

# SUNDAY



October 09, 2016

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

## AQUATIC FACILITY OPERATOR (AFO) CERTIFICATION COURSE (Day 1 of 2)

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

### Speaker:

**Bob Bradley, Aquatic Consulting & Ed. Svcs.**

**MEETING ROOM: 205**

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

## CERTIFIED POOL OPERATOR (CPO) CERTIFICATION COURSE (Day 1 of 2)

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

### Speaker:

**Lee Hovis, Tolomato Community Development District**

**MEETING ROOM: 203**

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

## ELLIS LIFEGUARD INSTRUCTOR LICENSING PROGRAM (Day 1 of 3)

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

**MEETING ROOM: OFF-SITE**



## DAILY SCHEDULE

## MONDAY

October 10, 2016

8:00 A.M. - 1:00 P.M.

**AMERICAN RED CROSS LIFEGUARDING INSTRUCTOR CROSSOVER COURSE (Day 1 of 2)**

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

**MEETING ROOM: OFF-SITE**

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

**AQUATIC FACILITY OPERATOR (AFO) CERTIFICATION COURSE (Day 2 of 2)****Speaker:****Bob Bradley, Aquatic Consulting & Ed. Svcs.****MEETING ROOM: 205**

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

**CERTIFIED POOL OPERATOR (CPO) CERTIFICATION COURSE (Day 2 of 2 & Blended Course)****Speaker:****Lee Hovis, Tolomato Community Development District****MEETING ROOM: 203**

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

**ELLIS LIFEGUARD INSTRUCTOR LICENSING PROGRAM (Day 2 of 3)****MEETING ROOM: OFF-SITE**

## TUESDAY

October 11, 2016

6:30 A.M. - 2:00 P.M.

**WWA ANNUAL GOLF TOURNAMENT AT TPC LOUISIANA**

The WWA's Annual Golf Tournament will take place at the TPC Louisiana golf course in New Orleans, Louisiana, U.S.A. Bringing championship golf to the vibrant charm of New Orleans, the TPC Louisiana is as unique as the celebrated city itself. Legendary architect Pete Dye designed the course with the collaboration of fellow PGA TOUR players Steve Elkington and New Orleans native Kelly Gibson. Shuttle buses will pick up at HQ hotels beginning at 6:15 a.m. at the Embassy Suites Hotel New Orleans and Hyatt Place New Orleans and 6:30 a.m. at the Hilton New Orleans Riverside.

**MEETING ROOM: TPC LOUISIANA****90 + WWA SHOW NEW ORLEANS 2016**

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

## AMERICAN RED CROSS LIFEGUARDING INSTRUCTOR CROSSOVER COURSE (Day 2 of 2)

MEETING ROOM: OFF-SITE

9:00 A.M. - 5:00 P.M.

## PUMP UP YOUR GROUP SALES: A STRATEGY & TRAINING WORKSHOP *NEW*

Whether your Group Sales team is one or 10 people, the key to delivering strong sales results in great training and implementation of a solid sales strategy. Join a panel of group sales professionals from small to large outdoor and indoor waterparks for this workshop. Discussion topics include:

- Group Sales Training Session (for newbies & intermediate sales professionals)
  - Prepare new sales reps or sharpen your existing skill set
  - Implement a strong sales training program
  - Hire the right people and train them well
  - Listen and ask questions
- Group Sales Programs
  - Learn about new group programs
  - Enhance your current programs with new ideas
- Group Sales Marketing & Prospecting
  - Develop advertising strategies that appeal to groups
  - Create compelling collateral and use it effectively
  - Generate leads
- Sales Techniques
  - Create a value statement
  - Overcome objections
  - Upsell to groups
  - Deliver a great customer service experience
- Group Sales Strategies
  - Discover different types of groups and where to reach them
  - Improve the buying journey for the client
  - Implement strategies for small and large sales teams
  - Manage competitive programs and pricing

*This course is available as a full-day option for \$169, which includes a networking lunch and the complete education program in the morning and afternoon. For those attendees who wish to skip the morning sales training portion, an afternoon-only option is available for \$89, which includes the networking lunch and the afternoon educational program. Pre-registration is recommended as space is limited.*

### Speakers :

Christopher Ozimek, Schlitterbahn Waterparks

Marc Gran, Carolina Harbor Water Park at Carowinds Theme Park

Michelle Keeney, White Water Bay and Frontier City

Rhonda Khabir, Great Wolf Resorts

Dana Russell, Nashville Shores Lakeside Resort

MEETING ROOM: 210

## GOLF TOURNAMENT

Tuesday, October 11th  
TPC Louisiana  
6:30 a.m. -  
2:00 p.m.



## DAILY SCHEDULE

9:00 A.M. - 5:00 P.M.

### WWA ADVANCED WATER QUALITY CERTIFICATE COURSE

Some have described the WWA's Advanced Water Quality Certificate Course as an AFO or CPO course on "steroids," as the information far exceeds the basic knowledge offered about operating typical swimming pools in the certification classes. Let's face it, waterparks place a very high workload on most all of the water treatment systems including water collection, re-circulation, filtration, chemical control and chemical feed that demands operators and supervisors maintain a higher level of water treatment knowledge. The AWQ course explores, in depth, the hows and whys of sanitation and oxidation, the two most important treatment processes in park water along with expanded discussions of the outboard treatment system of filtration, ozone and UV (and there is new important information on that subject!) Telemetry also has become a very useful tool in monitoring the mechanical room systems that help protect both patrons and equipment. With the continued prevalence of spray parks and splash pads being built and/or added to existing facilities, this course will include a special section on these attractions. Sharing time on successes and disasters will also be provided. Current AFO or CPO certification and 3 years' experience or equivalent are prerequisites. *Tuition for this course is \$169.*

**Speaker:**

**Rich Young, Aquatic Commercial Consulting**

**MEETING ROOM: 215**

9:00 A.M. - 5:00 P.M.

### WWA UNIVERSITY: IN-PARK REVENUE SCHOOL



Wondering how to maximize your guest in-park spending? Feel like you've tried everything short of hanging them upside down and shaking the change out of their pockets? Interested in hearing what your peers are doing to increase their per caps while maintaining high guest satisfaction? Jump into the WWA University: In-Park Revenue School! Learn what you can do to improve revenues in areas including food & beverage, retail, rentals, add-on attractions and unique special events without having to add an expensive new ride or invest in huge capital improvements. Enjoy panelists from top-level waterparks and resorts and industry experts for a high-energy, idea-packed, full day workshop that will include panel presentations, a lunch and an interactive roundtable discussion. Topics include:

- Growing rental & parking revenues
- Developing training programs
- Special events beyond the gate and schedule
- Retail: Home Run to Grand Slam Thinking
- F&B Sales: Upping Your Game
- Profitable partnerships
- Expanding revenue through special events
- In-park revenue panel Q&A

*Tuition for this workshop is \$169 and includes lunch. Pre-registration is recommended as space is limited.*



**Speakers:**

**Ken Handler, Global Management Amusement Professionals  
Clay Barnes, Waterville USA**

**Eric Dombrowski, CPRE, Dry Town Water Park**

**Sandra Greiner, Sun Splash Family Waterpark**

**Clint Hill, Hawaiian Falls**

**Lisa Ibarra, Splashtown San Antonio**

**Jason Lake, Point Mallard**

**Jason Martin, Hawaiian Falls Waterparks**

**Amanda McClendon, Gulf Islands Waterpark**

**David Mitchell, CPP, GMR Retail Services**

**Mike Ross, Mike Ross Entertainment, Inc.**

**Kelly Smiley, Wild Island Family Adventure Park**

**Cade Vereen, Hawaiian Falls Waterparks**

**MEETING ROOM: 209**

**9:00 A.M. - 5:00 P.M.**



### **WWA UNIVERSITY: READY, SET, GO! A GUIDE TO GETTING STARTED WORKSHOP**

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

**Speakers:**

**Judith Leblein Josephs, CPRA, RA, JLJ Enterprises LLC**

**Louis Cirigliano, Jr., Casino Beach Pier**

**George Deines, Counsilman-Hunsaker**

**Scott Heke, WhiteWater West Industries Ltd.**

**Sasha Mateer, Deep River Waterpark**

**George Panton, Water Safety Products, Inc.**

**MEETING ROOM: 214**

**9:00 A.M. - 5:00 P.M.**



### **WWA UNIVERSITY: WATERPARK DESIGN, DEVELOPMENT & EXPANSION WORKSHOP**

The WWA University: Waterpark Development, Design & Expansion Workshop brings together leading industry development experts and facility operators to discuss the most important topics relating to waterpark development and expansion, including:

- How to Analyze the Market and Determine Economic Feasibility for Waterpark Projects
- Fundamentals in Waterpark Design – Pt. 1 & Pt. 2
- Glenn the Global Traveller - The Top 10 Things I Learned About the Guest Experience
- Key Issues and Considerations of Waterpark Upgrade & Refurbishment
- Developing A Safe Park From the Ground Up
- Why Water Matters

Plus, you'll hear from experienced operators who have been through the development process and successfully navigated the challenges. Learn their secrets and what they'll do differently on their next project. Then, don't miss the opportunity to network with fellow developers at Tuesday evening's reception, exclusively for workshop participants. *Tuition for this workshop is \$169 and includes the evening reception.*

**Speakers:****Tim O'Donnell, Haas & Wilkerson****Clay Barnes, Waterville USA****Roger Currie, Neuman Aqua, LTD****Jim Dunn, Aquatic Development Group****Alan Mahony, Pinnacle****Kevin Mitchell, City of Grapevine****Steve Mueller, Industry Advisor****Nicholas Neuman, Water Technology, Inc****Glenn A. O'Connor, OALA, FCSLA, ASLA, FORREC****David J. Sangree, Hotel & Leisure Advisors****Chris Smith, City of Grapevine****MEETING ROOM: 206****9:00 A.M. - 5:00 P.M.****WWA UNIVERSITY: WATERPARK MAINTENANCE SCHOOL**

This full day waterpark maintenance workshop will provide NEW content, and will feature top industry experts presenting topics designed to help waterpark operators improve their periodic, routine and preventative maintenance programs. You will have the opportunity to challenge a panel of experts to help solve even your toughest operational issues. Whether you are experienced in waterpark operations and looking to up your technical knowledge or you are a seasoned maintenance/engineering professional who is still getting their feet wet in waterparks, you'll find content that will help increase your knowledge and understanding of the many unique facets of maintaining a waterpark. This year's topics include:

- Inspections of Towers & Structures
- Pool Surface Maintenance & Care
- Fiberglass Repair & Maintenance Best Practices
- Customizing Your Chemistry Controller
- Reduce Energy Costs & Find Incentive Money with UV
- Troubleshooting Interactive Panel.

*Tuition for this workshop is \$169. Pre-registration is required as space limited.*

**Speakers:****Chris Landgrave, Lake County Parks & Recreation****Michael Beatty, Disney Waterparks & Miniature Golf****Mary Jane Brewer, Recreation Engineering, Inc.****Cody Butcher, Great Wolf Resorts****Dale Cooper, Safe Slide Restoration****Billy Hamilton, Universal Orlando****Jessica King, Raging Waters, Sacramento****Tom Schaefer, BECS Technology, Inc.****Brett Steinbrueck, BECS Technology, Inc.****MEETING ROOM: 208****9:00 A.M. - 6:00 P.M.****SAI STARGUARD LIFEGUARD INSTRUCTOR WORKSHOP (Renewal)**

Learn how experiential learning theory can streamline your lifeguard training sessions, while maximizing skills development and retention, lifeguard confidence and lifeguard professionalism. This will be a blended learning experience combining an online course with an instructor-trainer led session. This session will also cover the administrative aspects of becoming a Starfish Aquatics Institute Training Center so that you can provide the StarGuard and Emergency Care curriculum to your staff or the community. *Tuition for this course is \$180.*

**Speaker:****Lake White, Starfish Aquatics Institute****MEETING ROOM: 216**



Be  
a WWA  
groupie! Follow us  
on Twitter @WWA  
—you'll see show updates and  
fun photos instantly. Don't forget to share  
your favorite WWA moments by  
tagging your posts with  
**#WWAShow** on  
Twitter and  
Instagram!



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

### ELLIS LIFEGUARD INSTRUCTOR LICENSING PROGRAM (Day 3 of 3)

MEETING ROOM: OFF-SITE

5:15 P.M. - 6:15 P.M.

### PUBLIC SECTOR COMMITTEE MEETING (Active Committee Members Only)

MEETING ROOM: 203

5:15 P.M. - 6:15 P.M.

### WATERPARK RESORT COMMITTEE MEETING (Active Committee Members Only)

MEETING ROOM: 205

# WEDNESDAY

October 12, 2016

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

### SAFETY COMMITTEE MEETING (Active Committee Members Only)

MEETING ROOM: 205

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

### ENGINEERING FOR THE NEXT GENERATION

Today's evolving multi-generational waterparks are making waves in the industry offering an endless variety of water features, attractions and uses, targeting people of all interests and ages. Their continued evolution presents new challenges, not only to waterpark owners, but also to public health officials, operators and designers. Solutions to these challenges are crucial to the safety and welfare of aquatic facility patrons, employees and long-term operational sustainability. We will analyze and discuss how to engineer these waterparks for the next generation and create a sustainable future from an environmental, financial and social perspective.

#### Speakers:

Haley Conrad, PE, Water Technology, Inc.

Nicholas Neuman, Water Technology, Inc.

MEETING ROOM: 209



## DAILY SCHEDULE

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

### FROM DIRT TO DINING - OPENING A WATERPARK FOOD OPERATION FROM GROUND ZERO

In order to successfully realize the maximum potential of the second highest source of revenue within your waterpark, every new season's opening plans need to include an in-depth review of the food and beverage operation procedures to ensure that you are achieving the efficiency of a well oiled machine. Join our expert presenters as they share the steps, processes, procedures, decisions, experiences, challenges, triumphs and results of opening a state-of-the-art food and beverage operation.

**Speakers:**

**Evan Barnett, Typhoon Texas Waterpark**

**Michael Holtzman, Profitable Food Facilities**

**MEETING ROOM: 215**

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

### INCORPORATING LAUGHTER AND TECHNOLOGY INTO TRAINING A NEW GENERATION

How do we train this new generation? By meeting their needs for constant use of technology and laughter, of course! Dive into training by preparing to train a new generation that never puts their phone down. This session will demonstrate different technology-based approaches to training, daily operations and how to utilize their favorite "viral" videos to teach leadership and other important management traits.

**Speaker:**

**Jennifer Hill, CPRP, McKinney Parks & Recreation**

**MEETING ROOM: 217**

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

### OPERATING A YEAR ROUND WATERPARK

A panel of seasoned operators representing world-class facilities will discuss the challenges of operating their waterparks 365 days a year. Issues of staffing, maintenance and guest satisfaction in a resort environment are some of the topics that will be addressed.

**Speakers:**

**Melissa Herold, Grand Lodge Waterpark Resort**

**Jason Arthur, Great Wolf Resorts**

**Thatcher Robertson, Kalahari Resorts & Convention Center**

**Chris Swartz, Wild Wadi Waterpark**

**MEETING ROOM: 208**

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

### THE NEW CRISIS MANAGEMENT

Crisis management in the amusement industry should not be limited to planning for catastrophic patron injuries on amusement rides. The threat of terrorism and our experience with natural disasters like Hurricane Sandy have taught us that every waterpark operator must incorporate emergency preparedness into their plans. This session will identify the resources and training available on the local, state and federal levels including Homeland Security and FEMA.

**Speakers:**

**Gaylee W. Gillim, Esquire, Kentucky Kingdom and Hurricane Bay**

**Lary Zucker, Esquire, Marshall, Dennehey, Warner, Coleman & Goggin**

**MEETING ROOM: 210**





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

### USING PUBLIC RELATIONS TO DRIVE MEDIA COVERAGE THAT BUILDS YOUR BRAND

Whether you're a small or large park, municipality or privately owned, every park can benefit from being the talk of the town and the place to be. In this session, attendees will hear about how being a community do-gooder can build your positive profile within your community and bring out the media for free coverage of your brand. Key takeaways will include creative ways to engage the media with fun, fresh PR ideas, how to work with small or no-cost budgets, how to measure your results using today's easy-to-use tools and much more. Our panel will wrap up the session with a Q&A, so don't forget to jot down your questions!

#### Speakers:

**Maria Denison, City of Denton and Water Works Park**

**Ed Hodgdon, Funtown Splashtown USA, Inc.**

**Caroline Seward, City of Denton**

**MEETING ROOM: 214**

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

### DIY CUSTOMER SERVICE TRAINING

Do you have an effective and impactful customer service training program for your staff? Are you excited and energized about your program? Are your expectations clearly outlined in relation to customer service? Do you just tell your staff to "be nice?" This session will be full of ideas and will help you improve your customer service training program so you can create (or just steal) something awesome! Join us as we create unique and custom customer service programs including: where to start, how to refine a good concept for your facility and actionable steps to create an awesome training program. We will examine several customer service training programs already created and implemented including: GOLDFISH Service, PEANUTS Service, PLATINUM Service, ALOHA Service, ROCK STAR Service, VEGAS Service and Special Forces. We will also discuss practical and affordable ways to recognize and reward each of the sample programs discussed to create a motivation program consistent with your service standards.

#### Speaker:

**Natalie Livingston, CPRP, The Wave Waterpark**

**MEETING ROOM: 217**



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

### **ENHANCED RESCUE EQUIPMENT: ALLOWANCES AND USE IN AQUATIC FACILITY EAP'S**

This session will include an open discussion of equipment including: AED's, oxygen, BVM, NRB, Pulse-Ox, Epi-Pen, Narcan, CPR Assistive Devices and CPR Training Aids. Discover the do's and don'ts for using rescue related equipment that is available, and a discussion of its appropriate use and purpose. The session will discuss the role each can play in Emergency Action Plans and the availability and expense associated with each. The information will be presented not as an endorsement or recommendation for individual products, but rather an educational discussion of what is available and/or allowable now.

**Speakers:**

**Larry Newell, Ed.D, NRP, CCP, Jeff Ellis & Associates**  
**Joe Stefanyak, Jeff Ellis & Associates**

**MEETING ROOM: 210**

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

### **REINVENTING THE WATERPARK FOOD EXPERIENCE AND DESIGNING THE KITCHEN NECESSARY TO EXECUTE!**

Your food and beverage operation represents the second most lucrative revenue opportunity within your waterpark business, second only to admissions by a small margin. Food is also documented to create lasting impressions and factors heavily in customer experience ratings. Yet time and again, development planning of food and beverage areas and facilities takes a back seat during the master planning or design phase of waterpark projects. This session will review how to better design a food and beverage operation to execute dining experiences on par with the waterpark's attraction and successfully create an overall award winning experience for customers.

**Speakers:**

**Evan Barnett, Typhoon Texas Waterpark**  
**Michael Holtzman, Profitable Food Facilities**

**MEETING ROOM: 215**



# WWA TRADE SHOW HOURS

**Wednesday, Oct. 12:  
12:30 p.m. to 6:30 p.m.**

**Lunch served  
12:30 p.m. to 2:30 p.m.**

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

## SAILING THE MEDIA-TERRANEAN SEA

Learn to follow your marketing instincts as you navigate the ever changing Social Media-terranean Sea. In this social media roundtable session, our expert moderators will provide ideas and examples of successful campaigns to inspire your future excursions. No platform will remain uncharted as we explore Facebook Bay, Snap-Cove, Twitter Gulf, Insta-Island and more. Bring aboard all of your questions, as your fellow Social-Sailors will be happy to answer them as the conversation flows freely during this social media roundtable. Submit your questions and topics in advance on Twitter using the hashtag: #IamYourCaptainNowWWA.

### Speakers:

**Margaux Krane, FSC Interactive**

**Marisol Ramirez, Hurricane Alley Waterpark**

**MEETING ROOM: 214**

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

## SMALLER PARK MEETING

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

### Speaker:

**Kathy Brennan, Whale's Tale Water Park**

**MEETING ROOM: 209**

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

## THE ANATOMY OF DEFENDING A BOGUS WATERSLIDE CLAIM

It's the middle of July, operations are in full swing and you get a call from a guest who claims she was injured at your park a few days ago, but never reported the injury. What should you do? What happens when the claim goes to trial? This presentation will overview the preservation of evidence of an alleged incident and will share how expert testing and analysis can serve your park if litigation is pursued. In addition, examples will be shared from a 2015 trial that resulted in a defense verdict for a California waterpark, and will also include a more recent case study from a claim where the combined weight of two riders exceeded the manufacturer's suggested weight limit and strategies used to defend that case. You will walk away with great suggestions regarding how to investigate an incident, preserve evidence and approach future claims with a fresh set of eyes. In addition, you'll gain a new appreciation of how expert testing and analysis can serve your park when claims are made.

### Speakers:

**Rudie D. Baldwin, Esquire, Amaro Baldwin LLP**

**Gaylee W. Gillim, Esquire, Kentucky Kingdom and Hurricane Bay**

**Kirsten White, MS, PE, Talas Engineering, Inc.**

**MEETING ROOM: 208**



# OPENING GENERAL SESSION

**WEDNESDAY, OCTOBER 12, 2016**  
**11:30 A.M. TO 12:30 P.M.**  
**THE GREAT HALL**

Join hundreds of your fellow WWA attendees for this annual gathering that kicks off the opening of the WWA Exhibit Hall. During this hour-long event, you'll hear updates from the WWA's Board of Directors, honor Hall of Fame inductees and Board Award winners and review industry successes from 2016!



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

## OPENING GENERAL SESSION

Join hundreds of your fellow WWA attendees for this annual gathering that kicks off the opening of the Exhibit Hall. During this hour-long event, you'll hear updates from the WWA's Board of Directors, honor Hall of Fame inductees and Board Award winners and review industry successes from 2016! **The Opening General Session is sponsored by the WWA Insurance Program by Haas & Wilkerson.**

**MEETING ROOM: THE GREAT HALL**

**12:30 P.M. - 2:30 P.M.**

## TRADE SHOW LUNCH DAY 1

It's one of our signature show amenities—a tasty buffet lunch on the trade show floor. You will not only love the food, but take advantage of this casual, open networking time! Lunch on the trade show floor gives you another chance to meet new people, share successes and challenges, all while re-booting your system for a day of shopping on the trade show floor. This lunch is included in the Symposium Package and Spouse/Companion Package.

**MEETING ROOM: EXHIBIT HALL B**



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

**WWA TRADE SHOW (Lunch served 12:30 to 2:30 p.m.)**

**MEETING ROOM: EXHIBIT HALL B**

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

**PUBLIC SECTOR COMMITTEE LUNCH 'N LEARN**

Join members of WWA's Public Sector Committee, as well as others operating municipal waterparks and spray parks, for an hour-long lunch and learn event. Come ready to chat with like-minded professionals and share ideas and challenges in an informal setting. Look for signage in the buffet seating areas for this low-key event. All are welcome!

**MEETING ROOM: EXHIBIT HALL B**

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

**CHAT WITH COMMITTEE MEMBERS - MARKETING & COMMUNICATIONS AND SAFETY**

Stop by the WWA Booth and meet with WWA Committee leaders! They are looking forward to chatting with you on a variety of topics.

**MEETING ROOM: WWA BOOTH #905-1006**

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

**CHAT WITH COMMITTEE MEMBERS - EDUCATION AND WATERPARK RESORT**

Stop by the WWA Booth and meet with WWA Committee leaders! They are looking forward to chatting with you on a variety of topics.

**MEETING ROOM: WWA BOOTH #905-1006**

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

**CHAT WITH COMMITTEE MEMBERS - PUBLIC SECTOR AND GOVERNMENT RELATIONS**

Stop by the WWA Booth and meet with WWA Committee leaders! They are looking forward to chatting with you on a variety of topics.

**MEETING ROOM: WWA BOOTH #905-1006**

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

**WELCOME RECEPTION ON THE TRADE SHOW FLOOR**

After shopping the Trade Show floor, take some time Wednesday afternoon to get to know fellow attendees in an informal setting while enjoying a refreshing beverage. Get the conversations started, then continue them at the Annual Reunion Party at the Hilton New Orleans Riverside later that evening. This event is open to all who have a badge that gains them entrance to the trade show floor.

**MEETING ROOM: EXHIBIT HALL B**

**6:30 P.M. - 7:30 P.M.**

**WATERPARK RESORT GATHERING**

Gather with your waterpark resort colleagues for informal networking at the Hilton New Orleans Riverside lobby bar before heading to the WWA Annual Reunion Party at the Napoleon Ballroom in the Hilton New Orleans Riverside.

**MEETING ROOM: HILTON NEW ORLEANS RIVERSIDE LOBBY BAR**



## WWA ANNUAL REUNION PARTY

Wednesday, October 12th  
Napolean Ballroom at the Hilton  
New Orleans Riverside  
7:30 p.m. -  
10:30 p.m.

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

### WWA ANNUAL REUNION PARTY AT THE HILTON NEW ORLEANS RIVERSIDE

Grab some time with your favorite WWA friends or branch out and make a few new ones during our signature event at the Hilton New Orleans Riverside. This event promises to bring you face-to-face with the best in the business for an evening of food, music and memorable conversations. This event is included in registration for the Symposium Package and the Spouse-Companion Package. **This event is sponsored by ProSlide Technology.**

**MEETING ROOM: NAPOLEAN BALLROOM AT THE HILTON NEW  
ORLEANS RIVERSIDE**

# THURSDAY

October 13, 2016

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

### #RECRUITING: FINDING THE BEST EMPLOYEES FOR YOUR ORGANIZATION

Recruitment of Millennials entering today's workforce has become increasingly difficult and at times can be frustrating for employers. While finding talented employees is high on every organization's priority list, the competition for the best talent can be problematic, especially for the aquatics industry where certification requirements and additional job duties associated with lifeguarding can pose further employment challenges. While offering benefits such as monetary compensation may be difficult for many organizations, there are successful ways to attract top-performing employees that won't break the bank. During this interactive session, we will discuss these innovative strategies and best practices for recruiting, on-boarding and training your part-time and/or seasonal staff. The discussion will include tips for: engaging marketing/social media, human resources involvement, operations management and staff participation for best recruitment practices. During the session, presenters will lead attendees in a group dialogue regarding recommendations for the entire employment process. This presentation is a continuation of the WWA Webinar Wednesday event conducted on 3/16/2016 and will more closely examine what motivates Millennials and how recruiters can more effectively recruit potential employees and reduce staff turnover.

**Speakers:****Adam Blackmore, City of Henderson Parks & Recreation****Eric Dombrowski, CPRE, DryTown Water Park****Stephanie Hee-Johnston, NRH<sub>2</sub>O Family Water Park****MEETING ROOM: 209****8:45 A.M. - 9:45 A.M.****ARE YOU REALLY READY TO OPEN?**

Are you preparing for the opening of a new waterpark? Are you new to the process of getting a seasonal waterpark open and ready for guests? This session will give you tools to alleviate the stressful feeling that things are thrown together at the last minute. Dive into the key maintenance and operational strategies to open successfully starting from the planning process to the execution. There will be case studies of park openings with speakers sharing both the triumphs and hard lessons learned along the way. You will walk away with clear action items to prepare your operations and maintenance teams for success with your opening!

**Speakers:****Jason Bays, Mountain Creek Resort****Nicole Walker, Camelback Lodge and Aquatopia Indoor Waterpark****MEETING ROOM: 208****8:45 A.M. - 9:45 A.M.****CAUSE AND EFFECT - YOUR EMPLOYEES MAY NOT BE THE PROBLEM**

People do dumb things and people make mistakes. Sometimes they are solely to blame; other times there are a series of related incidents and circumstances that influenced the undesirable behavior. If we fail to address the entire situation, we are destined to have the negative behaviors repeat themselves. In this session, we will look at examples of employee behavior that would be deemed inappropriate, and examine all of the possible factors (i.e. environment, peers, leadership) that came together to allow them to happen. We will then explore potential actions that can be taken to address the underlying problems in order to create a sustainable solution.

**Speaker:****Matt Heller, Performance Optimist Consulting****MEETING ROOM: 217****8:45 A.M. - 9:45 P.M.****MONEY MAKING PROMOTIONS FOR SMALL & LARGE BUDGETS**

We continue to be under a lot of pressure to deliver more to the bottom line. As budgets get tighter and competition gets stronger, we need to look at creating new ideas and events to grow our business and best ways to utilize our partners and sponsors that benefit both the park and the value to our partners. This session will help you develop those new ideas to grow attendance and revenue. Whether you have a small or large property and/or budget, you will walk away with some great ideas to take home. This will be a fast paced and idea-generating session, so please be ready to take your property to a new level.

**Speakers:****Thom Blair, Zoombezi Bay & Columbus Zoo & Aquarium****Susan Kruizinga, Wild Water Kingdom****Betty Wallace, Gulf Islands Waterpark****MEETING ROOM: 214**





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

### PROGRESSION OF A RESCUE

All waterpark operators train their lifeguards and safety team how to spot an active drowning guest. The question becomes: is it possible to train them to spot a guest who isn't yet active, but soon will be? Through the use of hundreds of rescues caught on video, this session will explore the primary causes of a struggling guest and how you can train your team to be more proactive in recognizing them.

**Speakers:**

**George Deines, Counsilman-Hunsaker**

**Kevin Rowland, Charleston County Parks & Recreation Commission**

**MEETING ROOM: 210**

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

### REFRESHED AND RENEWED: A WATERPARK SUCCESS STORY

This presentation features the NRH<sub>2</sub>O Family Water Park in Texas as a case study on the power of a brand story to breathe new life—and drive new guests—to an established, much-appreciated municipal waterpark. NRH<sub>2</sub>O is an open-air laboratory devoted to the study of water, which reflects Texas freshwater lakes and rivers. As might be expected in a laboratory, colorful equipment, unusual devices and mysterious machines are to be found everywhere. The general ambience is that of a lake, with elements of freshwater landscape and waterside building, intended to make the resident cast of characters (Boulder, Professor Frogstein, Doctor Unfun, and the twins Eb and Flo) feel right at home. Many of the pieces of “laboratory equipment” are actually waterpark attractions: slides, pools, play structures, splash pads, jets, etc. Other examples serve as special features. This gives waterpark visitors, both young and adults who visited it when they were young, the opportunity to participate in and support the lab's main function: to prove that water = fun (in technical terms, H<sub>2</sub>O=H<sub>0</sub>H<sub>0</sub>). Using this case study, we'll explore how a strong brand and consistent theme can be cost-effective and work for you.

**Speaker:**

**Glenn A. O'Connor, OALA, FCSLA, ASLA, FORREC**

**MEETING ROOM: 215**

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

### SUPPLIER & EXHIBITOR MEETING

**MEETING ROOM: 205**

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

### KEYNOTE SESSION: ATTITUDE OF A CHAMPION LEADER

Hear how championship leaders lead with passion, purpose and love for their people. Leadership is simple, but it's not easy. Aaron Davis had the opportunity to be coached by one of the greatest college football coaches of all-time, Dr. Tom Osborne. Osborne was the head football coach at the University of Nebraska Lincoln for over thirty-years. His winning percentage was over 80 percent with three National Championships. What was more impressive was the legendary leadership style that he consistently modeled to his assistant coaches, players and administration. Why was his leadership style so successful? It all started with his “Attitude!” **This Keynote Session is sponsored by IALDA and WhiteWater West Industries.**

**Speaker:**

**Aaron Davis, Aaron Davis Presentations**

**MEETING ROOM: THE GREAT HALL**



# WWA TRADE SHOW HOURS

Thursday, Oct. 13:  
11:00 a.m. to 3:30 p.m.

Lunch served  
12:00 to 2:00 p.m.

## KEYNOTE SESSION With Aaron Davis

**THURSDAY, OCTOBER 13, 2016**

**10:00 A.M. TO 11:00 A.M.**

THE GREAT HALL

## "Attitude Of A Champion Leader"

Hear how championship leaders lead with passion, purpose and love for their people. Leadership is simple, but it's not easy. Aaron Davis had the opportunity to be coached by one of the greatest college football coaches of all-time, Dr. Tom Osborne.

Osborne was the head football coach at the University of Nebraska Lincoln for over thirty-years. His winning percentage was over 80 percent with three National Championships. What was more impressive was the legendary leadership style that he consistently modeled to his assistant coaches, players and administration. Why was his leadership style so successful? It all started with his "Attitude!"



AARON DAVIS



# DAILY SCHEDULE

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

**WWA TRADE SHOW (Lunch served 12:00 to 2:00 p.m.)**

**MEETING ROOM: EXHIBIT HALL B**

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

**EDUCATION COMMITTEE MEETING (Active Committee Members Only)**

**MEETING ROOM: 205**

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

**MARKETING & COMMUNICATIONS COMMITTEE MEETING (Active Committee Members Only)**

**MEETING ROOM: 203**

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

**CHAT WITH COMMITTEE MEMBERS - SAFETY AND PUBLIC SECTOR**

Stop by the WWA Booth and meet with WWA Committee leaders! They are looking forward to chatting with you on a variety of topics.

**MEETING ROOM: WWA BOOTH #905-1006**

**12:00 P.M. - 2:00 P.M.**

**TRADE SHOW LUNCH DAY 2**

Replenish your mind and body on the second day of the trade show with another excellent buffet lunch. This lunch is included in the Symposium Package.

**MEETING ROOM: EXHIBIT HALL B**

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

**CHAT WITH COMMITTEE MEMBERS - MARKETING & COMMUNICATIONS AND WATERPARK RESORT**

Stop by the WWA Booth and meet with WWA Committee leaders! They are looking forward to chatting with you on a variety of topics.

**MEETING ROOM: WWA BOOTH #905-1006**

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

**CHAT WITH COMMITTEE MEMBERS - TECHNOLOGY & INNOVATIONS & EDUCATION**

Stop by the WWA Booth and meet with WWA Committee leaders! They are looking forward to chatting with you on a variety of topics.

**MEETING ROOM: WWA BOOTH #905-1006**

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

**HOW THE NEW FSLA LAW & OTHER LEGISLATION WILL IMPACT YOUR OPERATIONS**

Do you have salaried employees earning less than \$47,476 annually? The almost 50 percent increase in salary threshold for overtime exemption will take effect December 1st of this year. In this session, our panelists will explore how it will directly impact your business from legal, human resources and operational perspectives. This session will discuss the passage of the rule, reasoning and intended effect and the daily practical issues that will arise as we try to comply with the new requirements of the United States' Department of Labor, including minimum wage increases and the pros and cons of using independent contractors. Plenty of time devoted to questions will be provided.



**Speakers:**

**Bob Cordier, Big Kahuna's Water & Adventure Park**

**Jeffrey W. Johnson, Esquire, Johnson Law Group**

**Bill Lentz, Palace Entertainment**

**MEETING ROOM: 209**

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

**MARKETING ROUNDTABLE**

Whether you've got questions about paid social media and digital ads; what's new in social media; marketing budgets; traditional media placement; outdoor media; special events and promotions; public relations; crisis communications; and more – this is the session to ask ALL about it! The Marketing Roundtable will discuss a variety of marketing topics, as well as allow participants to ask questions on their own topics. This session is a great opportunity to get answers to your toughest marketing questions, as well as learn from other parks on what has worked best for them.

**Speakers:**

**Nichole Bohner, Rock'N River Water Park**

**Courtney Rayburn, Social Media Help Desk**

**MEETING ROOM: 214**

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

**THE BIG PICTURE SIDE OF SAFETY: BUILDING CULTURE & AWARENESS**

Waterpark safety isn't merely training lifeguards and maintaining clean water. It's a culture that includes everyone, even the guests! Hear some of the top waterpark operators discuss the big picture of waterpark safety and how they have developed a park wide culture of safety-minded personnel at their facilities.

**Speakers:**

**Ron Hood, Disney's Water Parks**

**Lee Hovis, Tolomato Community Development District**

**Trevor Leonard, Six Flags White Water**

**MEETING ROOM: 210**



## DAILY SCHEDULE



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

### **WANTED! PUBLIC SECTOR EXPERTS TO PARTNER WITH YOUR PEERS!**

The public sector waterpark operator faces unique issues. With limited staff, and even fewer dollars available, the public sector operator is challenged in ways private parks cannot relate. In this roundtable session format, interact with professional colleagues in the public sector who face these same unique issues. Come ready to collaborate on staffing, training, customer service, safety, marketing and even maintenance issues. Share successful marketing campaigns, concessions' improvements, employee incentives or customer service programs that have minimal effect on overall expenses. If you are involved in a public sector waterpark, this roundtable is for you.

**Speakers:**

**Karol Komar, Tinley Park-Park District**

**Amanda Nichols, CPRP, Woodridge Park District/Cypress Cove Water Park**

**MEETING ROOM: 208**

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

### **WATERPARK RESORT ROUNDTABLE**

The ever changing waterpark resort market can often leave operators with many challenges. Take this hour to collaborate with your peers from around the country to solve the not-so-unique challenges you face at your facility. No other time throughout the year will you have the opportunity to problem solve with this many operators. Come away with resources and answers to the questions you have been dying to ask.

**Speakers:**

**Blake Ford, Great Wolf Lodge - New England**

**Anthony "TJ" Pollack, KeyLime Cove Water Resort**

**Melissa Herold, Grand Lodge Waterpark Resort**

**MEETING ROOM: 217**

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

### **SELECTION OF MAJOR EQUIPMENT ON YOUR NEXT AQUATIC CENTER PROJECT – AN ALTERNATIVE PROCESS**

When aquatic professionals are making capital investments on major equipment, so often vendor selection is based on a low bid process. In lieu of emphasizing cost as your number one selection criteria, developing a process that ensures you are fulfilling your aquatic programming needs, meeting functional and physical expectations while adhering to your budgetary requirements, can provide the best approach for equipment selection. This session will take you through a design proposal process that has been successfully used for major aquatic equipment suppliers. This selection method maintains a fair and transparent process that promotes creativity and competitive bidding, ensuring you are getting a product that will meet your needs.

**Speaker:**  
**Scott Hester, Counsilman-Hunsaker**  
**MEETING ROOM: 215**

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

### **BECOMING MIYAGI: CREATING GREAT EMPLOYEES & LEADERS**

This session will highlight employee mentor programs including a highly successful one known as the Miyagi Project. The Miyagi Project focuses on mentoring in order to extend and improve the core values of culture and leadership. The initiative aims to nurture, push and motivate teammates into stellar employees, leaders and people. During the presentation, we will focus on how to fully maximize talent, and drive desire in order to increase productivity, rapport, revenue and morale. In the end, this session will show why an investment in employees is an investment in the organization.

**Speakers:**  
**Collin McGee, City of Henderson Public Works, Parks & Recreation**  
**Schuyler Roberson, City of Henderson Public Works, Parks and Recreation**  
**MEETING ROOM: 217**

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

### **AVOIDING LEGAL LIABILITY IN CUSTOMER INJURY LAWSUITS**

Often, people who are injured during recreational activities sue the facility on the grounds that the activity or premise was not reasonably safe. However, the law does not hold the operator of a waterpark liable whenever a customer is injured. The law only requires that the operator takes reasonable measures to make an activity safe. Come hear about the steps that a waterpark operator can take to avoid or reduce the risk of injury to its customers and protect itself from lawsuits.

**Speaker:**  
**David M. Kupfer, Esquire, Carroll, McNulty & Kull LLC**  
**MEETING ROOM: 209**

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

### **EMERGING TRENDS AND TECHNOLOGIES IN THE TREATMENT OF RECREATIONAL WATER**

Technological advances in equipment and treatment processes are raising the bar for the management of recreational water quality. This session will look at emerging technologies that enhance your ability to ensure proper water quality control, as well as discuss trends taking place in Europe and the United States based on these technologies. Don't miss this opportunity to hear from two thirty-year industry leaders about these new technologies that are advancing the state of water quality and how you can integrate them into your own facility.

**Speaker:**  
**Tom Devin, MBA, BE, CENG, MIEI, A.CIMSPA, Devin Consulting Limited**  
**Steve Mueller, Industry Advisor**  
**MEETING ROOM: 208**



## PAT O'S ON THE RIVER PARTY

Thursday, October 13th  
Pat O's On the River  
7:30 p.m. -  
10:30 p.m.

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

### MARKETING, METRICS & MEETING GOAL: ROI TACTICS TO TAKE HOME

It's not enough to throw ads out there and wonder what is working. You need marketing and creative strategies that are based on informed knowledge of your brand and your target audience so that the marketing you produce is sure to deliver customers, profits and ROI. Stuck on strategy? Curious about coupons? Looking for proven tactics you can apply NOW? This is the hands-on, interactive workshop for you. Get ready to grow your brand! Topics include: learning how to identify best target markets, learning how to develop strategic marketing plans that work toward achieving company goals and learning how to know which venues and vehicles will work for you plan. In other words, you don't have to be everywhere—just where it will work for you!

#### Speaker:

Wendy Wiseman, Zaiss & Company

MEETING ROOM: 214

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

### THE PRACTICAL SIDE OF SAFETY: DEVELOPING AN IMPLEMENTATION PLAN

Comprehensive safety is critical for every operator, but not always easy. Learn specific programs and benchmark leading operators in the areas of aquatics, maintenance and food & beverage. This session will focus on implementation plans proven to foster high safety standards.

#### Speakers:

Cody Butcher, Great Wolf Resorts

Wess Long, Innovative Attraction Management, LLC

Kari Tjader, CoCo Key Hotel & Water Resort

MEETING ROOM: 210

6:00 P.M. - 6:45 P.M.

### TECHNOLOGY COMMITTEE MEETING (Active Committee Members Only)

MEETING ROOM: 205

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

### PAT O'S ON THE RIVER PARTY

Close out the third day of the WWA Show with this lively event at Pat O's on the River—a place that oozes all the flavor of New Orleans with world-famous Hurricanes, plenty of tasty food and breathtaking views of the French Quarter and the majestic Mississippi River. Plan to settle in for some raucous dueling piano entertainment or enjoy some quieter conversations on the terrace. **This event is sponsored by Life Floor.**

MEETING ROOM: OFF-SITE

# FRIDAY

October 14, 2016

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

## KEYNOTE SESSION: WORLD-CLASS CUSTOMER EXPERIENCE (CX): BUILD LOYALTY BY DESIGN

How would your bottom line change if your customers returned again and again? How would your business improve if your customers referred their friends? What is the financial impact of doing nothing different? Why CX? Find the answers to these questions and more as you learn how to create and deliver a world-class customer experience that will work for your organization. **This Keynote Session is sponsored by IALDA and WhiteWater West Industries.**

**Speaker:**

**Mike Donnelly, Donnelly Effect, LLC**

**MEETING ROOM: 206**

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

## CONCEPTS FOR IMPROVING LIFEGUARD PERFORMANCE ON STAND

Join us as we uncover key concepts to improving your lifeguards' performance on stand and why lifeguards should NEVER scan. This session will include additional layers along with practical ways and training ideas to communicate these concepts to your lifeguards (no matter what lifeguard agency you use.) Content will be directed to lifeguard instructors, facility directors and above.

**Speaker:**

**Natalie Livingston, The Wave Waterpark**

**MEETING ROOM: 214**

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

## EXAMINING YOUR PIPELINES WITH GOOGLE ANALYTICS

Google Analytics is a powerful marketing tool for your business. Like any tool, its value to your work is determined by your knowledge of how to use it properly! You don't have to be a seasoned marketer to benefit from the powerful and practical lessons provided in this session. This session will walk you through the basics and highlight how to capitalize on the detailed information provided by Google Analytics. The lessons provided will extend beyond your website to help you use data to identify opportunities and fine-tune your overall marketing strategy.

**Speaker:**

**Scott Brown, WDD We Do Digital**

**MEETING ROOM: 208**

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

## LEVERAGING CUSTOMER & EMPLOYEE FEEDBACK TO DRIVE PERFORMANCE IMPROVEMENT AT YOUR RESORT

A net promoter survey program provides leaders with categorically organized feedback to help understand the customer experience. Net Promoter Score (NPS) gives you the opportunity to not only systematically improve performance standards, but perhaps more importantly, focus your team's culture on service quality. This presentation explains how NPS works, and how leaders can successfully execute your organization's goals related to this program.

**Speaker:**

**Nicholas Licastro, Great Wolf Lodge - Concord**

**MEETING ROOM: 210**

# KEYNOTE SESSION With Mike Donnelly

**FRIDAY, OCTOBER 14, 2016**

**9:00 A.M. TO 10:00 A.M.**

**ROOM 206**

## "World-Class Customer Experience (CX): Build Loyalty by Design"

How would your bottom line change if your customers returned again and again? How would your business improve if your customers referred their friends? What is the financial impact of doing nothing different? Why CX? Find the answers to these questions and more as you learn how to create and deliver a world-class customer experience that will work for your organization.



MIKE DONNELLY





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

### **MAKE LIFE EASIER BY ENGINEERING YOUR ENVIRONMENT**

Learn the importance and process of creating a physical layout with a familiar feeling even in a place where people are visiting for the first time. Discover how you can implement strategies to guide the public easily into positive behavior patterns such as using garbage cans provided, finding their way around your park more easily and generally behaving in a more predictable manner. Hear about modifications that have been successful in empowering guests and staff to know what is expected and to create an easy and familiar visit. This session will provide insight to human behavior and help you work with people's natural instincts and habits to engineer a smooth flowing, logical and intuitive work and/or play space.

**Speaker:**

**Patricia Daly, Mecklenburg County Park and Recreation**

**MEETING ROOM: 209**

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

### **DATA VS. DOGMA: NO MORE BACKBOARDS?**

Immobilization on a backboard for anyone suspected of a potential spinal injury has been a part of modern EMS and lifeguard training for decades. That approach is rapidly shifting as protocols become evidence-based. This session will provide an overview of the direction evidence is taking us and the potential training and operational challenges that come with change. A follow up webinar will be delivered post-conference by Seth Hawkins, MD and Justin Sempstrott, MD, (Medical Directors for SAI and StarGuard Elite), where you can delve into the research and best practices driving the change.

**Speakers:**

**Jill White, Starfish Aquatics/Human Kinetics**

**Lake White, Starfish Aquatics Institute**

**MEETING ROOM: 214**

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

### **DIGITAL METRICS 101: SEARCH, SOCIAL & DISPLAY**

Marketers in a digital world need more than intuition to succeed—they need data. Using web analytics, social media insights, search metrics and testing, marketers can measure almost every aspect of their social, search and display advertising to understand what's working and what's not. This session will cover a variety of topics including: online advertising trends, tips for implementing a digital analytics measurement and testing strategy, ad targeting, campaign optimization and more.

**Speaker:**

**Diane Charno, Ascedia**

**MEETING ROOM: 208**



## DAILY SCHEDULE

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

### **POSITIVELY IMPACT YOUR COMMUNITY WHILE BUILDING YOUR BRAND**

Learn the importance of building relationships and making a meaningful impact on your residents while building your brand and marketing your program/park in a unique way. Learn how to implement a successful community outreach program and importance of partnering with agencies and the public to promote your message.

**Speakers:**

**Kristen Bodmer, City of Henderson Public Works, Parks and Recreation**  
**Carrie Hawes, City of Henderson Public Works, Parks & Recreation**

**MEETING ROOM: 209**

**1:00 P.M. - 3:00 P.M.**

### **COMMITTEE LEADERSHIP COUNCIL MEETING (invited Committee Leaders only)**

**MEETING ROOM: 217**

