes. Let's face it, waterparks place a very high workload on most all of the water treatment systems including water collection, re-circulation, filtration, chemical control and chemical feed that demands operators and supervisors maintain a higher level of water treatment knowledge. The AWCW explores, in depth, the hows and whys of sanitation and oxidation, the two most important treatment processes in park water along with expanded discussions of the outboard treatment system of filtration, ozone and UV (and there is new important information on that subject!) Telemetry also has become a very useful tool in monitoring the mechanical room systems that helps protect both patrons and equipment. With the continued prevalence of spray parks and splash pads being built and/or added to existing facilities, this course will include a special section and sharing time on successes and disasters. Current AFO or CPO certification and 3 years' experience or equivalent are prerequisites. Tuition is \$179.

Speaker:

Rich Young, Aquatic Commercial Consulting

Meeting Room: Bordeaux





DAILY SCHEDULE

8:00 A.M. - 4:00 P.M.

WWA University: Ready, Set, Go! A Guide to Getting Started Workshop



This is a practical guide for the first time waterpark operator. Whether you are a public facility or planning your first waterpark venture, you will find this training to be your most valuable tool in preparing for your first season. You will learn how to get a head start on your marketing, operations and management plans for that new or expanded facility. Samples of everything you need to get started will be reviewed and discussed by a panel of experienced professionals. This full day session is a blend of information and experience that will leave you informed, prepared and thoroughly entertained. Participants will be led through a series of practical checklists, guides and presentations. Each attendee will take home an outline of how to get your new venture off the ground. Tuition for this course is \$169. Advanced registration recommended.

Speakers:

Judith Leblein Josephs, CPRA, RA, JLJ
Enterprises LLC

Louis Cirigliano, Jr., Breakwater Beach Waterpark

George Deines, Councilman-Hunsaker

Sasha Mateer, Deep River Waterpark

George Panton, Water Safety Products

Chris Stuart, Dreampark International

Meeting Room: Versailles 2

8:00 A.M. - 4:00 P.M.

WWA University: Waterpark Design, Development & Expansion Workshop



The WWA University: Development, Design and Expansion Workshop brings together leading industry development experts and facility operators to discuss the most important topics relating to waterpark development and expansion. This year's program will feature: Fundamentals of Design; Diving Into the Brand; Pre-Finance Planning & Forecasting; How to Analyze the Market & Determine Economic Feasibility; Sustainable Design Practices & the Bottom Line and Q&A. Project spotlights on truly innovative projects opening in the recent past or in 2015 will be shared. Take home fresh ideas and real world lessons from operators and builders who have successfully navigated these challenges. Then don't miss the opportunity to network with these professionals and fellow developers at Monday evening's behind the scenes tour at Cowabunga Bay. The cost for this workshop is \$129 and includes the Cowabunga Bay Optional Tour.

This event is co-sponsored by Polin Waterparks & Pool Systems and Forrec.

Moderator:

Tim O'Donnell, Haas & Wilkerson Insurance

Speakers:

Rick Bastrup, R&R Creative Amusement Designs Inc.

Tennyson Dickinson, Lake Winnepesaukah SOAK Ya

Louis Dufour, Mont Saint-Sauveur International Inc.

James F. Dunn, Aquatic Development Group

Ilya Girlya, Sahara Sam's

Nicholas Neuman, Water Technology Inc.

Kent Sanders, Haas & Wilkerson Insurance

David J. Sangree, Hotel & Leisure Advisors

Scott Stefanc, Vortex Aquatic Structures International

Meeting Room: Champagne 2



8:00 A.M. - 4:00 P.M.

WWA University: Waterpark Maintenance School *NEW*



By popular demand, the WWA brings back it's full day waterpark maintenance workshop with all new content, featuring top industry experts presenting topics designed to help waterpark operators improve their periodic, routine and preventative maintenance programs. You will have the opportunity to challenge a panel of experts to help solve even your toughest maintenance issues. Whether you are experienced in waterpark operations and looking to up your technical knowledge or you are a seasoned maintenance/engineering professional who is still getting their feet wet in waterparks, you'll find content that will help increase your knowledge and understanding of the many unique facets of maintaining a waterpark.

Moderator:

Chris Landgrave, Lake County Parks & Recreation

Speakers:

Cody Butcher, Great Wolf Resorts

Michael Beatty, Disney Waterparks & Miniature Golf

Andrew Chafatelli, SplashDown Beach

Dale Cooper, Safe Slide Restoration

James F. Dunn, Aquatic Development Group

Billy Hamilton, Wet 'n Wild Orlando

Eric "Chet" Jacobson, NASCO

James Knoll, Fix Your Park, LLC

Brett Steinbrueck, BECS Technology, Inc.

Lewis Wemple, Aquatic Development Group

Meeting Room: Chablis

8:00 A.M. - 4:00 P.M.

WWA University: Food and Beverage School



Spend the day hearing expert advice that will allow your Food & Beverage operation to drive more to the bottom line. Learn ways to increase your per caps while ensuring your team is exceeding your guests' expectations. Join panelists from top-level waterparks and resorts and industry experts to strategize a new concept or examine and overhaul your existing operation(s). Examine branding, menu selection and pricing, cost of goods, training and development, theft and fraud and staffing to maximize every opportunity. Brainstorm a new concept and plot out its development and implementation from concept and marketing through execution and opening day. Let your creative juices flow and if you wish, receive feedback and mentoring to improve your new concept and compete for the title of "Best Lemonade Stand." **This event is sponsored by Dippin' Dots.**

Moderator:

Kenny Handler, Global Management Amusement Professionals

Speakers:

James Campbell, Disney Sports & Waterparks

Chris Loudermilk, CoCo Key Water Resort Orlando

Eric Taylor, PF Chang's Chinese Bistro

Gina St. George, CPA, CFE, Moss Adams LLP

Eric Solis, Raging Waters-San Dimas

Meeting Room: Loire

8:00 A.M. - 6:00 P.M.

American Red Cross Lifeguarding Instructor Training (Day 2 of 2)

Meeting Room: Off Site



DAILY SCHEDULE

8:00 A.M. - 6:00 P.M.

SAI StarGuard Lifeguard Instructor Workshop (Renewal)

Learn how experiential learning theory can streamline your lifeguard training sessions, while maximizing skills development and retention, lifeguard confidence and lifeguard professionalism. This will be a blended learning experience combining an online course (Part A) with an instructor-trainer led (Part B) session. The hands-on, interactive Part B class will be in the water, so bring your suit! This session will also cover the administrative aspects of becoming a Starfish Aquatics Institute Training Center so that you can provide the StarGuard and Emergency Care curriculum to your staff or the community. The cost of this workshop will be reimbursed if you or your facility becomes a Training Center within 12 months of the course date. Tuition: \$180.00.

Speaker:

Lake White, Starfish Aquatics Institute

Meeting Room: Skyview 2

9:00 A.M. - 7:00 P.M.

Ellis Lifeguard Instructor Licensing Program (Day 3 of 3)

Meeting Room: Off Site

12:30 P.M. - 4:00 P.M.

Social Media: Track It Faster, Produce Better ROI & Enjoy It More *NEW*

Feeling intimidated by social media? Don't be! Implementing social media platforms in your marketing program can be done effectively and affordably. In this half-day workshop, you'll hear from a panel of marketing experts from within and outside the water leisure industry, on how to use social media to connect with your customers and make money for your park. Why you need social media: Your customers are the most valuable assets of your business. While your fans may not spend every day with a splash in the wave pool, race down the waterslides or lazy river float, your audience can and will be online, utilizing social media outlets to communicate and explore with friends, and if you're lucky enough, your brand. Social media does not sleep. 24/7 your fans will be online double tapping Instagram photos, retweeting tweets, repining pins, subscribing to YouTube videos and of course, hitting the thumbs up on Facebook. Social media marketing has changed the way we communicate, advertise, even brand ourselves. Quick and ever changing, social media provides immediate feedback with ease of instantaneous turnaround traditional media outlets cannot provide. Bringing your brand to life is a two way conversation on social networks. If you're not taking advantage of your social media, your competitors will. Tuition for this course is \$89. Advanced registration is recommended.

Moderator:

Earnest Phillips, Seattle Colleges

Speakers:

Barbara Childs, UNLV

Brian Czarnecki, Camelback Mountain Resort

Jamie Johnson Licznarski, Internet Inspirations

Lucas Licznarski, Internet Inspirations

Meeting Room: Champagne 1





4:30 P.M. - 7:00 P.M.

Cowabunga Bay Optional Tour

During this Optional Tour, attendees will go behind the scenes of this newly launched waterpark. Cowabunga Bay Waterpark, located in Henderson, Nevada, joins its sister park, located in Utah. The cost for this optional event is \$25 and a ticket is required for this event. Advanced registration is required. Transportation will be provided to the venue from Paris. **This event is sponsored by Polin Waterparks & Pool Systems.**

Meeting Room: Off Site

7:00 P.M. - 9:00 P.M.

Public Sector & Waterpark Resort Committee Gathering

Location: TBD

Tuesday

OCTOBER 28, 2014

8:45 A.M. - 9:45 A.M.

Making Videos Part Of Your Marketing Mix **NEW**

Creating a video is more than just showing up, shooting and later editing. In this session, you'll learn about the video process including developing goals for the project and the importance of planning, the technical aspects, video for marketing and revenue generation, video for training, distribution, equipment and more. Come listen to an experienced video professional share what is working for businesses in and out of the leisure industry. Find out how to make it all work for your facility!

Some specific session highlights include:

- Video Trends and Facts. We will look at the penetration and effectiveness of video.
- Understanding the 3 Phases of Video Production. Hear we will discuss how a video is created.
- Video Tools. We will examine several tools that even a novice video producer could use.
- Solving Business Problems and Achieving Objectives with Video.
- Optimizing Video for Online Viewing & SEO.

Speaker:

Richard DePaso, Aardvark Video

Meeting Room: Chablis

8:45 A.M. - 9:45 A.M.

Training Strategies That Work! **NEW**

Want to spice up your in-service and staff trainings? This interactive session will showcase various training topics, training games, group activities and training strategies. We will explore what sparks an interest in your staff and methods to make trainings stick in their minds months after the training is over. Become familiar with various training exercises that will enhance learning. Recognize the importance of delivering varied topics outside of rescue and life safety skills. Take home great examples to implement in your training programs

Speakers:

Amy Blackman, CPRP, City of West Palm Beach

Stephanie Shook, CPRP, American Red Cross

Meeting Room: Burgundy

DAILY SCHEDULE

8:45 A.M. - 9:45 A.M.

Hitting The Retail Merchandise Jackpot **NEW**

During this session, we will review top industry sellers, review 2014 winners and discuss 2015 trends. We will also discuss how to have a big impact with small spaces, utilize color balance in presentation and what are the four basic food groups that will appeal to the most guests. Participants should take away ideas on how to change their retail stores to increase foot traffic or sales or both. Most parks do not spend time in their stores or believe it is the best they can do. Nothing ventured, nothing gained. If there are budget constraints on hiring seasoned professions, the senior team should consider hiring a skilled consultant to assist their team in gaining the necessary results with current products along with identifying new sources and where to find those sources.

Speaker:

David Mitchell, Palace Entertainment

Meeting Room: Versailles 2

8:45 A.M. - 9:45 A.M.

Building & Maintaining Sustainable, Efficient Facilities **NEW**

Knowing the ins and outs of constructing sustainable and efficient facilities, for all aspects of a community, is paramount. Understanding how to maintain them is even more critical. This session will focus on the construction of a LEED Gold-certified aquatics center and the sharing of resources through technological innovation with an adjacent senior services recreation center. There will be an overview of technologies used including geothermal wells for air and water temperature, solar energy, maximizing the use of natural lighting in your facility and much more. Learn how an efficient and sustainable facility can create community pride in addition to the reduction in energy use that is benefiting the environment. Anyone involved in new construction, renovation and modification of existing facilities and operators looking to increase their knowledge base in structural maintenance and facility architecture will benefit from this session. Learn what to include in the planning process for sustainable facilities and the best practices used in the construction of the internationally applauded Heritage Park Aquatic Complex, Henderson, Nevada. To include: Geothermal well technology for air and water temperature controls; energy efficiencies; solar panel installation and benefits and sharing resources through multiple facilities

Speaker:

Mark F. Hobaica, City of Henderson

Meeting Room: Bordeaux

8:45 A.M. - 9:45 A.M.

Fecal Release: Important Factors That Impact Treatment & Pool Closure **NEW**

To protect swimmers from illness caused by Cryptosporidium, both maintenance and remedial treatments are required. This talk will provide an in depth discussion of the science behind the secondary disinfection and remedial treatment requirements in the current Model Aquatic Health Code (MAHC). Data from studies evaluating the effect of filtration, coagulation and hyperchlorination on pool closure times will be reviewed. The limitations of applying the Gage-Bidwell law of dilution to treatments such as ozone and UV will be discussed. The latest data from CDC on the effect of cyanuric acid on Cryptosporidium kill times will also be presented.

Speaker:

Ellen Meyer, Ph.D., Lonza

Meeting Room: Loire

8:45 A.M. - 9:45 A.M.

Legal Update: Current Topics & Trends in the Waterpark Industry **NEW**

What are the legal topics and trends around the country that have an impact on your facility? Join IALDA attorneys for a discussion addressing the 2014 litigation landscape in our industry. Participants will hear about current legislation and case law that affects the waterpark industry. Lawyers will also discuss “lessons learned” from these topics and how to integrate these into operations.

Speakers:

Kurt A. Anselmi, Esquire, Anselmi & Mierzejewski, P.C.

Joseph Brownlee, Esquire, Brownlee Law Firm P.C.

Gaylee W. Gillim, Esquire, Kentucky Kingdom

Boyd Jensen, Esquire, Garrett & Jensen

Steven J. Tasch, Esquire, The Sheehan Firm, PC

Meeting Room: Champagne 2



10:00 A.M. - 11:15 A.M.

Real World Design Charette

A “design charette” (shuh-ret) is an intense period of collaborative problem-solving and hands-on design activity. Participate in a live waterpark design charette with industry planners, operations experts, seasoned designers and talented artists. This session is created to emulate a real waterpark design charette with consultant hands-on expertise and session attendees acting as the waterpark owners, operators, staff and guests. The presenters will first discuss precursor preparation of a design charette including agendas, resources, key players, optimal dates and times, cost effectiveness and logistical preparations. Together as a group we will randomly select impromptu situations to guide the charette through the process and establish the park’s criteria, physical characteristics, budget, guest demographics and program elements. Watch as these elements come to life as we animatedly discuss, debate and of course illustrate our conclusions and ideas into the initial waterpark design. This condensed version of a real waterpark design charette will produce a preliminary waterpark conceptual design sketch and program that will reflect the size and scope of the budget, revenue and user population demographics established at the beginning of the session. Learn strategies for the preparation and execution of a successful design charette and have a lot of fun in the process. Put these consultants to the test and include some funny impromptu situations and challenging situations; perhaps some that exist in your own park! Experience a true forum that emulates the initial project planning and design to make sure early decisions avoid missteps and encouragement of early agreement on project goals. Learn how to promote “collective enthusiasm” for a project with realistic goals and directions to and from your design team. Identify exploration strategies to promote project cost and schedules, and facilitate the positive energy and practical performance during the design charette.

Speakers:

Jeff Janovich, ProSlide Technology

Mike Jaroszewski, Water Technology Inc.

Chris Nania, Water Technology Inc.

Nicholas Neuman, Water Technology Inc.

Meeting Room: Burgundy





10:00 A.M. - 11:15 A.M.

Embrace Innovation – Making Publicity Work Through The Art of Making Noise *NEW*

The bosses say, “Be noticed, get the ink, go viral, rattle the airwaves and steal the headlines!” But how? There are some basic rules. One is to be credible, believable and accurate. Yet another is to be as creative as possible in telling every part of your story. In your heart, you must believe that what you are introducing, building, promoting or pushing is of great relevance and value to your audience segments—and you need to package all the message points in full color and with all-out excitement. This session will guide you in out-of-the-box thinking for both traditional media and new media, plus how to combine promotions into layers while keeping the news story “real” for the journalists. Learn ways to utilize all elements of Marketing to strengthen the distribution of your key messages. Be part of exploring best practices in media relations, success stories and yes, things to avoid.

Speaker:

**Lisa B. Rau, Herschend Family Entertainment Corp, Silver Dollar City
Meeting Room: Chablis**

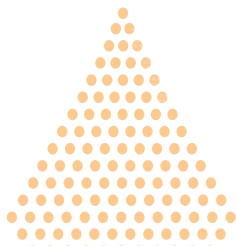
10:00 A.M. - 11:15 A.M.

“Pit Crew” Mentality: Efficiency In Emergency Situations *NEW*

During emergencies many factors play into how well staff will respond. While initial skill training is vital to a successful outcome, being able to work effectively as a team cannot be underestimated. The analogy of a racing “Pit Crew” that reacts on a second’s notice is our starting point...failure to work efficiently will result in a loss. During an emergency situation at a park, staff has to be just as aware, just as ready or the loss could be far more tragic. This session will look at basic procedural factors and examine scenarios that will allow the audience to get ideas on how to apply these concepts at their facility. Understand common determinants to efficiency during an emergency. Understand possible strategies for enhancing efficiency. Use self reflection to determine how these concepts can be applied to your location.

Speaker:

**Luke Martinez, Jeff Ellis & Associates
Meeting Room: Versailles 2**



10:00 A.M. - 11:15 A.M.
Public Sector Squaretable - Not Your Average Roundtable

Are you tired of the same old roundtable experience but still want to learn about and resolve hot issues in the public sector world of Aquatics and waterparks? Then this session is for you! This session will be a new way to look at the roundtable experience and will be highly interactive! There will be time to get input from other public sector professionals about issues you and your facility may be facing, as well as time for facilitated group based discussion about current "Hot Topics" facing public sector facilities. Whether you are an experienced veteran of public sector facilities or are a newcomer, this session will have something for you! Become familiar with issues facing other public sector facilities. Meet and expand your network with other public sector professionals. Learn how other facilities are handling some common public sector issues.

Speakers:
Jessica Carpenter, City of Coppell
Eric Dombrowski, CPRE, City of Palmdale Department of P & R
Karol Komar, Tinley Park-Park District
Zack McIntyre, Rockford Park District
Meeting Room: Loire
10:00 A.M. - 11:15 A.M.
Cabanas: Taking Your Revenue to New Heights *NEW*

Waterparks have been adding to their bottom line by offering guests convenience and luxury in the form of reserved cabana rentals. Learn from leaders in the industry just how profitable these add-ons can be for your facility. Discover the details of successful programs from packages & pricing to menus, per caps and tipping. Hear how you can take that small space and have it earn big profits. Find ideas to make your existing cabana program even more profitable.

Speakers:
Kelli Allen, NRH₂O Family Water Park
James Campbell, Disney Sports and Waterparks
Tim Mow, Yas Waterworld
Ron Sutula, Schlitterbahn Galveston Island
Meeting Room: Bordeaux
10:00 A.M. - 11:15 A.M.
Are You Watching? Legal Tips and Tech Tricks for Video Surveillance *NEW*

As technology becomes cheaper and easier to install and manage, operators around the world are dealing with the question of choosing whether or not to install surveillance cameras inside the park. Questions surrounding liability and other issues have always been debated topics, and both sides have compelling reasons for and against in-park recording. Come and learn from our panel of experts what can happen if you chose to record, what can happen if you do not and what should be considered before making a decision. This session will also present many of the technologies available for use inside of the park from static cameras, pan/zoom, license plate readers and even using drones.

Speakers:
Kurt A. Anselmi, Esquire, Anselmi & Mierzejewski, P.C.
Joseph Brownlee, Esquire, Brownlee Law Firm P.C.
Andrew Chafatelli, SplashDown Beach
Gaylee W. Gillim, Esquire, Kentucky Kingdom
Boyd Jensen, Esquire, Garrett & Jensen
Chris Swartz, Wild Wadi Waterpark
Steven J. Tasch, Esquire, The Sheehan Firm, PC
Meeting Room: Champagne 2

OPENING GENERAL SESSION

11:30 A.M. - 12:30 P.M.

Join hundreds of your fellow WWA attendees for this annual gathering that kicks off the opening of the Exhibit Hall. During this hour-long event, you'll hear updates from the WWA's Board of Directors, honor Hall of Fame inductees and Board Award winners and review industry successes.



ED HART

Plus, hear from Ed Hart, Owner of Kentucky Kingdom, about trends in waterparks, both in reopening the Kentucky Kingdom park in 2014 and operational trends in the industry. Hart has successfully turned around three theme parks, including in each case the development of a full-feature waterpark. The first was the original Kentucky Kingdom (1990-1997), which Hart and his team transformed into Kentucky's number one paid tourist attraction. Hart and his team just reopened Kentucky Kingdom for the second time this year, transforming it with new attractions and doubling the size of the waterpark.

11:30 A.M. - 12:30 P.M.

Opening General Session

Meeting Room: Champagne 4

12:30 P.M. - 6:30 P.M.

WWA Trade Show (Lunch served 12:30 to 2:30 p.m.)

Exhibit Hall Floor

1:00 P.M. - 2:30 P.M.

Public Sector Lunch & Learn

Location: Exhibit Hall Dining Area

2:00 P.M. - 3:00 P.M.

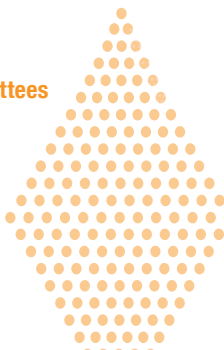
Chat with Committee Members - Marketing & Communications and Safety Committees

Location: WWA Booth 1011

3:00 P.M. - 4:00 P.M.

Chat with Committee Members - Education and Waterpark Resort Committees

Location: WWA Booth 1011





Trade Show Hours

TUESDAY, OCT. 28
12:30 P.M. TO 6:30 P.M.

LUNCH SERVED FROM
12:30 TO 2:30 P.M.

4:00 P.M. - 5:00 P.M.

**Chat with Committee Members -
Public Sector and Government Relations Committees**

Location: WWA Booth 1011

6:00 P.M. - 7:00 P.M.

**Public Sector Committee Meeting
(Active Committee Members Only)**

Location: Champagne 1

6:00 P.M. - 7:00 P.M.

**Waterpark Resort Committee Meeting
(Active Committee Members Only)**

Location: Versailles 1

8:00 P.M. - 11:00 P.M.

WWA Annual Reunion Party At The Paris Pool

A consistent draw for the majority of attendees, the Annual Reunion Party at the Paris Pool will offer you some food, drinks and networking time at the beautiful Paris Hotel. This high-energy party will be located in the beautiful Paris Pool area just a few steps away from the exhibit hall floor and everything else happening at the WWA Show! Ticket required. **This event is sponsored by ProSlide Technology.**

Location:

Paris Pool

(Take elevator to 3rd floor.)

ANNUAL REUNION PARTY

**TUESDAY, OCTOBER 28TH
PARIS POOL
8:00 P.M. – 11:00 P.M.**



DAILY SCHEDULE

Wednesday

OCTOBER 29, 2014

8:00 A.M. - 9:30 A.M.

Water Slide Dispatch Operator Training **NEW**

This 3.5 hour session highlights key concepts and basic principles for loading and dispatching guests onto waterslide attractions. Presented jointly by aquatic safety and risk management experts, Jeff Ellis & Associates and ride operator training professionals, International Ride Training (IRT). In the classroom, evaluate why dispatching riders safely is paramount to a facility's overall risk management, and how implementing proactive training with a strong emphasis on Dispatch Operator accountability can enhance facility safety. Review basic skills in the field that contribute to the dispatching cycle while applying techniques and methods for guest screening, rider loading, safety communication, recognition and scanning the dispatch zone of protection area, plus many more concepts that make up one full cycle of loading a rider on and off a slide. Leave with hands-on techniques and concepts that apply to any type of waterslide SOP training that can improve dispatcher vigilance and guest safety at your facility. This is a highly engaging 1.5 hour morning classroom session and 2 hour afternoon in the field session. It develops waterslide dispatch training that applies ASTM F770, F2376 and satisfies MAHC (Model Aquatic Health Code) requirements. Additional tuition of \$89 required.

Speakers:

Cindee Huddy, International Ride Training

Darlene Reese, Jeff Ellis & Associates

Meeting Room: Burgundy

8:45 A.M. - 9:45 A.M.

Fraud Risk Assessment: Do You Know Where To Look? **NEW**

With organizations losing an estimated 5 percent of their annual revenues to fraud, the need for a strong anti-fraud tone and a comprehensive approach to combating fraud is a necessity. As organizations increase their focus on risk, they should take the opportunity to consider, enact and improve measures to detect, deter and prevent fraud. This session will explore internal and external risks specific to waterparks.

Speakers:

Roy Cupler, CPA, Moss Adams LLP

Gina St. George, CPA, CFE, Moss Adams LLP

Meeting Room: Chablis





8:45 A.M. - 9:45 A.M.

Waterpark Resort Roundtable

Should the waterpark receive an allocation of individual room revenue? How much? How do you control labor costs when the park is dead in the shoulder seasons? What creative ways do you recruit your weekday morning staff? These are just a few of the issues that year-round waterparks face. Come to our session ready to discuss with your peers about each of your own creative ways to tackle not only these issues, but issues you may not have solved yet. From departmental managers to property GMs, everyone can benefit from understanding how other parks address these challenges.

Speakers:

Blake Ford, Water Park of America

Melissa Herold, Grand Lodge Waterpark Resort

Anthony "TJ" Pollack, KeyLime Cove Water Resort

Meeting Room: Champagne 1

8:45 A.M. - 9:45 A.M.

In-Park Eventastic Solutions To Increase Your Bottom Line **NEW**

Simple or over the top, special events are an essential key to your park's success! In-park events and promotions benefit your facility in a number of ways, including generating additional revenue and good will. Join industry experts as they share some of their special event success stories, including implementation of the World's Largest Swimming Lesson. You will take away ideas you can implement as soon as you get back home!

Speakers:

Jimmy Holmes, H Two Marketing

Stephanie Hee, NRH₂O Family Water Park

Chris Ozimek, Schlitterbahn Waterparks

Meeting Room: Loire

8:45 A.M. - 9:45 A.M.

Facing The Challenge of Challenging Employees **NEW**

Difficult employees can be toxic to an organization. If their issues are not addressed, these staff members can cost organizations thousands of dollars due to high employee turnover, lower employee productivity and contribute to an overall poor working environment. For your waterpark, aquatics facility or attraction to succeed, you must address the issues of problem employees effectively, while maintaining the productivity of your department. No small task for any manager. In this session, we'll review elements of disciplining and performance planning so you can easily use the "Blueprint for Successful Disciplinary Meetings" and learn the steps to terminate an employee if necessary. Predict how to head off potential problems and conflicts through establishing performance standards. Design a performance planning system to promote improvement. Reproduce the steps to document and terminate employees who can't be salvaged.

Speaker:

Ruby Newell-Legner,

7 Star Service

Meeting Room:

Champagne 2

**FOR LIVE SHOW
UPDATES FOLLOW**

@WWA

**POST YOUR TWEETS & PICS
USING #WWASHOW ON
INSTAGRAM & TWITTER.**



DAILY SCHEDULE

8:45 A.M. - 9:45 A.M.

Water Quality Solutions and Answers *NEW*

Cloudy water? Stinky chlorine smell? Chemical automation woes? Take advantage of this opportunity to consult with the industry's leading operators as they discuss solutions to water quality questions. Topics will be covered from the most pressing and frustrating water quality issues to the most common water treatment concerns. Hear about which new technologies are "must-haves" for your facility. Come armed with your tough questions or be prepared to listen to solutions that might just make perfectly treated water an easily attainable reality at your facility.

Speakers:

Michael Beatty, Disney Waterparks & Miniature Golf

Cody Butcher, Great Wolf Resorts

Billy Hamilton, Wet 'n Wild Orlando

Chris Nawracaj, Deep River Waterpark

Meeting Room:

Versailles 2

8:45 A.M. - 9:45 A.M.

From Zero to Hero: One City's Waterpark Development Story *NEW*

Come and learn how this Houston, Texas, suburb went from closing all city pools to successfully planning, funding, and operating one of the largest public sector waterparks in Texas. Information will be discussed pertaining to the Master Plan process and selling the Master Plan to City Administration, Parks Board, Mayor, Council and ultimately the voting public.

Speakers:

George Deines, Councilman-Hunsaker

Scott Johnson, City of Baytown

Michael Flinn, City of Baytown

Mark Hatchel, PLA, ASLA, Kimley-Horn

Meeting Room: Bordeaux

9:00 A.M. - 9:45 A.M.

Supplier & Exhibitor Meeting

Meeting Room:

Bally's Skyview 3

Trade Show Hours

WEDNESDAY, OCT. 29

11:00 A.M. TO 3:30 P.M.

LUNCH SERVED FROM
12:00 TO 2:00 P.M.





KEYNOTE SESSION: HOW THE BEST GET BETTER

10:00 A.M. - 11:00 A.M.

Compounded by the current economic threats of a weak economy, growing unemployment, and rising costs for everything, competition for the disposable consumer dollar is getting intense. It is no surprise that leisure facilities today are facing critical decisions on how to survive.

Stevenson has designed this program to help companies not only survive ... but thrive in these types of conditions. "Corporate Culture" is the fundamental character or spirit of an organization that influences the loyalty and general behavior of its employees. When you learn how to combine the right corporate culture with the right core competencies, your park's team will begin to thrive. His program will focus heavily on guest service and how to give your guests the most positive experience in your park from gate to parking lot. If you are going to remain successful both now and in the future, you must constantly strive to learn more, improve your quality of service, increase customer satisfaction and do it in less time with fewer people. This program was designed to teach you how The Best Get Better.



ROBERT
STEVENSON

10:00 A.M. - 11:00 A.M.

Keynote Session: How the Best Get Better

Speaker:

Robert Stevenson, Seeking Excellence, Inc.

Meeting Room: Champagne 4

11:00 A.M. - 12:00 P.M.

Canadian Waterpark Committee Meeting (Canadian Park Operators Only)

Meeting Room: Champagne 1

11:00 A.M. - 12:15 P.M.

Education Committee Meeting (Active Members Committee Members Only)

Meeting Room: Versailles 1

11:00 A.M. - 3:30 P.M.

WWA Trade Show (Lunch served 12:00 to 2:00 p.m.)

Location: Exhibit Hall Floor



DAILY SCHEDULE

WEDNESDAY

11:15 A.M. - 12:00 P.M.

Chat with Committee Members - Marketing & Communications and Public Sector Committees

Location: WWA Booth 1011

12:30 P.M. - 1:30 P.M.

Marketing Gab & Grub **NEW**

Join members of the WWA Marketing Committee for lunch (Grub) and open discussion (Gab) on what's new in the world of waterpark marketing. This lively session will take place on the trade show floor in a designated area of the buffet lunches. Come share your marketing challenges and hear solutions from industry professionals who are applying their best practices in their parks on a daily basis. Pose your questions—basic or advanced—and get answers that will help you be more effective in your position. Some sample topics include, but are not limited to: tweaking your marketing plan, delivering traditional marketing that appeals to Mom, using social media to amplify your brand in a positive way and much more.

Speakers:

Tom Bergman, mmoinc/Bergman Communications

Joann Cortéz, Hyland Hills Water World

Stephanie Hee, NRH₂O Family Water Park

Location: Exhibit Hall Floor Dining Area

1:30 P.M. - 2:15 P.M.

Chat with Committee Members - Safety, International and Waterpark Resort Committees

Location: WWA Booth 1011

2:15 P.M. - 3:00 P.M.

Chat with Committee Members – Technology & Innovations & Education Committees

Location: WWA Booth 1011

3:30 P.M. - 4:45 P.M.

Advancements In Lightning & Severe Weather Safety **NEW**

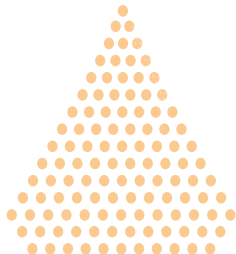
Protecting the public and employees is one of the most important duties waterpark managers face. Making the call to suspend activities due to weather can be difficult, so it is vital to have staff that is educated on how to handle such events, along with access to the most up-to-date and accurate storm information. Not only is it important for those in a decision-making capacity to employ solid safety practices and policies, they should lend support to the implementation of the necessary tools and policies to protect everyone involved. As technology continues to progress, so must lightning and severe weather policies and practices change. This presentation will review past, current and future myths, policies and technologies related to lightning safety for waterparks and outdoor venues. We'll discuss the truths and myths about lightning, explain the basics of lightning and thunderstorm development, explain what to do when caught in a storm and safety procedures if someone is struck by lightning.

Speakers:

Trevor Leonard, Six Flags White Water

Randy Smith, WeatherBug – Earth Networks

Meeting Room: Chablis



3:30 P.M. - 4:45 P.M.

Guest Service - Why Your Guests Complain & What To Do About It! **NEW**

No matter how great your product or service is, at some point, a guest will find something to complain about. During this session, we will explore the circumstances that lead a guest to complain, and the skills needed to effectively resolve the issue. We will also discuss ways to groom your leadership teams to handle difficult situations and share a simple tool that helps build rapport with your guests so you can work through the problem together.

Speaker:

Matt Heller, Performance Optimist Consulting
Meeting Room: Champagne 2



3:30 P.M. - 4:45 P.M.

Facing and Overcoming The Hurdles of Public Sector Aquatics **NEW**

Aquatic operators across the world are constantly plagued by challenges and obstacles that keep them from operating their facility and programs at a high level. Personnel, facility and financial issues are always at the top of the list, as well as health codes and regulations. This session will explore the major hurdles facing public facility operators, as well as develop a framework to minimize and counteract them. There will be plenty of practical advice and solutions for some of the key issues facing aquatics professionals today.

Speakers:

Roger Currie, Neuman Aqua Ltd.
George Deines, Counsilman-Hunsaker
Jane Kelly, Sandcastle Waterpark
Natalie Livingston, The Wave Waterpark
Meeting Room: Versailles 2

3:30 P.M. - 4:45 P.M.

Improving Your Social Media Presence, Real Strategies and Solutions **NEW**

Does your park have a strong social media look and feel? Have you implemented mobile marketing into the mix? Are you lost in the never-ending maze to grow your fans/followers? Are you engaging those fans to ensure your posts are being seen in the news feed? Are you generating leads and converting fans to customers? And most importantly are you monitoring your results and conversions? Social platforms are continuously changing and that's why your strategies need to change too. What was great for increasing fans and exposure in the past might not even work now. This session will help you assess your current social efforts and give you new strategies to improve your venue's brand awareness as well as discuss what's on the horizon of social media and how to prepare for next season. This session will cover: Facebook changes including the News Feed, Reach and updated Fan Page layout; YouTube, Twitter, Instagram, Pinterest and more; how to use social platforms for lead generation; social strategy and content marketing; social tactics to grow and engage fans and followers; how to build better customer experiences. We'll also discuss creating Fan/employee Advocacy Programs; whether to blog or not to blog; mobile usage for social and web and measurement actions and tools.

Speakers:

Natalie Dunlap, Media Mix & Adventure Holdings, LLC
Tina Hatcher, 3i Advertising
Meeting Room: Loire

DAILY SCHEDULE

3:30 P.M. - 4:45 P.M.

Personal Injury Claims Evaluation **NEW**

This interactive class will cover the essentials of how personal injury claims are developed and presented by attorneys to build claim value; and the tools insurance companies and self-insured operators must use to defend or mitigate exposure. We will cover the methods to investigate, evaluate and negotiate claims, factoring various jurisdictional issues, potential fraud, opportunistic claims identification and why risk management plays such a key role in keeping insurance and loss adjustment costs down. The class will have an opportunity to evaluate a real life claim scenario for settlement purposes. Attendees will learn how to objectively note and log "red flags" when dealing with patrons who seek opportunistic settlements; how to understand the link between effective report writing and limiting claim exposure and how to better understand the jurisdictional climate in their park's venue.

Speaker:

Kent Sanders, Haas & Wilkerson Insurance

Meeting Room: Champagne 1

3:30 P.M. - 4:45 P.M.

Waterpark and Resort Trends Across the Globe **NEW**

Discover what's going on in the world of waterparks outside your front door and across the globe. Hotel & Leisure Advisors' president will reveal trends in North American indoor and outdoor waterpark resorts, including developments, openings, amenities and performance. AECOM Economics' vice president will identify details of international waterparks and waterpark resorts, including key demographics, tourism statistics, attraction lifestyle and attendance trends. (Hint: Asia, EMEA and Latin America are on the rise.)

Speakers:

David J. Sangree, Hotel & Leisure Advisors

Brian Sands, AECOM

Meeting Room: Bordeaux

5:00 P.M. - 6:00 P.M.

Large Park Great Debate

In this interactive discussion, you will discuss management dilemmas and policy decisions that affect revenue and day-to-day operations with some focus on the unique economic challenges happening today. Benefit from your peers' expertise and share your knowledge as well. This debate is geared for attendees from parks with attendance of more than 100,000 per year.

Speaker:

Tim Morrow, SeaWorld Parks & Entertainment

Meeting Room: Champagne 1

5:00 P.M. - 6:00 P.M.

Lessons Learned: Risk Management Best Practices **NEW**

Presented in roundtable format, this session will focus on risk management best practices within the waterpark industry. Topics to be covered include: continuous year-round employee training programs; incident reporting, tracking and the importance of regular review for trends; the use of daily/monthly/annual inspections and management regularly reviewing those inspections and responding to any notations; and incorporating technology with programs as simple as MS excel in order to create databases for quick reference and easy logging. Other practical, hands-on best practices will be shared during this session.

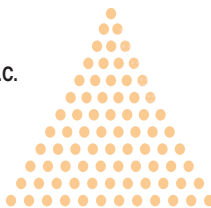
Speakers:

Josh Henderson, Daytona Lagoon

Wess Long, Surf Lagoon Water Park

Michael Oostman, Innovative Attraction Management L.L.C.

Meeting Room: Versailles 2





5:00 P.M. - 6:00 P.M.

New Attraction for 2015: Adventure Camp NEW

Welcome to the next generation of entertainment and attractions, the guest experience. This session will assist operators in developing a robust day camp experience for their guests. Participants will learn how to structure and market the program based on each park's unique atmosphere. The session will also delve into real examples of how camps can generate new revenue, community education/engagement and push your marketing reach beyond its current borders.

Speakers:

Nicole Van Winkle, RivCo Parks

Kenny Handler, Global Management Amusement Professionals

Mark Moore, Gulf Islands Waterpark

Meeting Room: Bordeaux

5:00 P.M. - 6:00 P.M.

Building a Strong Group Sales Program NEW

Join us in an interactive atmosphere, where you will hear new and fresh ideas from industry leading professionals located in markets of various sizes. Find out what industries are being targeting, what kinds of packages are being offered and what sales techniques are working. Come ready to participate with your own creative ideas or to discuss your current challenges.

Speakers:

Kelli Allen, NRH₂O Family Water Park

Anthony Flores, Sea World San Diego & Aquatica

James Kinney, Splashtown San Antonio

Meeting Room: Loire

5:00 P.M. - 6:00 P.M.

Merging Paths: Integrating Aquatics into the Hotel Environment NEW

Join us for an interactive session designed to discuss the challenges of integrating the aquatics professional into the hotel environment. From the basics of adding lifeguards to a hotel property to the intricacies of understanding the business aspect of hotels, we will cover a number of topics designed to help you return to your property with a renewed sense of integration and an appreciation for how the other half lives. Focus will be on both the operations of the resort property as a whole and also the growth and development of the aquatics professional for future advancement within the resort market.

Speakers:

Jason Arthur, Great Wolf Resorts, Inc.-Mason

Kristie Moses, CNL-Sage Hospitality Resources

Meeting Room: Chablis

5:00 P.M. - 6:00 P.M.

XYZ - Design for the Generations NEW

Every generation is defined by age and the events around them that shape the generation. How do aquatic facilities and amenities reach out to each generation? What appeals and resonates with each generation? How is X different than Y and Z? How does one reach out to each generation within the same aquatics facility? What programming options appeal to each generation and what programming options cross over the generations? Learn how the design of the facility can meet the needs of each generation and provide exceptional aquatic experiences to a broad based group of aquatic users. Understand each of the X,Y& Z generations and the values and ideology that shapes each generation. Process the knowledge of each generation and determine the types of aquatic amenities that appeal to each generation. Maximize the ability for an aquatic design to reach across generations for maximum programming flexibility.

Speakers:

Jeff Nodorft, Counsilman-Hunsaker

Paul Graves, Counsilman-Hunsaker

Meeting Room: Champagne 2



**WET'N'WILD
LAS VEGAS PARTY**
WEDNESDAY, OCTOBER 29TH
WET'N'WILD
7:30 P.M. – 10:30 P.M.

5:00 P.M. - 7:00 P.M.

Water Slide Dispatcher Operator Training (Part 2: In The Field) NEW

Location: Wet'n'Wild Las Vegas

6:00 P.M. - 7:00 P.M.

**Marketing & Communications Committee Meeting
(Active Committee Members Only)**

Meeting Room: Champagne 1

6:00 P.M. - 7:00 P.M.

**Safety Committee Meeting
(Active Committee Members Only)**

Meeting Room: Versailles 1

7:30 P.M. - 10:30 P.M.

Wet'n'Wild Las Vegas Party

Finish up your second full day of educational sessions and trade show shopping by gathering with industry friends and colleagues—new and old—for some good times at Wet'n'Wild Las Vegas. Two of the park's rides will be open and available for ride time. Behind-the-scenes tours will be offered as well. A ticket is required for this event. Shuttles pick up at Paris beginning at 7:15 p.m. **This event is sponsored by WhiteWater West Industries.**

Location: Off Site

Thursday
OCTOBER 30, 2014

8:00 A.M. - 8:45 A.M.

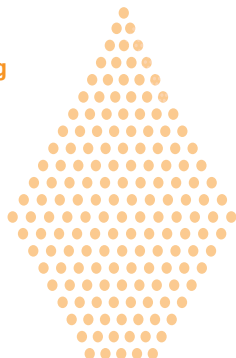
**Technology & Innovations Committee Meeting
(Active Committee Members Only)**

Meeting Room: Versailles 1

8:00 A.M. - 8:45 A.M.

**Government Relations Committee Meeting
(Active Committee Members Only)**

Meeting Room: Champagne 1



9:00 A.M. - 10:00 A.M.

Keynote Session: Drowning Resuscitation

Speaker:

Justin Sempsrott, MD, Lifeguards Without Borders

Meeting Room: Champagne 2

10:15 A.M. - 11:15 A.M.

Smaller Park Meeting

Smaller park operators need to seemingly be masters of all trades and make a profit at the same time. Designed specifically for smaller facilities, this old-fashioned town-hall meeting format encourages audience discussion of unique problems and solutions. This meeting is geared for attendees from parks with attendance of less than 100,000 per year.

Speakers:

Kathy Brennan, Whale's Tale Waterpark

Glenn Aragona, Zoom Flume Waterpark

Meeting Room: Burgundy

10:15 A.M. - 11:15 A.M.

Echo Your Message: Integrating Marketing with Operations *NEW*

You will learn best practices on how to inspire guests to patronize all outlets in your facility and ultimately increase revenue. Hear from resort operators how to utilize your operational team to expand their guest service training into personalized promotion and selling internally. Create the opportunity to maximize your marketing, no matter your budget, and create buy-in from your employees. Learn how to explain the impact of connecting external advertising messages to internal guest experience and its impact on revenue generation; learn how to identify opportunities for operational teams to convert advertising promotions into "in-house" revenue (i.e., additional revenue after they've bought their ticket/paid for the room); discuss methods for aligning employee behavior with marketing efforts.

Speakers:

Melissa Herold, Grand Lodge Waterpark Resort

Tim Van De Yacht, Grand Lodge Waterpark Resort

Meeting Room: Bordeaux

KEYNOTE SESSION: DROWNING RESUSCITATION

9:00 A.M. - 10:00 A.M.

There are many misconceptions about the terminology and treatment of drowning patients. Utilizing videos and pictures of actual drowning patients, this session will reinforce the A-B-C treatment paradigm and provide the medical and scientific evidence to support the definitions and resuscitation sequence.



JUSTIN
SEMPSROTT, MD



DAILY SCHEDULE

10:15 A.M. - 11:15 A.M.

Going From Good to Great – “Duck Dynasty” Style **NEW**

Using the best selling book “good to great” by Jim Collins and the success of the Duck Commander Operations using video clips as examples, this session will provide participants with ways to take their facility from good to great. At the conclusion of this class you will be able to: Identify the eight key factors of successful operational-based companies and leaders; apply the eight key factors to your company and job role; and create a personal plan using the eight key factors.

Speaker:

Cindee Huddy, International Ride Training

Meeting Room: Chablis

10:15 A.M. - 11:15 A.M.

Making the Best of What You Have By Rebuilding An Old Attraction Or Tweaking Your Marketing Strategy **NEW**

This session will introduce you to an example of how old attractions can be made to seem very “new” on a limited budget, and how the subsequent rebranding and tweaking of a marketing strategy can bring big success for waterparks in a “we have nothing new to offer” year. Two publicly-owned parks, Hyland Hills Water World (Colorado) and Magic Waters Waterpark (Illinois), will detail how they did just that. What you can capitalize on when you do not have a new attraction; utilizing customer feedback; using themes or taglines linked to attractions and/or amenities to create new excitement; low cost methods of enhancing your customers’ experience in the park; using social media to support your theming message.

Speakers:

Joann Cortéz, Hyland Hills Water World

Rick Fuller, Hyland Hills Water World

Sara Saunders, Rockford Park District

Jessica Steinberg, Rockford Park District

Hope Walker, Rockford Park District

Meeting Room: Loire

10:15 A.M. - 11:15 A.M.

Active Shooter: Being Prepared for the Worst **NEW**

An Active Shooter situation in a waterpark or aquatic center is unthinkable, but today’s headlines tell us that we must all be prepared. This session will educate attendees about this phenomenon including: pre-incident indicators, survival options, organizational effects, contingency plans and making your facility safer for staff, guests and first responders.

Speaker:

Rick Proctor, VIAT Consulting

Meeting Room: Champagne 2

11:30 A.M. - 12:30 P.M.

The CRM Approach: A Camelbeach Mountain Waterpark Case Study **NEW**

This session will illustrate how Camelbeach Mountain Waterpark is mining their database to better communicate with their current and future guests. The presentation will show specific examples of the tools, communications and strategies for retention that Camelbeach is using to generate incremental visitation, revenue and increase guest satisfaction at the same time. Come learn new steps you can utilize in your marketing approach, hear what worked for Camelbeach, as well as the pitfalls you can avoid, all to help retain and engage your guests to a new degree.

Speakers:

Brian Czarnecki, Camelback Mountain Resort

Corey Ryan, Ryan Solutions, LLC

Meeting Room: Champagne 1



11:30 A.M. - 12:30 P.M.

Flash Talks: Coaching, Training & Facility Use **NEW**

In today's modern age of short attention spans, this session is designed to engage and educate with four short 15-minute bursts of creative, engaging and thought-provoking aquatic-centric presentations. Similar to Tedx Talks, the goals and outcomes of the session are not to talk about past successes, but to describe their application of forwarding the aquatics industry. Assess and apply the ideas and concepts for positively increasing team moral through coaching and challenges. Analyze today and tomorrow's needs of your facility and programs and develop a road map to get there.

Speakers:

Nicole Van Winkle, RivCo Parks

Pete DeQuincy, East Bay Regional Park District

Tina Dittmar, City of Laguna Niguel

Paul Graves, Councilman-Hunsaker

Meeting Room: Loire

11:30 A.M. - 12:30 P.M.

Hiring The Best Staff Through Group Interviews **NEW**

Discuss and demonstrate the group hiring process used at Splash Kingdom which allows an opportunity to see the potential and personalities of applicants before you have them on your front line at the park. Participants will leave the session with the tools and handouts necessary to take this information and immediately implement the process, or tweak it to fit their property. This will be a very interactive and fun session for everyone in attendance.

Speaker:

Johnny Blevins, Splash Kingdom Waterparks

Meeting Room: Bordeaux

11:30 A.M. - 12:30 P.M.

Building Rapport with Multicultural Customers and Staff **NEW**

Have you ever faced the challenge of trying to guide people of other cultures through your procedures? Have you ever felt awkward trying to communicate with a guest who speaks another language? Have you ever had an issue with people from other cultures not respecting your female managers? Have you ever been surprised by a customer's expectation of what a rule should be because of their cultural differences? Learn key skills to working with customers and staff members from different cultures. Discover some cultural differences in doing business, and how to plan for and overcome language barriers. Approach diverse guests with confidence. Use tools to communicate with a diverse workforce and embrace the diversity in our guests and staff members.

Speaker:

Ruby Newell-Legner, 7 Star Service

Lori Caligiuri, 7 Star Service

Meeting Room: Burgundy

12:45 P.M. - 3:45 P.M.

Committee Leadership Summit (by invitation only)

Meeting Room: Versailles 2

