

# SPEAKERS



## KELLI ALLEN

Kelli Allen is the Group Sales & Admissions Coordinator for NRH<sub>2</sub>O Family Water Park, located in North Richland Hills, Texas. Allen's career at NRH<sub>2</sub>O started in 2002 when she was hired as lifeguard and she immediately fell in love with the waterpark industry. In 2009, she began her full time career as sales representative and is responsible for all group sales, consignment accounts and birthday parties. In the offseason she is also

responsible for working with marketing to create new and innovative methods to sell and promote NRH<sub>2</sub>O. Allen serves on WWA's Education Committee.



## KURT A. ANSELM

Kurt A. Anselmi, Esquire, specializes in the defense of claims against the amusement industry. He is a Charter Member of the Board of Directors of the International Amusement and Leisure Defense Association (IALDA), as well as other industry organizations. He has been recognized as a premier defense trial attorney by the Roller Skating Association (R.S.A.). In addition to his amusement & leisure defense specialty, Anselmi has successfully

defended many first and third party no-fault claims. The Roller Skating Safety Act of 1988, currently known as Michigan Compiled Laws 445.1121, et seq, effective February 1, 1989, was drafted by Anselmi in 1986 on behalf of the Michigan Chapter of the R.S.A. This Act was the first state law to recognize assumption of risk as a defense for claims filed against roller skating centers. Currently, Anselmi represents amusement parks, family entertainment centers, roller-skating centers, ski resorts and waterslide/karting centers throughout Michigan. At the request of the R.S.A., Anselmi has conducted claim defense seminars for R.S.A. members throughout the country and at National Trade Conventions. Anselmi earned his bachelor of arts degree from the University of Michigan in 1976 and his Juris Doctorate from the Detroit College of Law at Michigan State University in 1981, graduating with honors. After graduation, Anselmi joined a Detroit area insurance defense firm, leaving in August 1988 to open the law offices of Anselmi & Mierzejewski, P.C. Anselmi is licensed to practice law in Michigan, Colorado (inactive) and Ohio (inactive).



## GLENN ARAGONA

Glenn Aragona graduated from SUNY Delhi with an A.S. degree in construction technology and a B.S. degree from Rochester Institute of Technology in civil engineering. He is owner/operator/designer/builder of Zoom Flume Water Park. He has been involved with Zoom Flume since its inception in 1981. Zoom Flume Water Park and The Country Place Resort was started by his parents and is now owned by Aragona and his sister Denise.



## JASON ARTHUR

Jason Arthur is Regional Director of Aquatics for Great Wolf Resorts. His responsibilities include development of waterpark protocols and procedures for all properties, assisting in the opening of new properties and recruiting and building a strong leadership team company wide. Arthur is based out of the Great Wolf Lodge in Mason, Ohio, where he oversees all daily operations of the 80,000-square-foot indoor waterpark.

Arthur started his career as a lifeguard in 1993 at Holiday World and Splashin' Safari. Since that time, he has worked in all facets of the industry including large and small waterparks, pool management companies, theme parks and indoor waterpark resorts. Arthur is currently licensed as an Instructor-Trainer for Jeff Ellis & Associates, as well as a Certified Pool Operator (CPO). In addition, Arthur is a member of the WWA Waterpark Resort Committee.



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## RICK BASTRUP

Rick Bastrup is the president of R & R Creative Amusement Designs Inc. internationally known for designing themed attractions. R & R projects have won a WWA Innovation Award 3 times including for "Voyage to the Center of the Earth" and "Lost River of the Pharaohs" at Hyland Hills and the first award given for "The Crooked Creek Washout" in Houston. Bastrup has worked with over 40 waterparks providing complete theme design services.



## MICHAEL BEATTY

Michael Beatty is currently the Engineering Manager of Disney's Typhoon Lagoon and Blizzard Beach Water Parks and Miniature Golf. Beatty is a licensed swimming pool and spa contractor and has been with the Walt Disney World Company for 40 years in a variety of engineering roles. These roles include areas such as: attractions maintenance, facility maintenance and engineering, transportation maintenance, resort facility maintenance and

engineering and waterparks and miniature golf facility maintenance and engineering. Beatty was most recently the Engineering Liaison for the construction and opening of Disney's Art of Animation Resort. Beatty is a voting member of numerous consensus standards committees surrounding the engineering aspect of facilities and water maintenance. These include ASTM F24 (focuses on amusement rides including aquatic attractions); ASTM F15, which focuses on Aquatic Facility Standards; the ICC (International Code Council) International Swimming Pool and Spa Committee and ANSI/APSP. He also is the chairman of the Facility Maintenance and Operation Technical Committee and a member of the Recirculation Systems and Filtration Technical Committee for the Center for Disease Control's Model Aquatic Health Code. Due to Beatty's passion for innovation and new technology advancements in the water treatment processes, he was recognized by "Aquatics International" as one of the Power 25 in the Aquatics field. Beatty continues to strive to ensure the best experience is had by all guests who come to any of the Walt Disney Company's resorts, parks and entertainment venues and enjoys knowing that he has had a part in keeping them safe.



## TOM BERGMAN

Tom Bergman is president of the Midwest Marketing Organization Inc., based in Lake Geneva, Wis. Along with Bergman Communications, MMO specializes in the recreation, leisure, sports and tourism industries. Established in 1973, MMO has been working with waterpark industry clients since 1983. For a decade, Bergman coordinated marketing seminars for the World Waterpark Association and wrote "Marketing Q&A" for

"Splash" magazine. The scope of MMO's work in the waterpark industry ranges from marketing, consulting and research to advertising, public relations, sponsorships, group sales, web sites and e-commerce. In 2010, Bergman was a recipient of the WWA Board of Director's Al Turner Commitment to Excellence Award. Bergman is the Chair of the WWA's Marketing & Communications Committee.



## AMY BLACKMAN

Amy Blackman, CPRP, is currently a Supervisor for the City of West Palm Beach. Blackman has been a full-time recreation professional since 1993, a certified professional since 1995 and is a certified AFO. Blackman has worked for agencies in Ohio, Kentucky, North Carolina and Florida supervising and planning: community recreation centers, grants and special projects, special events, trails, pools, waterparks, meeting facilities and OSHA and safety standards compliance. While employed with the University of Maryland, Blackman established the department's SCUBA program and taught

Advanced Open Water SCUBA and Kinesiology courses. Blackman is a contributor for SCUBA Schools International education systems. She has served the American Red Cross as an Instructor-Trainer for 16 years, as a contributor to the Lifeguard Management Course, as a volunteer in many chapters, as the Palm Beach County Chapter's Aquatics

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Council Chair for two terms and as a mentor to Instructor-Trainer candidates. Blackman is a member of the Palm Beach County Drowning Prevention Coalition and has assisted with many efforts including public education on drowning prevention and the production of Public Service Announcements. In 2013, Blackman founded the National Drowning Prevention Alliance Palm Beaches Chapter to assist with the efforts to eliminate drowning in Southeast Florida. Blackman has also served as an officer for the North Carolina and Florida Recreation and Park Associations. Blackman is the Chair of the Treasure Coast Chapter of the National Drowning Prevention Alliance. Blackman has been a continuing education speaker for 12 years. Blackman continually promotes the benefits of parks and recreation to everyone she comes in contact with in hopes that everyone will see our services as essential to everyday life!



## JOHNNY BLEVINS

Johnny Blevins began his post educational career as a public school teacher and tennis coach, an aquatic director and aquatic personal trainer in a private hospital setting before becoming a regional director of sales and marketing for NAYA Canadian Spring Water. In 2001, he began working for SoBe (South Beach Beverage) brand as a representative for the central U.S. In recognition for his use of creative marketing techniques, and

bundling items together for increased brand awareness, Blevins was awarded the 2002 Pepsico Presidents Ring of Honor in a New York ceremony. In 2005, he began work on his current project, Splash Kingdom Family Waterpark in Canton, Texas. Blevins, along with his wife and son developed, built and operate the waterpark. In 2010, Splash Kingdom purchased a second location in Shreveport, La. The Splash Kingdom team recently developed two additional facilities in Texas with plans to continue the growth of the Splash Kingdom brand. Blevins also works with clients to design and develop new parks and increase their revenue potential. Always searching for new and better ways to increase guest experience and improve facility profitability, Blevins was co-founder of Splash Radio in 2008. Splash Kingdom has won many WWA awards over the past years for excellence in marketing and advertising efforts. In 2011, Splash Kingdom was honored to receive the international Industry Leadership Award from the WWA's Board of Directors. He recently celebrated 23 years of marriage to his wife Marci; they have a 17-year-old son, Brett. Blevins holds a B.S. in education and kinesiology. He is AFO and CPO certified, as well as a lifeguard instructor for the Jeff Ellis & Associates program.



## BOB BRADLEY

Bob Bradley is the owner of Aquatic Consulting & Educational Services (ACES), based in Raleigh, N.C. With more than three decades of experience as an advisor on aquatic facility operation, recreation risk management and safety training, Bradley was instrumental in the development of what is now the National Recreation & Park Association's Aquatic Facility Operator certification program. Bradley was the founding president, treasurer

and served for over a decade as a board member of the Drowning Prevention Coalition of Central Arizona. Bradley was also the founding officer and board member of the National Drowning Prevention Alliance and the founding president of the NRPA's National Aquatic Branch and was the chairman of the national board of directors for the Aquatic Facility Operator program. Bradley is a member of the WWA's Children's Drowning Prevention Council. He has worked with resident camps, YMCAs, municipalities, universities, public and private aquatic leisure facilities and resorts. Bradley was the executive director of the Arizona chapter and the southwestern region of the Association of Pool & Spa Professionals (formerly the National Spa & Pool Association), where he conducted the certified pool and spa technician training program. He is also a member of Total Aquatic Management's aquatic consulting team. Bradley has written numerous professional articles and contributed to training manuals on lifeguarding, water safety and aquatic operation. Bradley holds degrees in liberal arts and recreation administration. He has been one of the most active water safety awareness advocates in the country, reaching hundreds of thousands of adults and children through public and private programs.

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## KATHY BRENNAN

Kathy Brennan is the CIO for the Whale's Tale Waterpark and Alpine Adventures Zipline and Off-Road tour companies. Her year-round responsibilities include retail, food & beverage, ticketing, scheduling, reservations and all supporting business systems. Also during the winter, she is the Technical Director for Waterville Valley's Ski and Snowboard School and an Examiner and Education Committee member for the Professional Ski

Instructor Association's Eastern Division. In addition, Brennan provides consulting and coaching services for ARC2ARC, LLC, a resort consulting and alpine training center. She has nearly 30 years of experiencing designing and implementing software systems that streamline processes and improve performance. She serves on the WWA Education Committee. Brennan is inspired by finding creative ways to solve problems.



## JOSEPH BROWNLEE

Joseph Brownlee, Esquire, has been an Arizona trial attorney since 1972 and has dedicated his law practice to the representation of amusement parks, waterparks, family entertainment centers, fairs, carnivals, batting cages, go-cart tracks, roller-skating rinks and other attractions throughout Arizona. Brownlee, past president of the International Amusement and

Leisure Defense Association, has been a national speaker and

faculty member at the International Association of Amusement Park Attractions, World Waterpark Association Symposium, Fun Expo of the International Association for the Leisure & Entertainment Industry, Amusement Industry Manufacturers & Suppliers International and Roller Skating Association. Brownlee is a frequent lecturer in the amusement industry areas of risk management, safety, maintenance and legal defense and has tried numerous jury trials in Arizona in state and federal courts. Brownlee graduated from the Indiana University School of Law in Bloomington, Ind., and in 1980 was admitted to practice before the U.S. Supreme Court. Brownlee is a member of IALDA, IALEI, RSA, WWA, and OABA. In Arizona, Brownlee is the general legal counsel for the Maricopa County Fair and the Arizona Showman's Association and is a member of the Arizona Fairs Association.



## CODY BUTCHER

Cody Butcher, CPRP, CPOI, is the Corporate Director of Waterparks for Great Wolf Resorts. His responsibilities include planning, organizing and directing activities associated with the year-round operation and maintenance of 12 indoor waterparks. Butcher held positions as Parks and Recreation Director for City of Prosser, WA; Aquatics Director at Highlands Ranch Community Association; and worked in waterpark maintenance for Hyland Hills Water World. He is a Certified Pool Operator (CPO) Instructor and Certified Parks and Recreation Professional. Butcher is retired from over 21 years of service in the United States Army and Army National Guard where he served in the maintenance field.



## LORI CALIGIURI

Lori Caligiuri entered the waterpark industry in 1988 as a Lifeguard at White Water University in Des Moines, Iowa. In 1990, she was promoted to Personnel & Park Manager where she continued working during her school years. After attending her first amusement trade show in 1994, she decided this industry was for her! In 1996, she graduated from the University of Northern Iowa with a Bachelor's Degree in Management and emphasis in Business Administration. With 25 years of industry experience in Operations and Human Resources, including two pre-opening parks, her career carried her around the world to facilities such as Yongsan Pools & Recreation, Seoul, Korea; White Water Canyon, Chula Vista, CA.; Newport Aquarium, Newport, KY.; Coney Island, Cincinnati, OH.; and Wild Wadi Water Park, Dubai, UAE. In 2008, she joined

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Farah Leisure Parks Management as the Director of Human Resources to open Ferrari World Abu Dhabi and the Yas Island Waterpark. Her commitment to this industry grows by continuing to attend, serve and present at various amusement trade shows and organizations. In addition, her efforts have been awarded in various training, incentives, business excellence and human resources programs.



## JAMES CAMPBELL

Jim Campbell has been a Cast Member with the Walt Disney World Company for 20 years. After graduating from Florida State University with a degree in leisure services and recreation, he began his Walt Disney World career as a Food and Beverage Host at the Magic Kingdom. He has held various roles throughout WDW Parks, Resorts and Downtown Disney. He is currently the Manager of Food and Beverage Operations at Disney's Blizzard

Beach, Disney's Typhoon Lagoon and the ESPN Wide World of Sports Complex.



## JESSICA CARPENTER

Jessica Carpenter is the Aquatics Manager for the City of Coppell, Texas. She began her aquatics career in 2000 and has worked in a large-scale private waterpark, a waterpark resort and now a municipality. Carpenter is an Ellis & Associates lifeguard instructor, a Jeff Ellis Swimming Program Coordinator and a certified Aquatic Facility Operator (AFO). She holds a bachelor's degree from Texas Christian University. Under her leadership, the

City of Coppell Parks & Recreation Department has received multiple Gold and Platinum International Aquatic Safety Awards from Ellis & Associates. Carpenter also serves on the WWA's Public Sector Committee.



## ANDREW CHAFATELLI

Andrew Chafatelli began his career like many other leaders who serve the industry did—wearing a lifeguard suit and sporting a rescue tube. After graduating from college, he took on the role of Operations Director at Nashville Shores, where he fell in love with the industry. This is where he also met and married his wife Kelly. In 2009, Chafatelli became the General Manager of SplashDown Beach, a 15-acre waterpark located in the scenic

Hudson Valley of New York. His experience lends him knowledge in waterpark management, risk management, ride installation, park renovations and filtration design. He is licensed as an Ellis & Associates Instructor-Trainer and Aquatics Facility Operator. In 2010, he became a NSPF Instructor and enjoys teaching CPO classes to local health department officials and pool operators during the offseason. Chafatelli also serves as the Secretary of the WWA's Education Committee and serves on the WWA's Government Relations Committee.



## BARBARA CHILDS

Barbara Childs is a 17+ year public relations professional. She is currently the director of web and electronic communications at the University of Nevada, Las Vegas where she oversees the university's digital communications and social media functions. Childs graduated with a degree in public relations from BYU and has worked in public relations, marketing, media relations and employee communications. Her experience spans both private

and public sectors as an in-house and consulting expert for fortune 500 companies such as Microsoft and Nu Skin corporations. She also spent a summer managing a tree nursery and driving a bobcat, an accomplishment of which she is still very proud. Childs was born and raised in Edmonton, Alberta, Canada. She married an American and stayed stateside ever since raising their three children: two boys and a girl. In her spare time, you will find Childs baking, boxing and hitting the slopes.

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## LOUIS CIRIGLIANO, JR.

Lou Cirigliano, Jr., has over 28 years experience working in the guest services field. He began his career with General Mills, running several of their high volume stores after graduating from Rutgers University. In 1989, he became part of the management team at Tan Tara Country Club in North Tonawanda, N.Y., before moving back home to the Jersey shore in 1993 in order to take over as the General Manager of the legendary Tradewinds nightclub in Sea Bright, N.J., for the Storino Family. Tradewinds was one of the largest entertainment venues on the Jersey Shore and was host to many National Touring Acts such as Bon Jovi, Counting Crows, Jewel, Squeeze, Pat Benatar and even their local neighbor Bruce Springsteen! In 2003, after the Tradewinds was closed, he was moved to Seaside Heights to begin his involvement in the amusement and waterpark industry and today is the Director of Operations for Casino Pier and Breakwater Beach. In 2009, Breakwater Beach was the winner of the Kelly Ogle Memorial Safety Award for significant contribution to guest and employee safety. For 2010, Breakwater Beach was chosen as one of the best family attractions in Ocean County, N.J., by readers of the local paper "Asbury Park Press," and 2011 was voted favorite family attraction by the NJ.com online poll and beat out their competitor by over 130 votes! Cirigliano served on the WWA Board of Directors from 2011 until 2013. When not at work, Cirigliano loves to be with his daughters Taylor and Allie.



## DALE COOPER

Dale Cooper is the owner and operator of Safe Slide Restoration. He has 20 years of experience in the fiberglass and waterpark industry. This experience has given him an edge in building one of the most successful waterslide restoration companies in the world. Cooper is a certified composite technician according to the American Composite Manufacturer Association and has received certifications in both Gelcoat Field matching and Epoxy application through the Michigan-based Gougeon Brothers Inc. Through his experience and networking abilities, Cooper is passionate about bringing time tested, comprehensive solutions that have set the standards for quality and professionalism among the waterpark community. Connecting competent technicians with advanced formal training is what Cooper believes will keep our industry strong and safe.



## JOANN CORTÉZ

Joann Cortéz is the communications director and spokesperson for Hyland Hills Water World in Denver, Colorado where she has worked since 1998. The park represents the nation's largest publicly-owned waterpark and is the largest revenue generator in a repertoire of facilities owned and operated by Hyland Hills Park and Recreation District. As a special district, Hyland Hills also owns and operates dozens of parks and ball fields, community centers, an indoor sports arena, golf courses, miniature golf venue and a gymnastics center and three-sheet ice arena that are owned in partnership with an adjacent city. Cortéz serves as Vice Chair of the WWA's Marketing & Communications Committee.



## KASEY CROSS

Kasey Cross' current position is Director of Sales for Durrill Properties in Corpus Christi, Texas where she oversees all sales and marketing aspects regarding Corporate Sponsorships for three of the Coastal Bends premier entertainment facilities; Hurricane Alley Waterpark, Concrete Street Amphitheater and Brewster Street Icehouse. In her three years there, her department has increased overall sales by over 100 percent. Prior to 2011, she owned and operated a retail business in the Downtown Art District of Rockport, Texas, which was sold for a profit in 2010. Five years' experience with Clear Channel Radio earned Cross the 2007 Presidents Award and Salesperson of the

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Year maintaining a 20 percent increase over PY each year. Cross' home in advertising was preceded by a ten year stretch in retail management primarily with the Limited Corporation managing Express and Bath & Body Works stores.



## ROY CUPLER

Roy Cupler, CPA, is a partner in the business assurance services department and is a leader of Moss Adams LLP's Hospitality group. Cupler provides audit and consulting services to hotel, real estate and gaming operations, food and beverage operations, golf and country clubs, and resort properties. He has served as the engagement partner on numerous Tribal and commercial gaming audits, as well as hotels and restaurant

chains. He also has conducted numerous internal control review engagements, including operational assessments for the hospitality industry.



## ROGER CURRIE

Roger Currie is Co-owner/Sales Director of Aqua Leisure International Ltd., based in the United Kingdom. He undertakes indoor and outdoor waterpark projects around the world, with particular emphasis on contracting the ride and attraction components. Previously, Currie founded and headed the aquatic leisure consultancy, Royson Ltd. Before that, he served 20 years in varied roles with Biwater Ltd., gaining experience in construction, operations and manufacturing within the worldwide water leisure industry. Currie has been a WWA volunteer since 1988, writing articles, speaking at the WWA Symposia, serving on WWA's Board of Directors as Treasurer and helping front the WWA's European activities. He is a member of the Institute of Swimming Pool Engineers and the Institute of Sport and Recreation. Currie has long-standing experience in the Middle East market.

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## BRIAN CZARNECKI

Brian Czarnecki is the Vice-President of Sales & Marketing at Camelback Mountain Resort, Camelbeach Mountain Waterpark, Camelback Mountain Adventures and Camelback Snowtubing Park. Czarnecki took the reins at Camelback in January 2010 and is responsible for marketing/sales and brand of the resort's year-round entities, which plays host to almost 1 million visitors annually. To round out the resort's four-season offerings, the largest hotel & indoor waterpark constructed in a single phase in the U.S., Camelback Lodge & Indoor Waterpark, a 453-room, 125,000 sq. ft. indoor waterpark will open in Spring 2015. After a successful career in hospitality management, including a 7 year position directing a boutique resort property through expansion and real estate development in the Bahamas, Czarnecki landed a position at the popular New York, Catskill's ski resort, Hunter Mountain as Vice President/Sales & Marketing and also became the resort's real estate broker. He directed all aspects of sales & marketing along with the real estate sales of a fractional-share hotel development. Czarnecki is adept at advertising within New York City & Philadelphia and the metro sprawl. He positions Camelback Resort's brand and offerings into these competitive and aggressive markets with radio, television, outdoor, transit, print, direct mail and digital advertising. In his free time, Czarnecki enjoys riding his motorcycle, hiking, snowshoeing, skiing, road biking, paddle boarding, yoga and loves travelling to unspoiled beaches throughout the world. Czarnecki serves on WWA's Marketing & Communications Committee.

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## GEORGE DEINES

George Deines is a Project Manager for Counsilman-Hunsaker, specializing in aquatic master planning, business planning, feasibility studies and operational training and development. Before joining the CH team in 2014, he worked as the Aquatics Manager for the City of Garland, Texas, overseeing the operation of Surf and Swim, the city's 4-acre waterpark and three community pools. He holds degrees from the University of North Texas and

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Dallas Theological Seminary and is an Ellis & Associates Lifeguard Instructor-Trainer. He is Vice-Chair of the World Waterpark Association's Safety Committee, a member of the Public Sector Committee and president of the North Texas Aquatics Association.



## RICHARD DEPASO

Richard DePaso, an award-winning producer and national speaker, has been in the video production business since 1987, first in N.Y. and since 2002 in Las Vegas. Clients have included Microsoft, Mobil Oil, IBM, Verizon, QVC, Samsung, the states of New York and Nevada plus hundreds more. He is presently the president of the Las Vegas Videographers Association and active in the video industry. His company, Aardvark Video, produces a

great deal of work for the trade show market as well as a prodigious amounts of training video. He has traveled nationally and as far as Brazil on video projects. In his presentation, he'll show how video can be used to solve problems and accomplish goals.



## PETE DEQUINCY

Pete DeQuincy oversees 90+ lifeguards and WSI's at 5 swim facilities and focuses on lifeguard operations and aquatic programming for East Bay Regional Park District in Oakland, Calif. With an annual attendance of 500,000 park visitors, his mission is to provide a positive and safe water experience to the families and patrons within the Alameda and Contra Costa counties. He served on the National American Red Cross Sounding Board for

Lifeguarding and currently serves as the California Parks and Recreation Society, Aquatic Section President. His articles on lifeguard training and in-service development can be found in "Aquatics International's" Lifesaver column. DeQuincy was recently selected by "Aquatics International" as one of the top innovators for their February 2014 Power Issue.



## TINA DITTMAR

Tina Dittmar has been the Aquatics Supervisor with the City of Laguna Niguel in California for over two decades. She is a lifeguarding, water safety, First Aid and CPR instructor trainer and an AFO. She has spoken at many local, state and national conferences. In 2012, she helped start the H2O2 Foundation. It is a nonprofit organization specializing in providing pilot safety and water safety educational training and consulting. The U.S.

Coast Guard recognized the H2o2 Foundation through the Coast Guard Education Partnership program in 2013. Dittmar was a technical editor for the ARC Lifeguard Management program which was released in October of 2013. In the spring of 2012, she had the opportunity to teach First Aid and CPR instructor's classes in Russia for the American Anglo School in Moscow. In 2005, Dittmar was awarded a Western Publication 'Maggie Award' for Best Regularly Featured Department for "Lessons Learned;" and in 2007, she was named as one of "Aquatics International's" Power 25 in 2007. In 2004, Dittmar was chosen as a who's who in Aquatics by "Aquatics International" magazine. She was a member of the Advisory Group for the American Red Swimming and Water Safety advisory group in 2004 and American Red Cross Lifeguarding in 2006.



## ERIC DOMBROWSKI

Eric Dombrowski, CPRE, is the Waterpark Manager for the City of Palmdale Department of Parks and Recreation's DryTown Water Park. He has worked for 24 years in municipal parks and recreation programs and service delivery. His education includes a master of public administration (MPA) degree and a B.S. in recreation management from California State University, Northridge. Dombrowski is a Certified Parks and Recreation

Executive (CPRE) and a member of the California Parks and Recreation Society. Under his management, DryTown Water Park received WWA Wave Review Awards in 2009 and 2011 and he also serves as the Vice Chair on the WWA's Public Sector Committee.



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## NATALIE DUNLAP

Natalie Dunlap is the Founder and President of Media Mix, a full service advertising agency in Jacksonville, Florida. She is also Vice President of Marketing for Adventure Holdings and The Beach. Dunlap is a seasoned leader, directing an organization whose driving force is for clients to have a consistent message and brand in all forms of media including traditional, digital and social. She is skilled in marketing, specifically lead generation,

with attributes in communication, public relations, team building and mentoring. She leads her team with vision of a marketing strategy, development of an economic business case and execution of an aggressive campaign for each client. Dunlap has been a marketing professional for 14 years. Her leadership, management style, business growth initiatives and community contributions are factors that have made Media Mix so successful. She is eager to share her experiences and her expertise regarding social media and engagement with this year's WWA Conference attendees.



## JAMES F. DUNN

As vice president of design and construction for Aquatic Development Group, James F. Dunn's responsibilities include conceptual design development, contract administration and project management of waterpark, aquatic center and specialty feature projects. He is involved in the design/build services from the initial phases of project development through final construction. Dunn is a registered architect in the state of New York and

has more than 20 years of waterpark development and construction experience with responsibilities that range from specific system design to overall project planning and management. For the past decade, Dunn has been involved with the extensive research and development program of ADG's Whitten Filtration Division. He has helped pioneer some of the most progressive water filtration systems used in today's waterparks and aquatic venues. He has spearheaded the implementation of safe, effective water treatment systems used in every waterpark or commercial pool project that ADG designs and builds. He has managed the development of the design of such projects as Camelbeach Waterpark; Six Flags Fiesta Texas, San Antonio; Wet 'n Wild (Orlando, Florida and Brazil); Six Flags Hurricane Harbor, St. Louis, Mo.; Six Flags Great America, Gurnee, Ill.; Massanutten Resort, McGaheysville, Va.; and Geauga Lake, Aurora, Ohio. Dunn holds a bachelor's degree of professional studies in architecture from the University of Buffalo.



## PETER A. FINGERHUT

Peter A. Fingerhut is Vice President of Marketing and Sales for Columbus Zoo and Aquarium, Zoombezi Bay, Safari Golf Club and the Wilds. Fingerhut's passion for business management and marketing has guided his 28-year career. In the six years that he has been with the Columbus Zoo and Aquarium, the zoo's attendance has grown over 25 percent and memberships have grown over 40 percent. In 2009, the zoo was rated

the #1 zoo in the nation by "USA Travel Guide." Fingerhut has completely redesigned the website, restructured the Group Sales department and completely restructured the advertising department, including bringing on a world-class advertising agency. While doing all this, he has increased sponsorships by over 20 percent and cut expenses with memberships by over 20 percent. Prior to his time at the zoo, Fingerhut worked for the Six Flags Corporation where he spent over 20 years growing from a seasonal coordinator of promotions to General Manager. Outside of his work, Fingerhut currently serves on the board of directors for the Dublin Convention and Visitor's Department. He is an active member of AZA and a member of the American Marketing Association, in which he was voted the "Marketer of the Year" in 2008. Fingerhut attended the University of Missouri in Columbia, Missouri and received his bachelor's of science degree in recreation and park management. Fingerhut serves on WWA's Marketing & Communications Committee. He is married with three children and enjoys a good round of golf.

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## MICHAEL FLINN

Mike Flinn is the Recreation Services Manager for the City of Baytown, a position he's held since 2004. As Manager, Flinn oversees an Aquatics Division that includes 4 full time staff members, 350 seasonal employees and two waterparks. Flinn graduated from the University of Houston in 1998 with a degree in Kinesiology. Flinn has been married to his wife, Jenny, for fifteen years. He has a daughter, Alexis, age 9, and enjoys his

rare time off by watching football and watching movies.



## ANTHONY FLORES

Anthony Flores is a senior account executive/sales manager for SeaWorld San Diego and Aquatica San Diego. He currently oversees sales activities for AAA, military and local in-market accounts, as well as the park's contact center. After six years of global travel with the international, educational, performance group Up With People, he began his marketing career with SeaWorld San Diego in 1983 by starting a satellite sales office

in Phoenix. During his tenure with SeaWorld, he also developed expertise in the youth, special events, mature and business sales markets; has participated in a variety of new product launch initiatives; and supported the 2013 opening of Aquatica San Diego. Having grown up in a military family that settled in Yuma, Arizona, Flores is fortunate to have traveled, met and worked with many fascinating people. He ultimately settled in San Diego with his bride Michelle and son Austin.



## BLAKE FORD

Blake Ford is the Waterpark General Manager for the Water Park of America in Bloomington, Minn. Previously, he was the Director of Aquatics and Safety Coordinator for Blue Harbor Resort in Sheboygan, Wis. He worked there since the property changed ownership in 2011. Ford has been in Aquatics since 2005 and has worked around the country. He is an Ellis & Associates Instructor and previously held Instructor Certification through

American Red Cross. Ford serves as the Vice Chair for the WWA's Waterpark Resort Committee. He enjoys playing most sports and never misses a chance to play volleyball. If he has a chance to relax, you can find him on the couch watching a movie.



## RICK FULLER

Since 1992, Rick Fuller has served as the Administrative Counsel for Hyland Hills Park and Recreation District, owners and operators of Water World. During that period, and in addition to his legal duties, he has hands-on involvement with Water World's risk management, operations, training, personnel matters, public relations and marketing. Fuller has been a frequent speaker at WWA events and will present lessons learned by

staff from 34 years of Water World operations. Fuller serves as Vice Chair for WWA's Government Relations Committee.



## GAYLEE W. GILLIM

Gaylee W. Gillim, Esquire, is general counsel and an owner of Kentucky Kingdom and Hurricane Bay in Louisville, Kentucky, which reopened in May 2014. Gillim was previously general counsel and an owner of Kentucky Kingdom-The Thrill Park from 1990 until its sale in 1997, as well as Magic Springs & Crystal Falls in Hot Springs, Arkansas from 2000-2008. Gillim graduated from Duke University (B.A. summa cum laude)

and earned a J.D. from St. John's University. She is admitted to practice in both New York and Kentucky. Gillim served two terms on the Board of Directors of the World

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Waterpark Association, and has been a member of IALDA's (International Amusement and Leisure Defense Association) Board of Directors since 1995, currently serving as Secretary of the organization.



## ILYA GIRLYA

Ilya Girlya manages Sahara Sam's and its day-to-day operations. In addition to his role as Director of Finance and strategic development for Samba Construction, Girlya possesses over a dozen years' experience in cost containment, risk assessment, new business development, marketing and compliance. His expertise in structuring financial transactions with institutional lenders coupled with a keen understanding of cost-control procedures

has allowed him to successfully orchestrate and develop land tracts in across the U.S. He holds a Certified Property Manager Designation (CPM) from the Institute of Real Estate Management (IREM) and maintains a Certified Pool Operator designation (CPO) as well as an Aquatic Facility Operator (AFO).



## PAUL GRAVES

Paul Graves is an internationally licensed professional engineer and holds a bachelor's of science degree in mechanical engineering from Western Kentucky University. He possesses a wealth of experience in designing aquatic facilities to serve a variety of user groups, program requirements, and owner types including municipalities, universities, YMCAs, school districts and hospitality establishments. As a Project Manager, Graves

has over seven years of experience in the planning and design of aquatic venues. And as a former competitive collegiate swimmer, Graves' expertise and understanding of the aquatics industry provides practical, cost effective and efficient designs along with a unique understanding of aquatic programs and their requirements. As a Certified Aquatic Facility Operator (AFO) and a Certified Pool and Spa Operator (CPO), Graves has completed numerous aquatic facilities throughout the United States and has first-hand knowledge of swimming pool design, construction and operation.



## BILLY HAMILTON

Billy Hamilton has more than 37 years of experience in the swimming pool industry with 30 of those years spent as Water Quality Manager at Wet 'n Wild in Orlando, Fla. As Water Quality Manager, he is responsible for all pools and water, including a lake and plays a major role in the development and design of new rides. Hamilton has been called upon frequently during his years at Wet 'n Wild to share his knowledge. Hamilton is a CPO

instructor and enthusiastically teaches and shares his knowledge with others. He is an accomplished and respected leader in the water quality field. Hamilton lives his passion for water quality, safety and excellence in the industry on a daily basis. He is a true water lover at work and away. Hamilton is an avid offshore fisherman and enjoys scuba diving. Hamilton has been married for 31 years to Cerinda, has one grown daughter and resides in Central Florida.



## KENNY HANDLER

Kenny Handler has operated and managed many of California's finest waterparks including Raging Waters, Six Flags Hurricane Harbor and the Wave Waterpark, and has consulted with more than 70 facilities throughout the United States. He has been in the waterpark industry for the past 4 decades. As a nationally recognized waterpark professional, Handler continues to mentor and provide assistance to a number of well-known facilities

offering memorable and safe adventures to hundreds of thousands of guests each year. He has maximized his client's bottom lines by increasing their revenue and reducing their expenses. Handler has received national recognition for his marketing and success as an operator and General Manager. Achievements include: best in marketing commercials, radio ads, print media and promotional events from the WWA; Winner of the

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first ever National Title for Lifeguard Competition, as well as numerous safety awards from Ellis & Associates. For the past decade, Handler has spoken at both national and regional conferences including: NRPA, WWA, CPRS, IPRA, FPRA and MPRA. Handler was instrumental in organizing the WWA's inaugural full day Food & Beverage School in 2012 and has continued his role as organizer, adviser and presenter for the school for the past three years.



## EDWARD J. HART

Ed Hart has a long and distinguished history of entrepreneurial undertakings, with a particular focus on the successful turnaround of high-profile, but previously failed, projects. These include three theme parks, all of which he and his team have brought from bankruptcy and neglect to vibrant success and all of which involved the development of a full-fledged waterpark that was included in the price of admission. First was the original Kentucky Kingdom, which closed after only one season of operation in 1987, and which Hart and his team, during their eight years of operation, developed into the number one paid tourist attraction in Kentucky. Next was the Magic Springs theme park in Hot Springs, Arkansas, which Hart's team redeveloped and operated from 2000 until 2008, and also brought to the position of Arkansas' number one paid family attraction. Life has come full circle at this point, with Hart and his team having just completed the inaugural season of the new Kentucky Kingdom and Hurricane Bay. From all indications, it's been a resounding success, highlighted by the sale of 116,000 season passes. Before getting involved in the amusement industry, Hart successfully rescued two major real estate projects in Louisville (1400 Willow, a luxury high-rise condominium building, and the Schuster Building, a historic commercial building.) Independent film production is another of Hart's business interests. Hart/Lunsford Pictures, launched by Hart with his business partner Bruce Lunsford in 2004, has executive produced eleven feature films to date, a number of which have premiered to critical acclaim and won many awards, among them the Audience Award at the Sundance Film Festival. More recently, Hart, concerned by the continuing decline in investigative journalism and guided by his firm belief in the importance of the fourth estate as one of the pillars of our democracy, was instrumental in helping fund and establish Louisville Public Media's new Kentucky Center for Investigative Reporting, to which Hart made a generous contribution of \$250,000. In April 2014, the Center received a regional Edward R. Murrow Award in the category of radio investigative reporting. Hart's diverse business career also includes ten years at the New York City headquarters of a Fortune 500 company, development of a chain of hairstyling salons in Puerto Rico (at the time, the largest and most successful salon chain in the Caribbean), and championing one of the few successful defamation lawsuits against a major media company in U.S. history (Kentucky Kingdom Inc. vs. WHAS-TV). In recognition of his success at turning failed local projects into success stories, Hart received Louisville's "Entrepreneur of the Year" award in 1995.



## MARK C. HATCHEL

Mark C. Hatchel, PLA, ASLA, is one of the most experienced commercial and municipal waterpark designers in the United States with over thirty years of park design experience. He is a Vice President and Senior Project Manager with Kimley-Horn and Associates. Prior to joining Kimley-Horn, he served as Director of Architectural Services at Wet'n Wild International 1993-1997 and as Vice-President of Design and Development, Schlitterbahn

Waterparks/NBGS International 1997-1999. His first municipal pool project was in 1980; since that time Hatchel has done over 150 commercial and municipal waterpark projects ranging in budget from \$500,000 to over \$30 million throughout the United States and in Brazil, China, Mexico and Turkey. In 2008, Hatchel was named to "Aquatics International's" "Power 25." He has been a featured speaker at WWA and numerous parks and recreation conferences. Hatchel's projects have received numerous awards including Industry Leadership and Innovation Awards from the WWA's Board of Directors. Since joining Kimley-Horn, Hatchel has completed over thirty-five aquatic projects during the past 12 years. He is a Certified Pool Operator and is currently leading a number of aquatic system master plan and aquatic design projects nationwide.

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## TINA HATCHER

Tina Hatcher is the CEO and President of 3i Advertising/PR. In her 26-year marketing and public relations career she has spent 24 of them working with waterparks and attraction venues. She specializes in developing brand/image campaigns, traditional media, digital and social media platforms, public relations, promotions, special events and creating revenue generating programs for parks. Her work over the years has received WWA Wave Review awards and Addy awards for creative, campaign conception and Best of Show. Hatcher serves on the WWA Marketing Committee. She also served on the Board of Directors and donated her time with Girl Scouts of Southeast Florida and Autism Speaks. Hatcher has been married for 19 years to her better half, Tom, has an 11-year old daughter and resides in South Florida. She can be reached at [tina@3iadvertising.com](mailto:tina@3iadvertising.com).



## STEPHANIE HEE

Stephanie Hee started working for NRH<sub>2</sub>O Family Water Park at the age of 19 as the Marketing Intern. She began her full time career at NRH<sub>2</sub>O as the Group Sales Representative. Later, she was promoted to her current position as the Marketing Specialist. Hee also serves as the Secretary for the Marketing & Communications Committee for the World Waterpark Association. Prior to joining NRH<sub>2</sub>O Family Water Park full time, Hee worked in Group Sales at SEGA GameWorks in Grapevine, Texas. She has a bachelor's of business administration degree in marketing from the University of Texas at Austin.



## MATT HELLER

Matt Heller has spent 25 years in the attractions industry, spending time in both operations and human resources. He has had the pleasure of holding leadership positions at Canobie Lake Park, Knott's Camp Snoopy, Valleyfair, Smiles Entertainment Center and Universal Orlando Resort. In 2011, Heller created his own leadership development consulting company, Performance Optimist Consulting, where he now helps leaders from all over the industry make sure they are getting the most out of themselves and their teams. In 2013, Heller released his first book, entitled, "The Myth of Employee Burnout". In it, he outlines his quest to find out what truly causes employees to lose motivation and what leaders can do to overcome it.



## JOSH HENDERSON

Josh Henderson is the General Manager of Daytona Lagoon and Instructor Trainer for the IAM Elite Guard program. Henderson is a 24-year veteran of the aquatics industry and has worked at nearly all types of aquatic environments. He started at a flat water municipal pool in 1990 and moved into private water park operations through connections made at The WWA Show in 1998. He has since progressed through his career working for several well-known private waterpark operators such as Nashville Shores, Palace Entertainment, Six Flags, and Great Wolf Resorts.



## MELISSA HEROLD

Melissa Herold serves as General Manager of Grand Lodge Waterpark Resort in Rothschild, Wis. She began her career with the property in 2004 as a lifeguard while attending college and quickly worked her way up to Aquatics Supervisor and then Aquatics Manager in 2005. In 2010, Herold was promoted to Assistant General Manager of the resort and, in 2012, was promoted to Director of Operations. She currently sits on the Board of Directors for the South Area Business Association and is President of the Central Wisconsin's Innkeeper's Association. Herold graduated from the University of Wisconsin-Stevens Point with a B.A. in English in 2006. Herold serves on WWA's Waterpark Resort Committee.



# BE A LEADER. BE A MENTOR.

Play your part in building the water leisure industry's future leaders. Encourage your front-line staff to become **Emerging Leader members** of the World Waterpark Association and sign up to be part of the mentor program. An hour a month can make all the difference in keeping great people engaged in our industry.

Visit [WATERPARKS.ORG/  
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to learn more about this program.

Or email Aleatha Ezra at  
[AEZRA@WATERPARKS.ORG](mailto:AEZRA@WATERPARKS.ORG)  
to sign up as a mentor.



# SPEAKERS



## MARK F. HOBAICA

Mark F. Hobaica, received his bachelor and master's degree in architecture from the University of Arizona in 1990 and 1991 respectively. He began his professional career at HCA Architects in 1991. He later moved to the City of Henderson in 2002 starting as a Construction Project Manager, was promoted to Construction Manager, and now is the City Architect. Hobaica is responsible for the design, construction and maintenance of all

City buildings. Currently managing a staff of 65, he is tasked to successfully complete the design, construction and annual maintenance of all City facilities while managing an overall annual budget of nearly \$200 million.



## JIMMY HOLMES

Jimmy Holmes is the President of H Two Marketing, a firm providing marketing management and consulting services to waterparks. Holmes is a marketing strategist with over two decades of experience in brand development, campaign execution, season pass programs, group sales, promotions, partnerships and special events. He began his career at Wild Adventures Theme Park, where he led marketing efforts that transformed

the regional animal park into the 32nd largest amusement park in North America. As Vice President of Marketing & Sales for Adventure Parks Group, Holmes spearheaded the rebranding of historic Cypress Gardens, and launched two Splash Island Waterparks. His marketing efforts have been recognized with WWA Wave Review & IAAPA Brass Ring awards. He resides in Valdosta, Ga., with his wife Tori and daughter Ansley.



## LEE HOVIS

Lee Hovis is the Director of Recreation and Operation for the Tolomato Community Development District and is responsible for the operation of all Nocatee amenities and programs. He has served as a member of the WWA's Board of Directors and served as the chair from 2002-2005. Hovis has been working in the waterpark industry since 1984 and has served on the WWA Safety Committee and teaches the National Swimming

Pool Foundation's Certified Pool Operator Courses for the association. He serves on the APSP-9 committee for waterpark safety standards, works with the International Code Council on Swimming Pool Codes and is an Instructor Trainer for the American Red Cross. Prior to joining the District, Hovis has held top management positions with Adventure Landing, Roaring Springs Waterpark, Water Country USA, Emerald Pointe Waterpark and Summer Waves Waterpark. WWA inducted Hovis into the Hall of Fame in 2011. When not working on waterpark issues, Hovis enjoys watching football and spending time with his family.



## CINDEE HUDDY

Cindee Huddy is a consultant with 24 years of service experience including the areas of safety, operations, training, customer service and employee development. She began her career at Six Flags Over Texas in Arlington, Texas and worked her way up the management ladder at Opryland USA in Nashville, Tennessee, Fiesta Texas in San Antonio, Texas and MGM Grand Adventures in Las Vegas, Nevada. Huddy graduated from Texas State

University with a bachelor's of science in recreation administration. She is a member of ASTM International, Amusement Industry Manufacturers and Suppliers (AIMS), the American Society of Training and Development (ASTD) and an active member of the Henderson Chamber of Commerce. She won both the Antonio Zamperla Award for her commitment to operations safety in the industry and Best Presenter Award from AIMS. In addition, she has published works in several industry publications. Huddy is a recent graduate of the prestigious American School of Protocol located in Atlanta, Georgia and teaches etiquette classes to both children and adults. She resides in Henderson, Nevada located just outside Las Vegas with her husband, Billy and their furry children, Smokey (dog) and Izzy (cat).

# SPEAKERS

## ERIC "CHET" JACOBSON



Chet Jacobson has enjoyed being around water all his life. He grew up swimming at the YMCA and progressed up through YMCA's competitive swimming program. He later competed throughout high school and received honors for his abilities in swimming and water polo. Jacobson has been a lifeguard for more than 30 years. He was initially certified by the American Red Cross as a WSI and LGI and taught CPR and first aid to aquatic safety professionals. He became licensed as an Ellis & Associates lifeguard and lifeguard instructor in the early '80s and became a licensed Instructor-Trainer for NASCO in the '90s while working at Six Flags Water World in Houston. At Six Flags, he worked as a lifeguard, water-safety supervisor and training supervisor before being promoted to Fire and Safety supervisor at Six Flags AstroWorld. He was promoted once more to be the Operations Manager at Six Flags Water World from 1993 to 2000. In 2000, Jacobson left Six Flags to be the Director of Operations for NASCO; now he is the Sr. Vice President and Chief Operating Officer. Through the years, Jacobson has trained lifeguards nationally and internationally, and is recognized as a waterslide inspector. He graduated from Houston Baptist University with a bachelor's of science degrees in business management & history. He and his wife reside in College Station, Texas with their daughter and son.

## JEFF JANOVICH



Jeff Janovich has been in the waterpark industry since 1981 having begun his career in installation management and maintenance at Cascades D'Eau, a small waterpark in Quebec, Canada. Janovich joined ProSlide Technology Inc. in September 1989, in Purchasing, Project Management and Sales. As of August 1993, he was appointed to Vice President. As Vice President of Sales, he has been involved in sales, construction and management of numerous waterpark projects throughout North America, South America and Europe, including most of the largest indoor hotel resort projects in the Dells and surrounding areas. In Summer 2002, he joined Mont Saint Sauveur International as Director of Sales & Marketing for two (2) waterparks and seven (7) ski areas in Quebec, Canada. He rejoined ProSlide in Fall 2003 as Vice President/Sales.

## MIKE JAROSZEWSKI



Mike Jaroszewski has been involved in the development and operations of themed entertainment projects around the world and is an industry veteran who is qualified to provide expertise in all stages of projects from planning through construction, equipment procurement and operations startup. He has worked with many top theme park companies including Six Flags, Universal Studios and NBGS International and has been involved in numerous waterpark projects including Wild Wadi, Dubai; Loret Waterworld, Spain and Gaylord Palms Resort, Florida, USA.

## SCOTT JOHNSON



Scott Johnson is the Director of Parks & Recreation for the City of Baytown; a position he's held since 2000. As Director, Johnson oversees a Department that includes 47 full time-staff members, 50 parks, four special use facilities and two aquatic facilities, Pirates Bay and Calypso Cove. Johnson graduated from Texas A&M University in 1981 with a degree in parks and recreation administration. As staff liaison for the Goose Creek Stream Greenbelt Committee, he was heavily involved with procuring and administering grants for both the City's Goose Creek Trail and the Eddie V. Gray Wetlands Education Center. Johnson was also a key member of the team involved with the creation of the Baytown Nature Center.



# SPEAKERS



## ERIC JONTRA

Eric Jontra founded Clear Marketing Concepts (CMC) in 2008 after a 20+ year career in broadcast sales management and ownership. Since its inception, CMC has created a series of innovative background music systems that enable partners to build their own custom radio station and generate significant revenue in the process from both internal and external marketing. Included are Splash Radio (waterparks), Neptune SKI (ski resorts), Neptune FIT (college/public fitness centers), Neptune GameTime (high school football stadiums) and other custom products. Over 50 million people will listen to Neptune radio stations annually—and that number is expected to double by the end of 2015. An avid bicyclist, Jontra resides in Tyler, Texas with his wife Christina and children Jackson and Gracen. He is a 1988 graduate of Fort Hays State University in Kansas.



## JANE KELLY

Jane Kelly is the Marketing and Business Development Manager at Sandcastle Waterpark in Blackpool, UK. Kelly graduated from DeMontfort University, UK with a bachelor of leisure management. She began her career working internationally in Europe and the U.S. in the leisure industry and then changed to working within marketing. Starting out as the Marketing Coordinator at Blackpool Pleasure Beach, Kelly was promoted to the Marketing Manager and worked there for a decade before going it alone as a Marketing Consultant. Kelly has worked with Sandcastle Waterpark for the last 7 years and took the fulltime position in June of last year. She currently oversees all aspects of marketing and PR at Sandcastle Waterpark and is involved in all aspects of business development from securing the UK's national Gold Award for Accessibility to the introduction of cashless wristbands and other development technology.



## JAMES KINNEY

James Kinney is the Vice President of Splashtown San Antonio and has worked every position there is at Splashtown since 1994. When not working at Splashtown, he has worked in outside sales as an AE with FOX TV and the Regional Sales Manager of Cemusa Outdoor Advertising. Kinney also became a realtor in 2006 and still holds his license today. His philanthropic work includes working as Vice President of Alamo Ambucs for 5 years (providing therapeutic trikes for special needs children and wounded warriors); he serves on the Board of Wish For Our Heroes, as well as on the Board of The San Antonio Stock Show and Rodeo. He is also the Vice Chair of the Rodeo Ticket Committee and Military Outreach Program. Kinney grew up in the waterpark industry. His father built Water Park USA 30 years ago, which is still operating as Splashtown San Antonio to this day. Almost 7 years ago, he came back to be the Group Sales Manager and still handles Group Sales as one of his duties as Vice President.



## JAMES KNOLL

James Knoll is the owner and manager of Fix Your Park LLC. He has over 10 years experience in the waterpark industry. He started working for leading industry companies such as NBGS and Waterpark Experts in the early years when a lot of the unique classic concrete and foam themed features were designed and manufactured. Knoll started his career as the project manager for onsite repair jobs and became one of the most knowledgeable and valued professionals in his area of expertise—soft foam repairs. In 2008, Knoll and his wife decided to start their own company. With his personalized and highly professional approach, it was not hard for Knoll to build a strong reputable name in the industry in a very short amount of time. Today, he is proud to own one of the few companies successful in foam repairs, which has proven to be a tricky area. Fix Your Park grew quickly fulfilling the huge need for quality foam repairs and restoration of older attractions in parks all over the country. Knoll felt the high demand for new quality foam products on the market and Fix Your Park expanded in designing and manufacturing custom new

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products for wet and dry play areas as well. Knoll enjoys a great relationship with all his clients and feels lucky to be doing what he loves most—supplying the industry with some of the most durable, soft, safe and fun items for kids to play on. His inspiration is his 4-year-old daughter Allie who gets to test all new products first.



### KAROL KOMAR

Karol Komar is the Facilities Manager for the Tinley Park-Park District. She has been active in the pool industry for 19 years. Komar's career began with the district as the fitness center manager, managing their center, which includes the indoor pool. In 2001, Komar was placed in the position of Facilities Manager, responsible for the new 70,000-square-foot Bettenhausen Recreation Center and White Water Canyon, the new 5 acre

waterpark. Including these two facilities, she is also in charge of overseeing the fitness center. Komar is involved in all aspects of these properties including marketing, sales, maintenance, lifeguard and staff training and also in-house concessions. Under Komar's direction, the lifeguard team at White Water Canyon has earned numerous 4 and 5 star awards from Starfish Aquatics and last year the staff was presented with the Executive Directors Award from the National Drowning Prevention Alliance. In 2013, the Tinley Park-Park District achieved the prestigious title of Distinguished Accredited Agency awarded by The Illinois Association of Park Districts & the Illinois Park and Recreation Association. The two-year process recognizes recreation agencies that provide exceptional park and recreation services to their community. The Tinley Park-Park District is one of only 45 agencies in the state of Illinois who have earned this award. She serves on WWA's Public Sector Committee.



### CHRIS LANDGRAVE

Chris Landgrave has been the Superintendent of Business Development for the Lake County Parks and Recreation department in Lake County, Indiana since February. Prior to assuming his current position, Landgrave was General Manager of Deep River Waterpark for 12 years and waterfront supervisor at Whihala Beach County Park on Lake Michigan for 4 years. Landgrave graduated from Indiana State University in Terre

Haute, Ind., with a degree in sports management. He currently lives with his wife and daughter in Crown Point, Ind. Landgrave serves as the Chair of WWA's Education Committee. Landgrave was awarded a Special Recognition Award by the WWA's Board of Directors for significant accomplishment with their volunteer committees in 2010/2011.



### JUDITH LEBLEIN JOSEPHS

Judith Leblein Josephs, CPRA, RA, has been a featured speaker at conferences and training seminars across the United States for many years. After twenty years in the public sector, Leblein Josephs was with the firm of Water Technology, Inc. for 12 years as a Marketing and Operations Consultant. She has served as an Operations Coach for facilities of all sizes. She is now the President of Judith Leblein Josephs Enterprises LLC and has

clients across the country, including the City of Providence, Rhode Island and all of the aquatic venues for the Salvation Army Eastern Territory. Leblein Josephs always knew that she would someday return to the public sector. In 2007, she was recruited by the City of Summit, N.J. to serve as their Director of Community Programs. No stranger to Summit, she had a role on the design team for the city's renovated community pool, now known as the Summit Family Aquatic Center. She has worked her magic on this 40+-year-old facility that now boasts that it is "The City's Hottest Place to Cool Off!" Known internationally as a speaker and author, Leblein Josephs' specialty in marketing, promotions, television and radio production has proven quite valuable to all of her clients. Leblein Josephs' novel approach to marketing has won her numerous state, national and international awards. Leblein Josephs has repeatedly won the "Best Speaker" distinction from the World Waterpark Association and was inducted into the WWA Hall of Fame in 2003. She has served as Toastmaster for the WWA General Assembly

# SPEAKERS



for numerous years, along with many celebrities including Mickey, Minnie, Goofy and Donald Duck. Leblein Josephs had a career both in front of and behind the television camera. Her work was seen throughout her home state of New Jersey over the past 20+ years. She has also had a career on the radio and was a talk jock on Central Jersey 1450 WCTC for over ten years. She has hosted numerous award and professional events as well. Leblein Josephs has a knack for making learning a memorable and enjoyable event. She also serves on WWA's Education Committee.



## TREVOR LEONARD

Trevor Leonard is the Park Director for Six Flags White Water and is also responsible for coordinating aquatics and waterpark functions within the Six Flags system. Leonard has been involved in the waterpark industry for the past 27 years. He began his career at Wyandot Lake in Columbus, Ohio working seasonally in food service while completing his degree at The Ohio State University. During his time at Wyandot Lake, he served as the Purchasing

Supervisor, Food Service Manager and the Director of Retail Service. For the past 12 years, Leonard has called Atlanta home with his wife and three children. As part of his job responsibilities at White Water, Leonard oversaw all in-park spending opportunities at Six Flags White Water and American Adventures including food service, catering, retail, admissions, arcades, attractions, parking and rentals. He started his career at White Water as the In Park Revenue Manager until his promotion to Park Director in 2007. He serves on WWA's Safety Committee.



## MICKEY LEWIS

Mickey Lewis is currently the Corporate Director of Sales and Marketing for Splash Kingdom Family Waterparks. Splash Kingdom Family Waterparks have experienced tremendous growth to 3 waterparks currently in operation with 3 more waterparks slated to open in Spring 2015. Lewis has served in a marketing capacity in 4 different industries (beverage, restoration, holiday and waterpark) and uses this broad experience to

create a unique marketing approach to the waterpark industry. Potential sponsors are attracted to Splash Kingdom Family Waterparks through a comprehensive marketing plan including in-park radio, social media, texting platform and bundled sales events at sponsor outlet.



## JAMIE JOHNSON LICZNSKI

Jamie Johnson Licznerski is the Creative Director, Co-Founder and EVP of Internet Inspirations®, a leading marketing, web development, design and advertising company, which serves to inspire consumers and ignite brands. Johnson Licznerski has more than 2 decades of experience, working globally in marketing, advertising, design and management. Her creative and leadership experience began during her early career in fashion

& interior design, where she oversaw all aspects of construction, design, sourcing and production for several fashion & interior design houses with manufacturing volume of over 200+ million a year. From her early career background she developed a profound understanding of the end user and how it should effect the overall development of brands, products, marketing platforms and the consumers' experiences and response. A variety of businesses have flourished due to Johnson Licznerski's innovative marketing and design skills, including progressive pioneers in the travel & recreation, resort, medical, financial, political and executive recruitment industries. Within the past few years, Johnson Licznerski has spearheaded Internet Inspirations new waterpark, ski, adventure and resort division with much success. Working with clients in these industries, Johnson Licznerski and her team have completed brand turnarounds, launching revolutionary websites that saw increased traffic as much as 31 percent, implementing social media campaigns with an increased engagement as high as 39,882 percent and creating all-encompassing video animation, print & digital design and more.

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## LUCAS LICZNERSKI

Lucas Licznanski is the Co-Founder and Chief Knowledge Officer at Internet Inspirations®, a leading internet software development, design, and marketing firm, which serves the communications and technology needs of a global client base. Tapping into the opportunities presented by new technologies, online communications, and e-commerce, Licznanski brought together a talented team of professionals with expertise in

information technology (IT), search engine optimization (SEO), social media marketing, graphic design, web development, marketing and custom software development. Together, his team helps other companies become more efficient and successful by strategically integrating branding, multi-media communications and marketing across the full spectrum of online outlets. During Licznanski's early career, he developed his technical skills in a broad range of information technology services, including computer and networking management, database development, custom software development, email systems implementation and knowledge engineering. He also assisted in the writing of one of the first word programs and developed one of the largest online bulletin board systems, which served as a precursor to modern-day email, Internet and social media. Today, Licznanski is a dedicated Internet and marketing visionary and expert in web development and design, digital marketing, search engine optimization (SEO), multi-media communications, strategic branding, internet software development, e-commerce platforms and technology solutions. Since the inception of Internet Inspirations®, he has served some of the most innovative and forward-thinking players in the medical, travel & recreation, resort, financial, political and executive recruitment industries.



## NATALIE LIVINGSTON

Natalie Livingston is currently the General Manager of The Wave Waterpark in Vista, CA. As an 18-year veteran in the aquatics industry, Livingston has worked at both private and public aquatic facilities including Six Flags Hurricane Harbor Los Angeles, Knott's Soak City Buena Park and Palm Springs and The Wave Waterpark (owned and operated by the City of Vista). Livingston studied education at Biola University and is currently

an Instructor-Trainer for the IAM Elite Guard program. She is an AFO and CPO and is currently serving on WWA's Education Committee.



## WESS LONG

Wess Long is General Manager for Surf Lagoon Water Park overseeing the construction of and developing the operation for Surf Lagoon Water park near Savannah, Ga. Over the past 17 years, Long has had the opportunity to work at a number of top waterparks, including Aquaventure at Atlantis the Palm in Dubai, Disney World's Blizzard Beach & Typhoon Lagoon and Palace Entertainment's Raging Waters Sacramento & Raging Waters

San Jose. Long has extensive experience throughout park operations, in particular the areas of aquatics, maintenance, construction and IT.



## CHRIS LOUDERMILK

Chris Loudermilk is the Director of Food and Beverage for the CoCo Key Water Resort Orlando. Loudermilk is a Certified Food and Beverage Executive with the American Hotel and Lodging Association. He has been in the industry for 20 years starting out at a young age as a front line associate and progressing into a variety of managerial and directorial positions. While directing F&B operations for Jekyll Oceanfront Resort in Jekyll Island

Georgia, Loudermilk gained insight into multi-outlet aquatic themed food operations. As Director of Food and Beverage at Coco Key Water Resort Orlando, Loudermilk currently oversees all operations at the properties 3 restaurants and 2 bars, as well as multiple vending and gift outlets at the 393-room resort style hotel centered on a 54,000-square-foot waterpark. Among Loudermilk's accomplishments in his 4 years with the waterpark resort has been helping Coco Key nearly double banquet and catered waterpark event

# SPEAKERS



business each year from 1.5 percent of overall F&B revenue in 2010 to 10.5 percent in 2013. Loudermilk looks to share his challenges and successes in attracting and growing waterpark group functions during this year's event.

## LUKE MARTINEZ



Luke Martinez is a Regional Client Manager for Jeff Ellis & Associates, Inc. (E&A). Martinez has over 20 years of experience in the aquatics industry with extensive aquatics-related training and thousands of hours of contact time with various facilities across the United States and abroad. He began working as a lifeguard in 1991 and has worked at various aquatic facilities in a management capacity since high school. Martinez became

an Instructor-Trainer for E&A in 1997. Since then, he has been assisting with operational safety audits of aquatic facilities and teaching courses across country. As a Client Manager, he supports E&A Clients in the central United States and regularly conducts courses and presentations on the subjects of lifeguarding, risk management, and safety. Martinez holds a bachelor's degree in business administration and management and currently resides in Colorado with his wife, four year old son and infant daughter.

## SASHA MATEER



Sasha Mateer is the General Manager of Deep River Waterpark, a Lake County Parks and Recreation facility, in Crown Point, Indiana. Mateer began her career in 2000 when she joined Deep River as a lifeguard. She was later promoted to a lifeguard lead and eventually became the Water Safety Supervisor. In 2007, Mateer took over as the Operations Manager for Deep River Waterpark and her responsibilities were widened to include the

admissions, guest services and merchandise teams of Deep River. Mateer has held certifications as an Ellis & Associates instructor, American Red Cross lifeguard instructor, AFO and ServSafe. She graduated from DePaul University in 2003 with a degree in biology. Mateer was the recipient of the 2010 Lake County Parks Department Employee of the Year award as well as the 2013 Executive Board Award from the World Waterpark Association. Mateer currently serves as Vice Chair of WWA's Education Committee.

## ZACK MCINTYRE



Zack McIntyre is the Director of Magic Waters Waterpark and the Aquatics Department for the Rockford Park District. He graduated from Western Illinois University with a degree in biology and education and holds a current teaching certificate, EMT-B license and E&A Instructor License. McIntyre has been involved with aquatics field for over 10 years. Prior to his current position, McIntyre worked as an Operations Manager, where he oversaw

all lifeguards for the Rockford Park District as well as all Aquatic Risk Management, the EMT department at Magic Waters and all Aquatic Programming for the Rockford Park District, which includes four facilities. Under his leadership, Magic Waters and the Aquatics Department have received multiple gold and platinum awards from Ellis & Associates for their excellence in Aquatic Safety, as well as several awards from the WWA. McIntyre currently serves as Secretary of WWA's Public Sector Committee.

## ELLEN MEYER



Ellen Meyer, Ph.D., is manager of the Technical Services Group with Lonza's Microbial Control business, a leading global supplier of swimming pool and spa sanitizers and related products. Prior to joining Lonza in 2001, Meyer worked at Betz Laboratories in Pennsylvania where she developed new products for industrial water and wastewater treatment. Meyer earned a B.S. degree in chemistry from The College of William and Mary

and a Ph.D. in inorganic chemistry from Northwestern University. Meyer is chair of the Recreational Water Quality Committee of APSP. She also served on two Model Aquatic Health Code committees and on the NSF task group for pool chemical evaluation.

# SPEAKERS



## DAVID MITCHELL

David Mitchell is the Procurement Manager for Palace Entertainment located in Newport Beach, California. With 19 years in purchasing and four seasons in entertainment, his responsibilities involve streamlining processes, writing policies and reducing product costs by purchasing economies of scale to increase profit. In addition to attending expos and seminars, Mitchell reaches out to peers, colleagues and mentors for retail

trends: "as we are always looking for the next hot item!" Palace Entertainment operates waterparks, amusement parks, family entertainment centers and interactive theme parks across the United States.



## MARK MOORE

Mark Moore is the Chief Operating Officer of the LSAR Group and the General Manager of Gulf Islands Waterpark. Moore is heavily involved with the World Waterpark Association. He is the current Vice Chair of the Board of Directors, and former Chair of the Technology Committee and the Waterpark Resort Committee. In the past he has also served as the General Manager/Vice President of Splash Universe Resorts and the

General Manager of Splash Lagoon Waterpark Resort. With his broad range of experience from building and opening new parks to reenergizing existing parks, he often presents at the WWA Annual Symposium and has published several articles in leading industry publications. Moore began his career in aquatics as a lifeguard in 1987 and has worked in the waterpark industry since 1996. Having worked in collegiate swimming, indoor and outdoor waterpark business, he has gained a unique perspective of the industry. Utilizing a consultative management style and selling method, Moore has been successful in developing talent through the decision-making process by presenting innovative ideas and recommendations. By motivating his sales teams to generate business and growing product demand, Moore has been successful at generating long term profitable business relationships and partnerships. His experience has enabled him to develop growth strategies for maximizing the revenue of resorts, waterparks and various other businesses. By developing the correct mix of special events, marketing and pricing, Moore has consistently demonstrated an understanding of what it takes to maximize the yield of resorts, waterparks and consumer-based businesses.



## TIM MORROW

Tim Morrow is currently the Vice President of Aquatica San Antonio (SeaWorld's Waterpark). During his 16-year SeaWorld career, Morrow has had many responsibilities including the front gate, rides, waterpark, landscaping, warehouses, Anheuser-Busch properties, the opening of Discovery Cove in Orlando and more. Past endeavors outside of SeaWorld Entertainment have included assisting with opening of Parque Plaza Sesame

in Monterrey, Mexico, as well four years at Fiesta, Texas. In his current role, Morrow is responsible for all aspects of Aquatica San Antonio. When Morrow is not at SeaWorld/Aquatica, he can often be found working courtside with the San Antonio Spurs and Silver Stars as part of the Stat Crew. Morrow is also a volunteer on the Board of Directors of the American Red Cross, and serves on WWA's Safety Committee and Education Committee.



## KRISTIE MOSES

Kristie Moses is the Assistant General Manager for CoCo Key Hotel and Water Resort in Orlando, Fla. and Sage Hospitality property. Moses also served in the position of Global Director of Operations for Sage Hospitality for three years. In that role she was responsible for all aspects of water resort operations for the 10 CoCo Key Water Resort locations. Prior to accepting her position with CoCo Key, Moses opened and operated Six

Flags' Hurricane Harbor Waterpark at Great America in Gurnee, Ill., which opened in 2005 and served more than one million guests in its first season. Moses has been

# SPEAKERS



in the aquatics industry for more than 16 years from her start in the early days as a lifeguard at her local park district. She has also previously held management positions with Jeff Ellis & Associates and Lifetime Fitness. Moses serves as the Chair of WWA's Waterpark Resort Committee.



## TIM MOW

Tim Mow entered the amusement industry in 1986 as a lifeguard at Oasis Water Resort in Palm Springs, California, and has since worked through the operation ranks to take on roles in park operations, maintenance and development in facilities such as: Raging Waters, San Dimas, Wild Rivers, Irvine and Knott's Soak City USA, San Diego, all in California. Mow was the Director of Engineering at Wild Wadi Waterpark in Dubai for 5 years prior to

joining Yas Waterworld Abu Dhabi in 2009 as the Assistant Park Manager. There he was closely involved in the design, development and implementation of all facets of the project at the park's crucial pre-opening stage. With an extensive background in commercial swimming pool and leisure facility development and construction, Mow has overseen the ground-up waterpark construction, renovations, ride design and installation, as well as innovative technology upgrades. An AFO Instructor with an extensive background in water quality and filtration systems, Mow brings 28 years of vast and varied waterpark experience to his position at Yas Waterworld Abu Dhabi.



## NICK MURRAY

Nick Murray is a Director with SPB Capital Partners, LP, a Las Vegas based private equity fund. Since joining in 2011, Murray has been responsible for due diligence, portfolio management, investor and government relations, governance and corporate communication. He served on the management committee of Splash Canyon Waterpark, now Wet 'n' Wild Las Vegas. He has been involved in the construction coordination, government

relations, investor relations, as well as sales, marketing and sponsorship efforts of the park. He worked alongside the partners on the development of a relationship between Splash Canyon and Village Roadshow which ultimately lead to the partnership and change of the name to Wet 'n' Wild Las Vegas. Murray worked on the structure of this development both on the conceptual and financial sides. Currently, he works as a group sales coordinator. During the development of the park, Murray worked hand in hand with Derek Eige, the group sales director of sales to come up with a sponsorship program for Wet'n'Wild Las Vegas. Prior to working for SPB, he provided consulting services from 2008-2011 with both SPB and Thomas & Mack while completing law school at UNLV. Prior to consulting engagements, Murray was a manager with the Thomas and Mack companies, responsible as a project manager for the oversight of office operations. He has also served the greater NV community as an officer for the Las Vegas Metropolitan Police Department. He was also a legal intern for Nevada Cancer Institute dealing in their public relations and legal department as well as the Honorable Lloyd D. George of the District Court. Murray holds a B.S. in finance from UNLV and graduated Magna Cum Laude. He furthered his education and holds a Juris Doctorate from the William S. Boyd School of Law after graduating early in 2010. Murray has volunteered with the Las Vegas Rescue Mission, Nevada Cancer Institute, Candelighters and other charitable efforts. As a member of the Thomas family, he has worked with many local philanthropic opportunities such as Opportunity Village, the Larry Ruvo Brain Institute, the Smith Center and dedication to higher education through programs such as the Thomas and Mack Legal Clinic and the Thomas and Mack Moot Courtroom.

# SPEAKERS



## CHRIS NANIA

Chris Nania has an extensive background in the creative industry and the arts. He holds a bachelor's degree of fine arts from The School of The Art Institute of Chicago with additional training in graphic design and visual communication. Water Technology Inc. benefits from the fine arts training from time that Nania spent abroad at the Liceo Artistico of Cuneo, Italy. He has experience working with creative teams in television production, advertising,

comic book design, fashion, print and radio.



## CHRIS NAWRACAJ

Chris Nawracaj has over 10 years of experience in the waterpark industry. Currently he is the Operations Manager at Deep River Waterpark. He also serves as the park's graphic designer and resident technology geek/specialist. In 2010, he obtained his master's degree in technology from Purdue University while completing graduate research on determining the effectiveness of social media marketing. He is a member of WWA's Technology

& Innovations Committee. Nawracaj truly loves the industry; when not working he can usually be found traveling to or reading about different amusement parks and waterparks throughout the world.



## NICHOLAS NEUMAN

Nicholas Neuman, Principal and Project Development, is responsible for Project Development at WTI and his primary role is to develop and expand the commercial, entertainment and design/build sectors of the business. His experience working internationally with developers, architects and design teams for large water-entertainment projects gives WTI a solid understanding of cultural influences on concept development, design/engineering,

project management, on-site construction and operations of waterpark facilities. Neuman has spoken at various industry events, including WWA's North American conferences; and in 2012 he was named one of "Aquatics International's" Power 25 as one of the industry's most influential people in the waterpark and aquatics industry.



## RUBY NEWELL-LEGNER

With 25 years experience as a public servant, front-line service provider and aquatic facility manager, Newell-Legner has an uncommon level of experience that gives immediate credibility with session attendees and allows her to offer suggestions and recommendations based on actual hands-on experience working with the public in aquatics. As a recognized expert in creating a legendary guest experience, Newell-Legner's clients include:

19 theme parks in North America and 11 waterparks around the world; General Electric, Johnson & Johnson and Apple; 350 municipal agencies and parks & recreation departments; 34 new recreation facilities preparing to open; 27 professional sports teams and 60 sports and entertainment venues; and 26 leisure facilities in the Middle East. Newell-Legner's waterpark and amusement park clients include: Wild Wadi Water Park (UAE), Ferrari World Theme Park (UAE), Good Times Emporium FEC, Dreamland Aqua Park (UAE), Holiday World, Majid Al Futtaim (19 facilities in the Middle East), Indiana Beach Amusement & Camp Resort, Camelback Ski Area, Six Flags Theme Parks (all facilities throughout North America), Ray and Joan Kroc Community Centers, PARC Management, Liberty Ski Area, Toledo Zoo, Camelbeach Waterpark, Splashway Waterpark and Glenwood Springs Hot Springs.





# SPEAKERS



## JEFF NODORFT

Jeff Nodorft is a Principal and Studio Director overseeing engineers, architects and CAD design support for a broad range of aquatic facilities including waterparks, resorts, community aquatic facilities, wellness, K-12, hospitality and collegiate-level facilities, as well as privately-owned facilities, consistently completed on time and on budget. Nodorft is a licensed professional engineer in 14 states. His work includes: developing schematic

and design development drawings; completing construction documents and technical specifications; assisting project bidding, construction administration and owner start-up operation phases.



## TIM O'DONNELL

Tim O'Donnell is the program manager for the WWA Insurance Program by Haas & Wilkerson Insurance. A graduate of the University of Kansas, O'Donnell joined Haas & Wilkerson in 2008 and in 2012 was tasked with leading the sales efforts of the WWA Insurance Program. Launched by the WWA Insurance Committee in 2009, this program has brought industry leading coverage forms, loss prevention efforts and state of the art

claims handling to the industry and will continue to push the envelope to better serve WWA members.



## MICHAEL OOSTMAN

Michael Oostman has been involved in aquatic safety consulting since the early '90s. Throughout his tenure, he has investigated over six hundred drowning events and has been retained in hundreds of lawsuits to act as an expert witness. These experiences have helped to provide a framework of understanding of the liabilities, exposures and mitigative steps all operators need to understand to run a safe operation. Oostman is a managing

partner with Innovative Attraction Management, LLC.



## CHRISTOPHER OZIMEK

As Corporate Director of Marketing & Sales, Christopher Ozimek is responsible for the marketing, advertising and sales efforts for Schlitterbahn Waterparks & Resorts. After 12 seasons with Cedar Fair Entertainment Company at Cedar Point, Dorney Park & Wildwater Kingdom and Worlds of Fun, Ozimek joined the Schlitterbahn team in 2008 and directed the marketing and sales plan for the opening of Schlitterbahn Kansas City Waterpark.

After four seasons at the Kansas City park, Ozimek lead the marketing and sales endeavors at Schlitterbahn Waterpark Galveston Island for two seasons, then assumed the role of corporate director of marketing and sales for Schlitterbahn Waterparks and Resorts in August 2013. Ozimek serves on WWA's Marketing & Communications Committee.



## GEORGE PANTON

George Panton is currently Marketing and Product Development Manager for Water Safety Products, Inc., a Florida corporation and international supplier of lifeguard uniforms and lifeguard safety equipment since 1989. Panton's introduction to the aquatic industry began with a position as Beach Lifeguard for Brevard County Ocean Rescue in 2003 and continued with the profession for five summers. This experience included the First Responder

course and USLA open water lifeguard training. During his college years Panton enjoyed in-store retail and regional sales for such brands as Oakley eyewear. He graduated in 2010 from the University of Denver with a degree in marketing and art. Shortly after graduation, Panton took a position leading the pre-opening Souvenir Photography program at the world's largest indoor theme park, Ferrari World Abu Dhabi, UAE. In 2012, he was promoted to be the first official merchandise manager for the pre-opening team

## SPEAKERS

at Yas Waterworld Abu Dhabi. There he concentrated on interactive retail experiences, including the world's first splashquest game and waterpark pearl dive experience. Since moving back to the U.S., Pantan has continued his personal development in the aquatics industry. He attended and graduated from a weeklong Disney Institute Program. He has also participated in aquatic safety schools and workshops for both Ellis & Associates and NASCO. Pantan and the team at Water Safety Products, Inc. routinely provide support and consultation to first-year facilities to help ensure that their initial lifeguard uniform needs, training supplies and safety equipment requirements are met.



### EARNEST PHILLIPS

Earnest Phillips was recently hired by Seattle Colleges to lead their marketing and communications efforts. Prior to this, he led marketing and public relations for University of Nevada, Las Vegas. During his 15-year tenure, he and his 16-member staff managed the university's marketing, public relations, social media, opinion research, publications, and media relations. They also supported the community and government relations' functions. Among other duties, Phillips counseled the university leaders on the value and use of public relations and advised university officials on policy issues. Before coming to UNLV, Phillips was employed at Weyerhaeuser Co. where he translated communication needs and objectives into strategic communication plans, provided strategic communications counsel to senior managers, developed media plans, implemented communication plans, as well as created and executed employee strategic plans. He also managed Weyerhaeuser's internet/intranet websites, and served on the Weyerhaeuser Co. Foundation Board. He is accredited in public relations by the Public Relations Society of America and has served as president and delegate of the Las Vegas Chapter of PRSA. He is also a 2003 graduate of Leadership Las Vegas. Phillips served on Clark County's Community Development Advisory Committee and was Regional Commissioner for American Youth Soccer Organization (Region 1315). He also served as a "Big Brother." He now spends his time fishing and coaching his son's football team.



### ANTHONY "TJ" POLLACK

TJ Pollack is the Director of Aquatics for KeyLime Cove Water Resort's Lost Paradise Waterpark. He has worked for over 12 years in the Aquatics industry for both the public and private sectors. He graduated with a bachelor's degree in business administration and holds certifications as an Aquatic Facility Operator, SAI Lifeguard Instructor and SAI Swim Instructor. He has worked with three major aquatics risk management companies and has been in hotel waterparks since 2007. He contributes to organizations in Aquatics and hospitality and is a member of WWA's Waterpark Resort Committee.



### RICK PROCTOR

Sgt. Rick Proctor has been a Police Officer in two New Jersey communities for over 15 years. He is also a proud U.S. Marine who served as a Military Police/Corrections Specialist for four years before becoming a Police Officer. As a Sergeant with the Summit NJ Police Department, Proctor served as a Training Officer for other regional law enforcement agencies in the proper tactical response to active shooter incidents. After numerous training sessions as a School District Safety and Security Liaison, Proctor realized that the average person had no idea of how to increase their chance of survival until police arrive. His ability to make these survival tactics practical, understandable and memorable made him a popular choice for presentations in many industries. This prompted Proctor to create VIAT Consulting (Violent Intruder/Active Threat) to assist organizations, businesses, houses of worship and corporations in training of their employees and membership to respond while on the job, in public places or in their personal lives.

# SPEAKERS



## LISA B. RAU

A former investigative television news reporter, Lisa B. Rau is Director of Publicity and Public Relations for Herschend Family Entertainment Corporation, Silver Dollar City Attractions in Branson, Missouri. With 25 years of leading publicity efforts, Rau specializes in general publicity, product launch and crisis management of the media. She has guided nationally- and internationally-awarded publicity efforts and has created

hundreds of media partner promotions to include radio, TV, Internet and print. As a television journalist, she received five Associated Press awards. She has taught seminars for state agencies, businesses, chambers of commerce and the World Waterpark Association. She can be reached at [lrau@silverdollarcity.com](mailto:lrau@silverdollarcity.com).



## COREY RYAN

Corey Ryan is the founding Partner with Ryan Solutions, LLC. Ryan Solutions provides database marketing services for over 80 resorts, parks and destinations from North America to Australia. Ryan Solutions helps their clients put skiers and snowboarders in chairlifts, golfers on the course, park-goers in the waterparks, beach-goers on the beach and heads in hotel beds. Before founding Ryan Solutions in 2003, Ryan worked as the Director of

Database Marketing for Vail Resorts. During his tenure there, Ryan oversaw the design, development and management of Vail Resorts' customer and behavioral marketing database. In all, Ryan has 20 years of CRM consulting experience in a multitude of industries ranging from telecommunications to consumer goods.



## KENT SANDERS

Kent Sanders, MBA, SCLA, ARM, is the Executive Vice President of H&W Risk Management/Haas & Wilkerson Insurance. Sanders has spent his entire professional career working in the commercial insurance field. He joined Haas & Wilkerson Agency in 2000 to establish H&W Risk Management, a claims and risk management division dedicated to serving the amusement industry's unique needs. H&W Risk Management is

now recognized as the preeminent claims service and risk management providers in the indoor and outdoor amusement industry. The H&W staff of senior claims representatives include the only NAARSO, AIMS & AFO-certified insurance claims adjusters in the nation. Sanders regularly presents on various safety and amusement industry topics at seminars and trade shows across the country.



## BRIAN SANDS

Brian Sands has worked on assignments in the real estate and development industries for 22 years, with particular expertise in the areas of leisure/culture and mixed-use development. He has led hundreds of assignments located throughout the U.S., Latin America and the Caribbean, Europe and the Middle East focused broadly on real estate and business economics and planning (e.g., existing operations analysis, concept and site evaluation,

market research, demand potential, preliminary physical planning, earned revenue and financial feasibility analysis, land/lease valuations and economic/fiscal impact), with uses including a wide-range of commercial attractions (e.g., waterparks, theme parks, observation wheels and decks, specialty attractions), cultural attractions (e.g., museums, visitor centers, performance venues), hospitality properties (hotels, resorts, amenities), retail-dining-entertainment, and related uses. Sands coordinates global production of the TEA/AECOM Theme Index and Museum Index, the definitive annual report on attendance trends at the 175 largest theme parks, waterparks and museums worldwide. He is responsible in AECOM's South Region for business development in the Leisure and Cultural sector as well as supporting growth in the Latin American and Caribbean markets. Recent or ongoing assignments include the following: a proposed \$500 mill. resort/attraction in Mexico; the Zoo Miami Entertainment Area (20th Century Fox's proposed \$1 bill. destination theme park, waterpark, hotel and related); identifying and evaluating

# SPEAKERS

potential new attractions at major resort properties operated by a leading global hotel/resort operator; ongoing support for the Observation Deck at One World Trade Center, NYC; a proposed \$225 million resort near Montreal; the potential \$485 million expansion of a major resort/attraction in Brazil.



## DAVID J. SANGREE

David J. Sangree, MAI, CPA, ISHC, is the President of Hotel & Leisure Advisors based in Cleveland, Ohio. He is a hospitality consultant and appraiser specializing in hotels, resorts, waterparks, golf courses, conference centers, casinos, ski resorts and other leisure properties. He is a graduate of Cornell University School of Hotel Administration and a member of the Appraisal Institute, a Certified Public Accountant and a member of the

International Society of Hospitality Consultants. He has performed studies on more than 2,000 existing and proposed hotels, waterparks and other leisure properties in more than 46 states and internationally. He has extensive experience in performing market feasibility studies, impact analysis, appraisals, financial analysis, performance projections, site selection and financial reviews for hospitality properties. He has been an active appraiser/consultant since 1987 and also has 10 years of work experience in the hotel/restaurant industry including management positions with four Westin Hotels. Sangree has appeared on Good Morning America and CNBC on special reports concerning resorts and waterparks. He has written numerous articles and been quoted in a wide range of publications including "Aquatics International," "Columbus Dispatch," "Cleveland Plain Dealer," "Cincinnati Business Courier," "Cornell Hotel and Restaurant Quarterly," "New York Times," "Wall Street Journal" and "World Waterpark Magazine." Sangree was named in 2008 one of "Aquatics International" magazine's "Power 25," its annual list of professionals it deems the most powerful people in the aquatics industry.



## SARA SAUNDERS

Sara Saunders is the Manager of Graphics and Publications for the Rockford Park District in Rockford, Ill. In this capacity, she oversees the design and production of all printed materials, advertisements, websites, multi-media and social media pages for Rockford Park District programs and recreation facilities, including Magic Waters Waterpark. She also manages the operation of the District's in-house print shop. Saunders has worked in the

Rockford Park District marketing department for more than 14 years, starting as a graphic designer and working her way up to managing the creative side of the marketing department. Prior to working in the public sector, she worked for six years as a production manager at Hayes Marketing, a full-service advertising agency. Saunders graduated from Drake University with a degree in Advertising. She also holds a certificate in non-profit leadership from Rockford College, and has been recognized several times with the Rockford Park District's quarterly excellence award. Saunders is a member of the Illinois Parks and Recreation Association, and has received several IPRA Agency Showcase awards, including taking 1st Place Overall in the 2013 Agency Showcase competition. Over the years, she has also worked on several award-winning WWA Wave Review submissions for Magic Waters.



## DR. JUSTIN SEMPSROTT

Justin Sempstrott, MD, is a graduate of the University of South Florida College of Medicine and did his residency in Emergency Medicine at the University of Nevada, School of Medicine. In 2006, he founded Lifeguards Without Borders and serves as their Executive Director. Sempstrott is Medical Director For Starfish Aquatics Institute and several EMS agencies in North Carolina and an Emergency Medicine Physician and the EMS Faculty at

Wake Forest University. He speaks around the globe on the topic of drowning. He has been an ocean lifeguard in Jacksonville Beach, Fla., since 1996.

# SPEAKERS



## STEPHANIE SHOOK

Stephanie Shook, CPRP, joined the American Red Cross national headquarters aquatics team in Washington, DC in 2009. As the Senior Product Manager for Aquatics, her responsibilities include aquatic program and product development. In this role she helps envision, guide the technical content and implement Red Cross Aquatics programs, including the current versions of the Swimming and Water Safety, Lifeguard Management and

Lifeguarding programs, Shook also is the national Director of the Red Cross Aquatic Examiner Service. She is a Certified Parks and Recreation Professional (CPRP) with 25 years experience working as an aquatics manager in the parks and recreation industry in North Carolina and Virginia, and has been an instructor-trainer in lifeguarding and water safety instruction for 30 years. Shook has held board positions for the Association of Aquatics Professionals and served as the southern regional representative and Chair of the aquatic management school for the National Recreation & Park Association. She is a regular speaker at state and national conferences on staff development and leadership, aquatic management and operations and community drowning prevention, in addition to Red Cross aquatics webcasts and presentations.



## RANDY SMITH

Randy Smith is a Homeland Security Specialist for WeatherBug – Earth Networks, a company providing mission-critical lightning and severe weather alerting solutions worldwide through the largest professional weather observation and total lightning detection networks. Smith is responsible for working with local, state and federal agencies and companies to protect lives and property by leveraging the company's unique network of

weather monitoring assets. These networks, combined with advanced systems and technology, seamlessly integrate into emergency management, homeland security and business continuity operations--ultimately providing advanced warning for safety and decision-making. Smith joined WeatherBug - Earth Networks in 2002. During his years of service he has supported first responders and emergency operations personnel during tropical storms, hurricanes, wild fires and tornado outbreaks. Smith led the company's response teams after Hurricane Katrina and the BP oil spill in the Gulf of Mexico. Smith loves spending his downtime boating and fishing with his wife and son at their home on Springfield Lake in Ohio.



## ERIC SOLIS

Eric Solis has been with Raging Waters San Dimas, California's largest waterpark, for 8 successful years. Solis first joined Raging Waters in 2005 while simultaneously earning his bachelor's degree at California State Polytechnic University, Pomona. Through hard work and dedication, Solis was promoted to Section Manager of Food & Beverage by the time he graduated from college. Since then, Solis has pursued his passion in the Food

& Beverage industry, becoming the full-time manager of Food & Beverage in 2011. As manager, Solis has successfully opened the first Carl's Jr. established within a waterpark as well as another franchise in San Antonio, Texas. In addition to Carl's Jr., Solis has also aided in the opening of Pink's Hollywood Hot Dogs and Jamba Juice. Solis is loved by all his employees and owes much of his success as manager to the relationships he has built with each team member and to his family.



## GINA ST. GEORGE

Gina St. George, CPA, CFE, is a consulting senior manager at Moss Adams LLP, with over 20 years of combined public accounting and hospitality and gaming industry experience, to include controller for a tribal gaming hotel and casino and financial and compliance auditor. St. George's experience includes auditing and financial reporting, compliance with state and federal regulations, forensic accounting and developing

and implementing operational and accounting internal controls. St. George serves as

## SPEAKERS

the lead on gaming and hospitality consulting engagements and a technical resource for our clients. Her services include forensic and accounting assistance, control system improvement and operational assessment projects. St. George's fraud investigation work focuses on the hospitality, tribal gaming and tribal government areas. Fraud investigation experience includes detecting schemes related to disbursements (check and credit card schemes), revenue, fraudulent asset transfers and contract compliance. Activities include quantifying the financial loss to the client through detail testing of transactions using both manual and automated techniques; interviews with the suspect(s), witnesses and the victim(s); and obtaining evidence from outside parties such as the client's bank. St. George also has experience working with law enforcement including conducting an evidence search of the suspect's office. Finally, her experience includes working with the client's attorney in analyzing evidence and providing accounting expertise.



### SCOTT STEFANC

Scott Stefanc, ASLA, is the Commercial Business Development Manager for Vortex Aquatic Structures International. Stefanc has over 17 years of experience in the design and development of aquatic facilities from Splashpads® to full scale waterparks including work for Great Wolf Resorts, Cedar Fair, Universal Studios, Busch Entertainment and Center Parcs UK. Stefanc works with

Vortex's commercial clients to develop comprehensive aquatic attractions and amenities for their properties.



### JESSICA STEINBERG

Jessica Steinberg is the Senior Manager of Operations for the Rockford Park District in Rockford, Ill. In this capacity she oversees District-wide revenue, the ice facilities, the aquatics facilities, Magic Waters Waterpark, Windsor Lake, Alpine Hills Adventure Park, the riverboat and trolley operation and the District's food and beverage contract. She also serves as Chair of WWA's Public Sector Committee. Steinberg is a graduate

of Marquette University and has worked for the park district for 15 years, serving in a variety of positions. She began her career as the operations manager of aquatics, tennis and ice facilities. She was later promoted to operations manager of aquatics, which included four facilities, as well as the aquatics and risk management departments of Magic Waters Waterpark. After two years, she was promoted to the Director of Magic Waters Waterpark and the aquatic facilities. Steinberg was featured in an article in the "At Work" section of the July/August 2010 issue of "Rockford Woman" magazine. Steinberg was recognized in the spring of 2009 as one of the Rockford Chamber of Commerce's Top 40 Leaders Under 40. Steinberg is a graduate of the National Recreation & Park Association Revenue Development and Management School. She holds a certificate from Rockford College in nonprofit leadership and has been recognized with the Rockford Park District's quarterly employee excellence award three times. Under her leadership, Magic Waters Waterpark has received several WWA Wave Review Awards and WWA SWIM! Awards in the past several years. Since 2004, her lifeguard staff has been honored with numerous gold and platinum awards for safety excellence from E&A. Steinberg was awarded a Special Recognition Award by the WWA's Board of Directors for significant accomplishment with their volunteer committees in 2010/2011.



### BRETT STEINBRUECK

Brett Steinbrueck is president of BECS Technology, Inc. in St. Louis, Missouri. He received his B.S. and M.S. degrees in computer science from Washington University in St. Louis. Since 1985, Steinbrueck has been designing and implementing embedded software for digital water chemistry controllers. In 1991, he was one of four founders of BECS Technology. BECS employs a multi-discipline engineering and product development

team, dedicated to developing reliable and innovative automated water chemistry and filtration controls. All products are manufactured in the U.S.A. at BECS' plant in St. Louis, which includes full surface-mount and through-hole circuit board assembly facilities.

# SPEAKERS



## ROBERT STEVENSON

Successful companies must know how to deal with the ever-changing business climate, rising above the competition by minimizing risks, while making the most of any opportunity. With over 25 years of extensive corporate and entrepreneurial experience, Robert Stevenson understands what it takes to be successful. Stevenson is a man who knows how to deal with the risks, competition and the ever-changing business arena. Having

owned several companies, established and maintained hundreds of international accounts and maintained a worldwide sales force, Stevenson is a man who has been there. Your people will be hearing from a man who not only knows what to do, he has done it; he has not just studied it, he has made it happen. Stevenson has held positions from Salesman to Chief Executive Officer; in short, he is the total package and he incorporates his vast knowledge into each of his custom designed programs. "I guess you can say I am forever the salesman. When you start your own companies from scratch, when it's your money on the line, you discover quickly what drives everything else... 'SALES.' If you don't have sales, nothing else matters." When Stevenson addresses an audience, he never loses sight of that fact. The situations you hear about during one of Stevenson's programs are real, he is not just saying the words, but more importantly, he has lived the experiences. Lived them, survived them and now shares them. Your audience will experience the authentic learning that can only come from someone who has walked the walk before they started talking about it. Not only will they learn, but they will also appreciate the message coming from someone who has been there.



## CHRIS STUART

After graduating from Brigham Young University in 1979, Stuart started in the waterpark industry at Oakwood Lake Resort in Manteca, Calif. He worked there until 1990 as Waterpark Manager, Assistant Park Manager and General Manager. In 1990, Stuart moved to Kansas City to work at Worlds of Fun and Oceans of Fun as Park Manager of Oceans of Fun and then Director of Operations over both parks. Six years later he took

a job with NBGS as Director of International Management Services and worked mostly in Asia. During this time, he had the opportunity to participate in the start up of the Pearl River Waterpark in Guang Zhou, Peoples Republic of China. In 1997, Stuart moved to south Texas to start up SuperSplash, in Edinburg, Texas and two years later went north to start-up and operate Six Flags Hurricane Harbor in Jackson, N.J. Williamsburg, Virginia was his next stop as Aquatics Director for the Great Wolf Lodge-Williamsburg and Corporate Director of Aquatic Safety and Risk Management. Stuart traveled to Kellogg, Idaho to work for Silver Mountain Resort to facilitate start up and then manage. He has been involved for twenty years with Ellis & Associates as a Senior Associate and has been on staff with the National Aquatic Safety School for 12 years. Stuart was lucky enough to attend the first waterpark convention/meeting many years ago in Kansas City and has been involved with WWA and attended most of the conventions since then. Stuart and his wife have eight wonderful children, six of which are married. No stranger to start up projects, Stuart lived in Thailand from December 2009 until October 2010. He was a consulting General Manager for Splash Jungle in Phuket and at Amazon Falls in Najomtien. In 2010, he worked at Jay Peak in northern Vermont starting up and managing the Pump House Indoor Waterpark, which opened in December 2011. He is currently with Dreampark International working on a project in China. He has served on WWA's Education Committee and is currently serving on WWA's Board of Directors.



## RON SUTULA

Ron Sutula has more than 38 years of management experience in the waterpark and theme park entertainment industry. He has directed the opening of six successful parks, including two Wet 'n Wild waterparks and Schlitterbahn Galveston Island. Sutula began his career at Marriott's Great America Theme Park in Illinois. He rose through the ranks to become Director of Park Operation at Marriott's Playland Park in New York State. He joined the

Funtime Inc. organization in the early 1980s, working at Darien Lake and Wyandot Lake theme parks as operations director. In 1985, he embarked on a 12-year stint as Vice

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President of Operations at Wet 'n Wild, Orlando, Fla. When Wet 'n Wild expanded to Brazil, Sutula opened the park and served as Vice President and General Manager for the first two years in Sao Paulo. He returned to the United States to manage the construction and operation of Wet 'n Wild in Broward County, Fla. As part of the Ogden Entertainment Parks Group, he also formulated standards, policies and procedures for 13 Ogden properties located in the United States, Brazil and Mexico. Sutula served as Director of Resort Operations for Universal Studios in Orlando for five years, where he was responsible for the overall operation of the 840-acre facility and the supervision of more than 1,200 employees. He joined the Schlitterbahn family in 2005 as General Manager to oversee all operations of the Schlitterbahn Galveston Island Waterpark, which received the Golden Ticket award as the world's best indoor waterpark for the past seven years. He is responsible for development, direction and management of the waterpark. Sutula served on the Board of Directors for the World Waterpark Association for eight years, and received the Executive Board Award in 2008 and is a Hall of Fame member.



## CHRIS SWARTZ

Chris Swartz has over 25 years of experience working in the waterpark industry and is currently employed as the Waterpark Manager for Wild Wadi Waterpark in Dubai, United Arab Emirates. Wild Wadi is the first waterpark in the UAE and is uniquely located on the Persian Gulf next to the prestigious Burj Al Arab and Jumeirah Beach Hotels. Previously, he served as General Manager for NRH<sub>2</sub>O Family Waterpark located in North

Richland Hills, Texas. NRH<sub>2</sub>O Family Waterpark is the largest city owned and operated park in the United States and it has garnered numerous awards and recognition over its operating history. He joined the City of North Richland Hills team from White Water/American Adventures in Marietta, Ga., where he worked as Operations Manager. Prior to this, he worked for Wet 'n Wild Orlando starting as a lifeguard and was promoted up to Operations Training Supervisor. He has presented at numerous local, state, national and international conferences including the World Waterpark Association, the National Recreation & Park Association, Rocky Mountain Revenue School and the Texas Recreation & Park Association. In 2010, "Aquatics International" featured him as one of the "Power 25 Reinventors" in the aquatics industry. Swartz is currently the Chair of WWA's Technology & Innovations Committee. He served on the WWA Board of Directors, and held offices of Secretary, Treasurer, Vice Chair, Chair and Past Chair.



## STEPHEN J. TASCH

Stephen J. Tasch, Esquire, received a bachelor's of arts degree in economics, from Lawrence University with honors, in 1977 and a Juris Doctorate degree with honors (Law Review) from John Marshall Law School in 1984. Prior to and subsequent to attending law school, Tasch was a shareholder in Associated Claim Service, Inc., an independent insurance adjusting firm. He was affiliated with Associated Claims Service, Inc., for over ten years,

investigating significant claims, including product liability matters involving automobiles, motorcycles and ATV's. After graduation from law school in 1984, he was engaged in insurance defense as a trial lawyer. For over thirty years, Tasch has been responsible for cases involving product liability and comprehensive general liability matters, and has substantial experience pertaining to claims relating to the amusement and motor sports industry. In his years of service working on amusement related matters, he has attended and participated in many safety seminars for Amusement Industry Manufacturers and Suppliers International (AIMS), a trade association of manufacturers and suppliers of the amusement industry; and for the Skycoaster Safety School and ITT Product Liability Tool Shop Seminar. Tasch has trial and appellate experience, and is admitted to practice, including the trial bar, before the U.S. District Court for the Northern District of Illinois and the State of Illinois; he has an application pending for the State of New York. Tasch has been admitted pro hac vice in numerous jurisdictions including various federal district courts in the United States. He has tried cases outside the State of Illinois including California, Pennsylvania and Florida. In addition to his involvement as a trial attorney, with the amusement industry and motor sports claims, Tasch has extensive background in recreational law, coaching and community involvement.



# SPEAKERS



## ERIC TAYLOR

Eric Taylor is an Operating Partner at PF Chang's China Bistro. Taylor is a well-established professional in the food and beverage industry, with over 25 years of experience successfully managing high volume food and beverage operations. His career includes longevity with well-known industry leading restaurants including PF Chang's China Bistro and Hard Rock Café. Taylor's reputation in the industry led him to be chosen as part of PF Chang's prestigious leadership team catering to the top 1 percent of the company's staff, as well as being chosen as Operating Partner for the company's International Training Store in Temecula, California. Recognized as a leader by his peers, Taylor's easygoing approach to accomplishing results driven operations is supported by being selected to train more than 200 managers and over 4,000 staff during his career. Taylor's responsibilities and accomplishments with leading fortune 500 companies speak to his ability to successfully manage and guide his team to success.



## TIM VAN DE YACHT

Tim Van De Yacht has over a decade of experience in the marketing and advertising industry and is a former partner of a regional marketing firm. Van De Yacht is a Brand strategist and manager who has worked with many different organizations in a variety of sectors with budgets of all sizes. Two years ago Van De Yacht divested from his marketing firm to join Stoney Creek Hospitality as the Director of Marketing for Grand Lodge Waterpark Resort to lead their marketing efforts by developing innovative strategies, identifying appropriate channel utilization and integrating operational behaviors that solidify the brand.



## NICOLE VAN WINKLE

Nicole Van Winkle, Area Manager- Recreation for Riverside County Regional Park and Open-Space District, holds a master's degree in recreation and tourism management from California State University, Northridge, where she focused her studies on experiential aquatics training and staff development/leadership. Throughout her career, Van Winkle has supervised the operations and development of several new aquatic facilities in Southern California. Currently, Van Winkle is responsible for the overall supervision of The Cove Waterpark, DropZone Waterpark, Jurupa Valley Regional Sports Park, Boxing Club and weddings for the District. She also serves as the Past President for the Southern California Public Pool Operators' Association, an association of over 84 municipal aquatic agencies throughout Southern California, and as the Region 4 Aquatics Section representative for the California Parks and Recreation Society. Van Winkle is the Secretary for WWA's Government Relations Committee and also serves on the Public Sector Committee.



## HOPE WALKER

Hope Walker is the Operations Manager for Magic Waters Waterpark and the Aquatics Facilities for the Rockford Park District in Rockford, Ill. In this capacity she oversees all departmental operations at the waterpark including Lifeguards, EMTs, Customer Service and Guest Relations Departments as well as three aquatics facilities. She manages the sales at the waterpark which includes the Coconut Club Corporate Incentive Program, Hotel Play N' Stay Program, Group Sales and Private Rentals. In 2013, she was awarded with the Rockford Park District Quarterly Employee Excellence Award for her work with the Rockford Area Convention & Visitor's Bureau on increasing revenue through online sales utilizing coupon codes. She began her career as the Operations Manager of Guest Relations, Revenue Control and Customer Service, but was promoted six months later and gained the responsibilities of Lifeguards, EMTs, Aquatic Programming and four aquatics facilities including Magic Waters Waterpark. Walker graduated from Southern Illinois

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University Edwardsville with a degree in corporate organization communications and has worked for the park district for 9 years. She currently holds her Ellis & Associates Instructor License. She is currently a member of the Illinois Parks and Recreation Association Leadership Academy.



## LEWIS WEMPLE

Lew Wemple has spent much of the last 17 years at ADG in business development and project management, working for much of that time on developing new opportunities for the company throughout the United States and beyond. With a background in manufacturing engineering, Wemple's technical expertise and understanding of ADG's unique equipment systems has advanced many interesting projects for our clients around the world. Some recent projects Wemple helped to develop include the National Aquarium's seal and sea lion exhibits in Washington D.C., and a motion picture special effects wave tank for the "Life of Pi" movie set in Taiwan.



## LAKE WHITE

Lake White has extensive experience in all aspects of the aquatics industry. He is a SAI Faculty member for the Starfish Aquatics Institute, serving as director of training. He travels around the world educating instructors on how to teach lifeguard training, providing emergency care instructor training and providing on-site risk management and safety evaluation audits for waterparks, swimming pools and beach fronts. He has served on industry leadership committees including the Lifeguard Standards Coalition and the Children's Drowning Prevention Council. Under his leadership, his aquatic facilities have earned a "best in aquatics" award numerous times from "Aquatics International." In 2013, White received a "Best Speaker" Award from the WWA. He holds a bachelor's degree in liberal arts.



## RICH YOUNG

Rich Young has over 30 years of municipal, public pool and waterpark experience, including operating and maintaining many public and commercial pools in addition to several waterpark facilities with maintenance, operations and programming responsibilities. In addition, he has been a sales and service representative for several major manufacturers of commercial pool equipment and distributors. For the past 20 years, he has worked as a licensed contractor and consultant having worked on many public/commercial facilities and waterparks throughout the western United States and abroad. Young has taught CPO for the National Swimming Pool Foundation for over 14 years and has been an AFO instructor for the National Recreation & Park Association since its conception and recently was the managing editor for the 6th Edition of the AFO manual. He is the technical advisor and a board member for the Professional Pool Operators of America. Young has been published dozens of times in industry periodicals, often speaks at national and regional conferences and is the general manager of Aquatic Commercial Consulting.

