

SPEAKERS



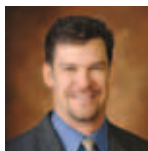
JASON ARTHUR

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 & 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 serves on the WWA Waterpark Resort Committee.



RUDIE D. BALDWIN, ESQUIRE

Rudie D. Baldwin, Esquire, is a founding partner of Amaro Baldwin LLP. He has earned the reputation of being a hard-working litigator and a winning trial attorney. Baldwin is a sincere and effective advocate who primarily represents clients in the amusement, entertainment and action-sport industries. During his career, Baldwin has represented a wide range of clients in product defects, personal injury, breach of contract, workers' compensation and construction defect matters. Baldwin has represented clients ranging from Six Flags Magic Mountain, Raging Waters, Boomers, SpeedZone, The Observatory, LSI Road Striping, Harbor Distributing and Flow Snowboards. Baldwin received his Juris Doctorate degree from Southwestern University School of Law in 2006, completing his degree in two years by participating in the rigorous SCALE program. Thereafter, he became a member of the California State Bar and was also admitted to practice in the Central District of the U.S. District Courts of California. The first 9 years of his practice was spent as a Senior Associate of Prindle, Amaro, Goetz, Hillyard, Barnes & Reinholtz LLP. In his spare time, Baldwin is an avid surfer and musician. He has played notable venues such as the House of Blues, the Viper Room and the Key Club. His band was named one of the "Hot 100 Unsigned Live Bands of 2014" in "Music Connection Magazine."



CLAY BARNES

Clay Barnes is the Assistant General Manager at Waterville USA, located in Gulf Shores, Alabama. He has 29 years experience in the waterpark, sports & entertainment industries, beginning with his American Red Cross lifeguard certification at age 16. Barnes has been a certified lifeguard, instructor or instructor trainer in American Red Cross, Ellis & Associates or NASCO since the age of 16. As such, Barnes has worked at his hometown YMCA, Hinds Community College, Walt Disney World's Typhoon Lagoon, River Country and Blizzard Beach, American Specialty Insurance and Risk Services and Waterville USA. During his professional career, he has worked as a lifeguard, manager, consultant, auditor, insurance inspector and assistant general manager, gaining experience in the operations, regulatory and risk management aspects



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of the waterpark industry. During his time as the Vice President of Risk Management at American Specialty, he authored the Slide Attendant Training Program, was on the task group that authored the original ASTM 2376 Standard Practice for Classification, Design, Manufacture, Construction, and Operation of Water Slide Systems, obtained an associates in risk management degree and held numerous state inspector, NAARSO and AIMS certifications.



EVAN BARNETT

Evan Barnett has over 20 years' experience in all aspects of waterpark operations. With a strong management operations background, Barnett has operated multiple successful waterparks at different levels. Barnett consulted with several waterpark and family entertainment centers across the United States

as a risk consultant with a leading insurance company for the industry. As it relates to waterpark management, Barnett has developed standard operating procedures, best practices, emergency action plans, crisis management plans, operating and expense budgets, claim management, e-commerce, information technology solutions and development group sales implementation. Barnett most recently has managed and led his team to the May 2016 opening of Typhoon Texas Waterpark, the new, 24-acre water theme park in the greater Houston area.



JASON BAYS

Jason Bays started in the waterpark industry as a lifeguard with Camelback Resort at age 16 and worked through the summers while attending college. He joined Jay Peak Resort in Vermont to work with Chris Stuart and Bill Stenger starting up a ski-in, ski-out indoor waterpark and moved into the waterpark director position after the first year of operations. During the time at Jay Peak

in addition to oversight of the waterpark, Bays worked on the resort's EB5 foreign investment projects traveling to China and Vietnam to promote and sell expansion projects for the company, created and implemented a resort wide management leadership training program called, "Raised Jay University," along with earning an MBA from Southern New Hampshire University. In November 2014, Bays returned to Camelback Resort as the Director of Aquatics for Aquatopia, the largest indoor waterpark in the northeast, which opened in May 2015. In this role, he was responsible for the start-up and operation of multiple operating departments along with hotel wide safety and risk management. Currently, Bays is Director of Resort Operations for Mountain Creek Resort in Vernon, N.J. Bays serves on the WWA Waterpark Resort Committee and holds a Jeff Ellis & Associates instructor license and a CPO certification.



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

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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, which focuses on amusement rides including aquatic attractions, ASTM F15, which focuses on Aquatic Facility Standards, the International Code Council International Swimming Pool and Spa Committee and ANSI/APSP. He is also 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.



ADAM BLACKMORE, CPRP

Adam Blackmore, CPRP, is the Recreation Superintendent with the City of Henderson Department of Public Works, Parks & Recreation in Henderson, Nevada. In this role, he oversees all Recreation Division operations including aquatics, outdoor recreation, city special events, youth and adult programming and recreation center operations. The position manages over 50 full-time supervisors and over 500 part-time staff. He also serves as the President of the Nevada Recreation and Park Society and sits on the Southern Nevada Children's Drowning Prevention Coalition Board of Directors. Blackmore has been in the recreation industry for 10 years working in both the public and private sectors, respectively. He has held certifications as a lifeguard-training instructor, CPR & First Aid instructor and AFO. Current certifications include Certified Pool Operator and Certified Parks and Recreation Professional. Previously he held the positions of Director of Water Resort Operations with CoCo Key Water Resorts and Assistant Aquatics Manager for Plainfield, Indiana Parks and Recreation. Blackmore received his master of arts degree in sports management from Indiana State University and holds a bachelor of science in recreation administration from Missouri Western State University. He currently serves on the WWA Public Sector Committee.

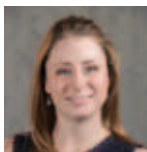


THOM BLAIR

Thom Blair is the Director of Sales at the Columbus Zoo and Aquarium and Zoombezi Bay. He started his career in 2006 as the non-corporate sales representative and has been in sales ever since. He was promoted three different times before becoming the director. Blair is a graduate from Bowling Green State University with a degree in marketing and communications. Blair was recently elected the president of the Delaware County Convention and Visitors Bureau. He has been in sales for over 12 years and resides in Powell, Ohio.



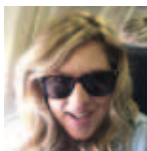
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KRISTEN BODMER

Kristen Bodmer is an Aquatics Coordinator for the City of Henderson Department of Public Works, Parks and Recreation Department in Nevada. She moved from Naperville, Illinois with her husband and three children in June of 2015 after accepting her position with the City of Henderson. She began her career

in aquatics as an Ellis lifeguard in the Chicagoland area. Her passion for public safety compelled her to get a bachelor's degree in community health education and a minor in sociology from Illinois State University. She received the award for "Community Health Educator of the Year" from the Society of Health and Physical Educators (formerly AAHPERD) in 2008. Bodmer currently serves on the WWA Public Sector Committee. She is a member of the Southern Nevada Child Drowning Prevention Coalition (SNCDPC), National Recreation & Park Association (NRPA), Nevada Recreation & Parks Society (NRPS) and the City of Henderson's Risk Management Committee. Bodmer is a major proponent of community outreach and health and safety in the workplace.



NICHOLE BOHNER

Nichole Bohner is Aquatics Program Manager for the City of Round Rock Parks and Recreation Department. Her current position has allowed a melding of her skillsets in both the aquatics and marketing fields. She currently oversees the newly remodeled Rock'N River Water Park, while also leading creative direc-

tion for the division's branding. She holds a bachelor of fine arts degree in graphic design from Bowling Green State University. As a freelance designer, she has worked on marketing accounts for multiple national corporate brands. After years working in the marketing field, Bohner was pulled back into aquatics where she holds her roots. In her aquatics life, Bohner's skills were honed while programming and supervising the pools, beaches and learn-to-swim programs for the cities of Bowling Green, Ohio, Incline Village, Nevada, the Tahoe Donner Association in Truckee, Calif., and most recently, with the City of Austin, Texas at Barton Springs Pool, a beloved and highly visited city landmark. She has served multiple pool and beachfront operations throughout the nation and holds a great passion for all things water and water safety related.



BOB BRADLEY

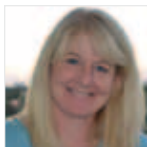
Bob Bradley is the owner of Aquatic Consulting & Educational Services (ACES), based in Raleigh, N.C. With more than three decades of experience as advisor on aquatic facility operation, recreation risk management and safety training, Bradley was instrumental in the development of what is now the National

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 NRPA's National Aquatic Branch and was the chairman of the national board of directors for the Aquatic Facility Operator program. 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

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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.



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. Brennan serves on the WWA Education Committee. She has nearly 30 years of experiencing in designing and implementing software systems that streamline processes and improve performance. Brennan is inspired by finding creative ways to solve problems.



MARY JANE BREWER

Mary Jane Brewer is a safety professional with over 20 years of experience specializing in waterpark and theme park operations. She has directly managed the safe operation of several municipal aquatic and recreation facilities, as well as several large private sector properties. Additionally, she has extensive safety and compliance leadership experience as a senior member of the corporate teams for two different multi-unit business operators. In her current role as Inspection Specialist for REI (Recreation Engineering, Inc), Brewer is responsible for waterpark and resort property safety inspections and audits. Additionally, in her role as VP of Operations for USTTC (US Technical Training Center), she is responsible for maintaining a website that offers continuing education opportunities for AIMS, NAARSO and California QSI certified inspectors. Brewer is active in many entertainment industry trade associations and safety forums. She is a member of NAARSO and AIMS, where she served as the secretary for the AIMS Education Advisory Board for three years and where she continues to teach safety courses at their annual Safety Seminar. She is a former member of the WWA Education Committee and is a member of the ASTM F24 committee. She holds a bachelor of science degree in recreation management and a master of science degree in community health and wellness, both from the University of Kansas, where she was a member of the collegiate varsity swim team.



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SCOTT BROWN

Scott Brown is an advertising and marketing professional with over 25 years of experience working with parks and attractions. As the COO of WDD We Do Digital, Brown has led online marketing projects in web design, search engine optimization, pay per click advertising and social media strategy. Brown

is a Certified Attractions Executive and is a sought-after speaker on a broad range of topics including social media strategies, website marketing and leadership.



CODY BUTCHER, CPRP, CPOI

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 14 indoor waterparks. Butcher held positions as Parks and Recreation Director for

City of Prosser, Wash., 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.



DIANE CHARNO

Diane Charno is the Director of Market & Client Strategy for Ascedia, a digital marketing agency based in Wisconsin. With more than 20 years of experience working alongside tourism clients, Charno has been instrumental in harnessing digital opportunities for these clients to grow their business in a shifting

landscape. She has led the development of award-winning integrated marketing campaigns, websites, mobile apps, digital campaigns and co-op programs. Ascedia has worked with all aspects of the tourism industry, including Schlitterbahn Waterparks & Resorts, WTI, Travel Wisconsin, Country Springs Hotel & Waterpark, Universal Orlando, Wisconsin State Fair, Clifton Hill Entertainment District and Wisconsin Dells Convention & Visitor Bureau.



LOU 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

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Beach was the winner of the WWA's 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." In 2011, the park 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's Board of Directors from 2011 until 2013. When not at work, he loves to be with his daughters, Taylor and Allie.



HALEY CONRAD, PE

Haley Conrad, PE, joined the WTI team in 2004 and helps to oversee the quality control and engineering initiatives at WTI. In her career, she has been responsible for coordinating, overseeing and managing projects from the concept design stage through construction. She has played a key role in a

wide range of new and renovation projects from therapy pools to large family aquatic centers and waterparks, both indoor and outdoor. She is an integral part of introducing innovative solutions in the industry. Her strong engineering knowledge of aquatic centers along with her engaging personality has been an asset to the WTI team.



BOB CORDIER

Bob Cordier started his amusement park career as an F&B cashier at Kings Island as a teenager and has been in the industry most of his life. His first waterpark experience was as a seasonal employee helping out a friend when The Beach Water Park opened in 1985. Other waterparks he has worked at

include Water Country USA, Mountain Creek and Wet 'n Wild Emerald Pointe, among others. In addition, he currently works as General Manager of Big Kahunas Water and Adventure Park in Destin, Fla. He holds a business degree from the University of Cincinnati and is also a CPO Instructor. His career path has taken a few twists along the way. Cordier was a licensed general contractor owning a company that built around 50 houses over the years, an EMT and a lifeguard instructor. He's even had a pest control applicator's license. He says it has been an interesting life so far.



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. Currie received the Executive Board Award in 2011 from the WWA's Board of Directors.

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PATRICIA DALY

Patricia Daly is currently a Recreation Supervisor for Mecklenburg County Park and Recreation at Marion Diehl Recreation Center in Charlotte, N.C. During her three decades in aquatics, she has worked closely with the local American Red Cross Chapter as an Instructor and Instructor Trainer, providing support to other aquatic providers in the region. Throughout her career, she has been able to develop learn-to-swim programs and build them into significant revenue producers. Daly also oversaw a multi-million dollar expansion as an aquatics director and the subsequent operations of an aquatic complex including waterpark components in 2003. Currently at Marion Diehl, Daly's focus is more on senior and special needs programming. Daly's previous experience with renovation is an asset since she is now at an older facility, which saw significant renovation in 2012. Dedicated to aquatic safety and education, Daly often is called to train, counsel or remediate instructors with the American Red Cross to ensure standards are met; she serves on the Carolina Committee for Compliance in that capacity. Daly continues to serve aquatics in general by being a certified high school and U.S. swimming official and contributing to the Hornet's Nest Swim League as secretary and treasurer. Current and past certifications include: YMCA Lifeguarding in Instructor and Instructor Trainer, AEA fitness instructor and CPO. Daly serves on the WWA Public Sector Committee.



AARON DAVIS

Aaron Davis was born and raised in Lincoln, Nebraska and from the age of 8, he was helping his Dad work in the evenings as a janitor in two of his towns most prominent businesses. He learned the importance of having a champion attitude no matter what your role or title. Through mopping floors, cleaning bathrooms and emptying out hundreds of trash cans nightly, he learned that it's not WHAT you do rather it's HOW you do it. Davis doesn't just believe in just making his audiences "feel" better; rather he seeks to encourage and help them "do" better both professionally and personally by stressing the importance of a champion attitude! Davis isn't just another speaker "telling" others how to be successful but he's the trenches daily in his own firm Aaron Davis Presentations consulting and coaching and he is a partner in two other companies in the software industry. He has also spent time in both high school and in higher education markets. No matter if it's in sales, leadership, teamwork or customer service, corporate America or in the education sector, a champion attitude is a must! Davis' speaking & consulting company Aaron Davis Presentations, Inc. received the Chamber of Commerce "Outstanding Minority Owned Business" award and Toastmasters International awarded him the "Communication & Leadership Award." The "Lincoln Business Journal" also awarded him as one of Lincoln's 40 under 40 business achievement awards; and he's also received the key to the city of Lincoln by former Lincoln Mayor Colleen Seng. Davis authored three books and co-authored two others that are changing the lives of thousands. He resides in Nebraska with his wife Brooke and his two sons, Aden & Keenon, and daughter, Niya.

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GEORGE DEINES

George Deines is a Project Manager for Counsilman-Hunsaker in Garland, Texas, 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 Dallas Theological Seminary and is an Ellis & Associates Lifeguard Instructor Trainer. He is president of the North Texas Aquatics Association and was the recipient of the WWA Board of Director's Kelly Ogle Memorial Safety Award in 2012. Deines currently serves as Chair of the WWA Safety Committee.



MARIA DENISON

Maria Denison serves as the Marketing Manager in Parks and Recreation for the City of Denton and Water Works Park. She is responsible for online and offline marketing and promotions, brand development and in-house graphic design. Her work in

parks and recreation and the waterpark industry has received many industry awards including WWA Wave Review awards, and 20 Davey and Communicator Awards for TV commercials, print publications, park signage, logo design, apparel and web site design. She graduated as a letterman from Texas A&M University and has been working for over 25 years in municipalities, YMCAs and corporate health and fitness facilities. She is married with two kids and uses her quest for creative inspiration to "drag" her family to Disney World every year.



TOM DEVIN, MBA, BE, CENG, MIEI, A.CIMSPA

Tom Devin is the Managing Director of Devin Consulting Limited. Devin has completed over two hundred water engineering projects working alongside some of the world's leading architects, engineers and project management teams. The

practice portfolio is varied and includes: London Aquatic Centre for 2012 Olympics, Dubai Aquatic Centre, Coventry Waterpark, Butlins Bognor Regis, Lee Valley White Water Centre, Bvlgari Knightsbridge Hotel, Thermae Bath Spa, Manchester City Football Academy, Plymouth Life Centre, Streatham Ice and Leisure Centre and University College Dublin Leisure and Sports complex. Devin is Technical Advisor to the UK Pool Water Treatment Advisory Group (PWTAG), has had several papers published on pool water treatment in the ISRM, IAKS (international) and Leisure Management journals and has presented at conferences for RSPH, ILAM, Interbad and ASA.



ERIC DOMBROWSKI, CPRE

Eric Dombrowski, CPRE, is the Waterpark Manager for the City of Palmdale Department of Recreation Culture's DryTown Water Park in Palmdale, California. He has worked for 24 years in municipal parks and recreation programs and service delivery. His education includes a master of public



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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, 2011 and 2014. Dombrowski serves as the Chair of the WWA Public Sector Committee.



MIKE DONNELLY

Mike Donnelly is a recognized expert, keynote speaker, facilitator and consultant in the principle of building successful corporate cultures; focusing on selection, new hire orientation, training and customer experience. For over 15 years, Donnelly gained practical customer facing and leadership experience

at The Walt Disney Company and Papa John's International. He began his Disney career as a skipper on the world-famous Jungle Cruise in the Magic Kingdom at the Walt Disney World Resort before embarking on the Disney Management Development Program. There, he learned and put into practice the Disney approach to people management and quality service. Donnelly served in a variety of leadership roles at Walt Disney World, including food and beverage operations management, the WDW Casting Center (hiring thousands of cast members for various roles throughout the resort), guest relations and facilitating company orientation for newly hired cast members. During his tenure with Papa John's, Donnelly worked with Founder and CEO John Schnatter to design and implement programs that communicated the culture of a company growing at the rate of 40 percent per year. As the Director of Culture, he designed the cultural standards, redesigned the selection and hiring process and developed new employee orientation while the company experienced their initial public offering and international expansion. Donnelly's success in affecting both corporate and franchise stores and his ground-breaking work in supporting and leading the organization through its growth earned him the prestigious President's Award, presented by John Schnatter. Through his experience creating and presenting behavior-based content, as well as facilitating business development programs, his expertise is highly sought after. He now uses this extensive experience to help organizations build high performing service cultures. His number one client for several years remains Disney Institute where he is a contracted facilitator of Disney development for organizations throughout North America.



JAMES F. DUNN

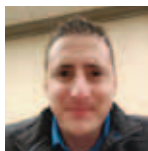
As vice president of design and construction for Aquatic Development Group, James F. Dunn's responsibilities include conceptual design development, contract administration and project management of waterpark, aquatic center and specialty feature projects. He is involved in the design/build

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

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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.



BLAKE FORD

Blake Ford is currently the Director of Aquatics for Great Wolf Lodge-New England. Prior to this, Ford was the Waterpark General Manager for the Water Park of America in Bloomington, Minn. Previously, Ford 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. He 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. He is the Chair of the WWA 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.



GAYLEE W. GILLIM, ESQUIRE

Gaylee W. Gillim, Esquire, is general counsel and an owner of Kentucky Kingdom, LLLP, which reopened Kentucky Kingdom and Hurricane Bay in 2014. Gillim was also general counsel and an owner of Kentucky Kingdom-The Thrill Park from 1990 until its sale to Premier Parks Inc in 1997. Prior to her involve-

ment with Kentucky Kingdom, LLLP, Gillim was general counsel and an owner of Magic Springs Development Co., L.L.C., which opened Magic Springs & Crystal Falls in Hot Springs, Arkansas in 2000. After eight seasons, Magic Springs was sold to PARC Management in July, 2008. Gillim graduated from Duke University in 1975 (B.A. summa cum laude) and earned a J.D. from St. John's University in 1978. She is admitted to practice in both New York and Kentucky. Gillim has been a member of the International Amusement and Leisure Defense Association's (IALDA) Board of Directors since 1995 and currently serves as Secretary of the organization. Gillim served two terms on the WWA's Board of Directors.



MARC GRAN

Marc Gran has an extensive history in the group sales area of the theme/waterpark business. He started his career as a Sales Representative for Six Flags Great America and won many national awards for his achievements. As a General Sales Manager, Gran was responsible for all aspects of the Group

Sales Department and over \$30 million in revenues. In 2004, Gran moved to Atlanta, Georgia to become the Marketing Manager for Six Flags White Water. There he was responsible for all aspects of marketing including group sales, promotions and public relations. From there, Gran took on the role of Sponsorship Director for Six Flags Atlanta properties



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selling the Six Flags Media Network programs to potential advertisers and partners. Gran's next step was to National Director of Sales for PARC Management, operator of 8 theme/waterparks throughout the country. He led the teams through training and their strategic direction. In February 2012, he decided to take his skills and experience to the sales training and consulting world where he facilitates a 3-day sales training course for the theme/waterpark industry that includes classroom learning, activities, role-playing practice and evaluation. Some of his clients include Premier Parks, Herschend Family Entertainment and Cedar Fair. From there he was hired full time by Herschend Family Entertainment to manage the Group Sales Department at Stone Mountain Park in Atlanta and continue to train and develop the sales team at all their properties. In 2014, he was hired by Cedar Fair as the Corporate Sales Trainer and Manager of Group Sales and Events for Carowinds Theme Park & Carolina Harbor Waterpark in Charlotte, N.C., where he currently resides with his family.



SANDRA GREINER

Currently Sun Splash Family Waterpark's General Manager, Sandra (or Sandie, as her colleagues know her) Greiner was hired by the City of Cape Coral, owner of Sun Splash, to utilize her prior banking, management and finance knowledge to bring the park alive, make money and bring good publicity to the City of Cape Coral. In her first year, she increased revenue by 34 percent and decreased expenses by 9 percent. By her third year, the waterpark was profitable, posting the best numbers since the park was opened in 1992. Sun Splash's main building was lost in a fire on July 7, 2016. She will be able to rebuild the kind of gift shop, café and guest relations areas to better serve her guests. Her goal is to always give the guest an "added value" experience so they keep coming back year after year.



BILLY HAMILTON

Billy Hamilton has more than 40 years of experience in the swimming pool industry with 36 of those years spent as Water Quality Manager at Wet 'n Wild in Orlando, Fla. Hamilton is currently Water Quality Supervisor for Universal's Volcano Bay waterpark project. During his time with Wet 'n Wild, Hamilton has been responsible for all pools and water, including a lake and played a major role in the development and design of new rides. Hamilton has been called upon frequently during his years at Wet 'n Wild and Universal 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 33 years to Cerinda, has one grown daughter and resides in central Florida. Hamilton serves as a member of the WWA Board of Directors.

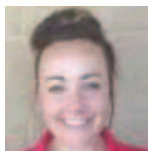
SPEAKERS



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. Handler's achievements include: best in marketing commercials, radio ads, print media and promotional events from the WWA and winner of the 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 what is now the WWA University: In-Park Revenue School for the past three years.



CARRIE HAWES

Carrie Hawes is an Assistant Aquatic Coordinator at the City of Henderson with the Public Works, Parks & Recreation Department in Henderson, Nevada. Hawes is pursuing a sociology degree while working as the Water Safety Outreach Coordinator for City of Henderson. Hawes is a member of the Southern

Nevada Child Drowning Prevention Coalition, Nevada Recreation & Park Society and has been the organizer for the section's water safety committee. Hawes has over 6 years of experience in providing quality aquatic opportunities in the public sector.



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.



SPEAKERS



SCOTT HEKE

Scott Heke is the President of WhiteWater's service department, working hard to ensure every WhiteWater client has the support they need to run their business successfully. His in-depth understanding of waterpark maintenance comes from a hands-on background and 20 years of industry experience.

Heke joined WhiteWater in 1996 and helped develop the groundbreaking AquaPlay play structures, supporting the company's launch into the interactive play system market. In 2002, Heke became the Steel Fabrication Manager, procuring all steel fabrication related materials, hiring of all steel fabrication employees and ensuring all steel manufactured product conformed to CWB standards. He was instrumental in the installation of thousands of WhiteWater's products around the world. He also led the implementation of the steel fabrication apprenticeship program through ITA. In 2005, Heke recognized the need for WhiteWater to provide its customers with ongoing services and replacement parts and eventually the department evolved into what is now the After Sales & Service team, where he oversees the day to day operations. Heke and his team have retrofitted and revamped tired looking play structures and waterslides for waterparks all over the United States. They've added interactive features to a play structure at Kalahari Resorts in Ohio, recaulked slide joints at Dorney Park & Wildwater Kingdom in Pennsylvania and resurfaced a waterslide at Nickelodeon Suites Resort in Florida, to name only a few.



MELISSA HEROLD

Melissa "Missy" 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 Mosinee Area Chamber of Commerce, is President of the South Area Business Association and is the President of the Central Wisconsin Innkeepers Association. She graduated from University of Wisconsin-Stevens Point with a B.A. in English in 2006. Herold currently serves as Vice Chair for the WWA Waterpark Resort Committee.



SCOTT W. HESTER, PE

Scott W. Hester, PE, President of Counsilman-Hunsaker, is responsible for leading the daily operations of the Counsilman-Hunsaker team. Hester provides his comprehensive industry experiences in all aspects of Counsilman-Hunsaker including business development, design and engineering, quality control

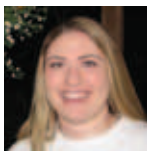
and facility operations and services. Hester is known as a high-integrity, energetic leader having a diverse portfolio of experience in aquatic facilities spanning all market sectors. As a licensed professional engineer in 30 states, he provides leadership and support in developing schematic and design development drawings; completing construction documents and technical specifications; assisting project bidding, construction administration and owner start-up operation phases. In addition, Hester has led industry research regarding industry trends and technical design.

SPEAKERS



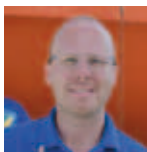
CLINT HILL

Clint Hill is currently the President of Hawaiian Falls. Hawaiian Falls currently owns and operates six waterparks, two adventure parks and two event centers in Texas. Hill has been in the waterpark industry for 12 years. He currently oversees 2,000+ employees annually and over 1 million guests. Hill currently holds several certifications within the waterpark industry and has had experience with NASCO and Ellis & Associates. Prior to joining the waterpark industry, Hill was a firefighter in North Texas. He also served in New Orleans during Hurricane Katrina as part of the rescue effort with FEMA.



JENNIFER HILL, CPRP

Jennifer Hill, CPRP, began her career in aquatics at 16 as a lifeguard, swim instructor and swim team coach at a YMCA. She quickly became a YMCA lifeguard instructor and then an American Red Cross Instructor and then an Ellis & Associates Instructor. Hill received her bachelor's in recreation management degree from The University of Nebraska Omaha. She has worked for cities, YMCA's and publicly traded companies. She enjoyed her time helping open and run properties for CoCo Key Water Resorts and Great Wolf Lodge. Hill is certified as a CPO Instructor, Ellis & Associates Lifeguard Instructor, American Red Cross Lifeguard Instructor Trainer and CPRP. She is a member of NTAA, WWA, TRAPS, NRPA as well as a member of the WWA Safety Committee. Currently, she works as the Aquatic Supervisor for the McKinney Parks & Recreation in McKinney, Texas.



ED HODGDON

Ed Hodgdon has been employed at Funtown Splashtown USA continuously since 2001, and seasonally since 1998. He got his start in the business at age 16, selling individual ride tickets and all-day bracelets at the park. He held many seasonal front-line and supervisory positions until in 2001 when he was promoted to a Group Sales Assistant. Since that time, he has worked extensively on the park's marketing campaigns, handled press relations, on top of working in group and corporate sales. In 2006, Hodgdon was appointed to the Board of Directors of the New England Association of Amusement Parks and Attractions. He has served on many committees, and in 2011, was appointed to the position of Association Secretary, effectively handling day-to-day operations for the nation's oldest attractions association.



MICHAEL HOLTZMAN

Michael Holtzman received his B.S. in restaurant management from California Polytechnic University in Pomona, California, and now has over 37 years of restaurant industry experience. Holtzman is President of Profitable Food Facilities, a company specializing in captive market restaurant locations including hotels, golf resorts, private clubs, theme parks, ski resorts, aquatic centers, wellness centers and day spas. His focus has been on improving the sales, quality and profitability of food service operations.



SPEAKERS

Holtzman is a hands-on operator with experience in all aspects of food service. Because of his vast experience in the industry, Holtzman can produce a custom kitchen design that provides optimal efficiency for any type of facility. Additionally, PFF provides consulting services to assess the profitability in all areas of food and beverage operations, provides recommendations and assists in the implementation of the new plan. With overwhelmingly successful results, Holtzman has worked with more than 450 facilities in 48 states, Canada, England, Asia and the Middle East. In addition to running PFF, Holtzman is an accomplished and very popular guest speaker. Over the past 25 years, he has been asked to speak at over 265 regional and national conferences including the PGA of America (PGA), The Club Managers Association (CMAA), the National Golf Course Owners Association (NGCOA), the National Ski Areas Association (NSAA), the World Waterpark Association (WWA), the Athletic Business Conference, the International Health Racquet & Sports Association (IHRSA), the Canadian Society of Club Managers (CSCM), the National Recreation and Park Association (NRPA), California Parks Recreational Society (CPRS), the Asian Golf Conference (APGS) and the National Indian Gaming Association.



RON HOOD

Ron Hood has been a Cast Member with the Walt Disney World Company for 18 years. After a 22 year career in the United States Army, Hood retired and began his second career at Walt Disney World as a lifeguard at Disney's Typhoon Lagoon Water Park. He has held roles of increasing responsibility through-

out resorts and waterparks & miniature golf, including a temporary assignment opening the recreation areas of Aulani, A Disney Resort & Spa located in Hawaii. His other key roles were as the Operations Manager of Disney's Typhoon Lagoon Water Park, Operations Manager of Disney's Blizzard Beach Water Park and Operations Manager for Disney's Miniature Golf. His current role is the Senior Duty and Project Manager for Disney's Water Parks, Miniature Golf. In this role, he leads a team of Duty Managers that are responsible for daily operations in both of Disney's world class waterparks and the development and implementation of safety, security and emergency operations plans. Hood is also responsible for all projects going on within Disney waterparks. Hood serves on the WWA Safety Committee.



LEE HOVIS

Lee Hovis is the Director of Recreation and Operation for the Tolomato Community Development District. He is responsible for the operation of all Nocatee amenities and programs including a civic center, fitness center, waterpark, competitive swim club, multiple pools and parks as well as the community's

cable television station and informational radio station. 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 serves 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

SPEAKERS



with Adventure Landing, Roaring Springs Waterpark, Water Country USA, Emerald Pointe Waterpark and Summer Waves Waterpark. WWA inducted Hovis into its Hall of Fame in 2011. When not working on waterpark issues, Hovis enjoys watching football and spending time with his family.



LISA IBARRA

Lisa Ibarra is the General Manager at Splashtown in San Antonio, Texas. Ibarra started working at Splashtown when she was 16 years old as a cashier in the revenue department. Working her way through every position except lifeguard, she accepted the position of General Manager. Ibarra

holds a B.A. in business management from Austin College. She has three children, two of whom have joined the Splashtown team. Ibarra's mission as General Manager is to ensure all park guests leave with great memories of a fun visit, safe park and courteous staff. Ibarra and her team have received numerous acknowledgements from the local community through its "Splashtown Gives Back" initiative and involvement with special needs groups.



JEFFREY W. JOHNSON, ESQUIRE

Jeffrey W. Johnson, Esquire, is the founder of the Johnson Law Group. Johnson is rated AV by Martindale and has extensive litigation and jury trial experience in the areas of general tort liability and commercial litigation matters. He has been defending wrongful death, personal injury, premises

liability and product liability for the retail and amusement industry since 1987. Johnson is admitted to practice before the Florida Bar. He is the Secretary Treasurer for the Florida Defense Lawyers Association (FDLA), a member of the Defense Research Institute (DRI), Council for Litigation Management (CLM) and member of the Board of Directors of the International Amusement & Leisure Defense Association (IALDA). He has spoken at meetings and conferences throughout the United States. He received his bachelor's of arts degree from Tulane University and his Juris Doctorate degree from the University of Miami School of Law. He is admitted to practice in all trial and appellate courts in the state of Florida, as well as the U.S. District Court (Southern and Middle Districts of Florida.)



MICHELLE KEENEY

Michelle Keeney has a 22 year history in the group sales area of the theme/waterpark business. After graduating from college in 1993, she began her career as the Marketing Intern for one season before moving into the Group Sales Coordinator position for White Water Bay and Frontier City in

Oklahoma City. After two years, she was promoted into an Outside Sales Representative position for the parks. She spent seven years successfully selling the parks, achieving her quotas consistently and was recognized as Sales Rep of the Year both locally and on the national level with Six Flags for her achievements. Keeney was named General Sales Manager in 2002, where she was responsible for all aspects of group sales for both White Water Bay and Frontier City. Since that time,



SPEAKERS

her department has contributed over \$33 million in ticket revenue alone and on average contributes to 35 percent of attendance annually at the theme park and 15 percent annually at the waterpark. In 2012, Premier Parks, LLC named Keeney Director of Sales for the two parks as well as began utilizing her as a corporate sales trainer for their 12 properties. Keeney has assisted with the transitioning of the sales departments at their Wet'n'Wild parks in Palm Springs and Hawaii, as well as personally making visits to train sales representatives for other parks they operate.



RHONDA KHABIR

Rhonda Khabir brings more than 20 years of experience working in the hospitality industry to her role as Corporate Director of Sales at Great Wolf Resorts, Inc. She oversees the marketing effort and sales teams for 14 Great Wolf Lodge locations across North America, focusing on group, meeting and conference sales.

Each day, she has the unique and exciting challenge to bring corporate and business groups to Great Wolf Resorts, a brand that is widely known and recognized as a leisure hotel company. Khabir plays a significant role in driving group and meetings sales that move market share and increase company revenues. Khabir spent 10 years with Starwood Resorts in Michigan before joining Great Wolf Resorts as the Director of Sales at the Great Wolf Lodge in Traverse City. She then took on the role of interim General Manager before transitioning to the corporate office where she has since played a major role in developing the company's group sales strategy, training and talent acquisition plans. Originally from Michigan, Khabir is also a pilot, an avid snowboarder and loves to travel. She resides in Chicago when she's not at home—up in the air.



JESSICA KING

As the Director of Operations at Raging Waters, San Jose, Jessica King's current occupation allows her to be part of an incredibly dynamic and innovative industry. Her career began much like it has for many others; it was a fun summer job that evolved into something more significant. Graduating from

USC in 2005, King earned degrees in both biochemistry and neuroscience and planned to become a physician, all the while maintaining employment as a lifeguard at Raging Waters, San Dimas. Several career paths and 15 years later, King finds that her ambition is looking for new ways to streamline safety, training and the guest experience for all the properties she is lucky enough to be involved in. King feels that properly educating and demonstrating passion to her employees will not only empower them to do their jobs more efficiently and effectively, but can also inspire her team members to be even better, uncovering potential innovation that will continue to elevate our incredible industry. King's favorite part about the waterpark industry is that going to work rarely feels like "work;" no two days are identical and she cannot think of anything better than being in the business of fun. King feels like she has found her niche and hopes to inspire passion and creativity to those she is fortunate enough to encounter along the way. King currently serves on the WWA Education Committee.

SPEAKERS



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 70,000-square-foot Bettenhausen Recreation Center and White Water Canyon, the 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 their 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 Institute and last year the staff was presented with the Executive Director's 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. Komar currently serves as the Secretary for the WWA Public Sector Committee.



MARGAUX KRANE

Born and raised in Baltimore, Maryland, Margaux Krane found herself in New Orleans by way of New York City. As the Director of Social Media at FSC Interactive, Krane works with the brilliant minds in the social media department to ensure that all accounts stay cutting edge by incorporating the

latest industry updates and innovations. Her primary role is to provide guidance, structure and accountability to her team, and her efforts have resulted in a benchmark-defying Twitter partnership and award-winning surprise and delight and social media campaigns. Krane earned her bachelor's degree in art history and archaeology from the University of Maryland. Awarded "Ad Person of the Year in Social Media" from the Advertising Club of New Orleans, Krane lends her time to the Young Leadership Council in support of the Communications Committee, and helps build awareness of the mission of the Tipitina's Foundation as a volunteer. When she's not working, Krane loves keeping up with digital trends and emerging tech, pop culture and a good Sazerac cocktail.



SUSAN KRUIZINGA

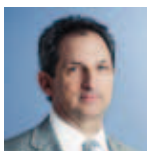
Susan Kruizinga is a veteran executive of the marketing, sports and entertainment industries having spent the past six years working for Hawaiian Falls Waterparks, which included the start-up of three new waterparks in Dallas, Waco and Austin, Texas. She currently works for Typhoon Texas Waterpark,

a new private waterpark that opened in May. Prior to her waterpark experience, Kruizinga was with K1 International Sports Marketing & Events based in Arlington, Texas where, as Vice-President, she directed the day to day efforts for all marketing, event management and tour management contracts for multi-sport events. Prior to leading K1



SPEAKERS

Events, Kruizinga founded and built the London Sports Council in London, Ontario, Canada and served as its Executive Director. Through coordination with The City of London as well as the Chamber and CVB, Kruizinga developed backing for an initiative to increase the presence of sports and sport events at all levels of play to better serve the community and create additional economic impact for the city. Some of her projects included: development of the London Sports Hall of Fame and Annual Dinner, securing Ontario Winter and Summer Games and creation of a Kids Sport Program. Kruizinga is a graduate of The University of Waterloo in Waterloo, Ontario, Canada where she received an honors B.A. in recreation.



DAVID M. KUPFER, ESQUIRE

David M. Kupfer, Esquire, is a member of Carroll, McNulty & Kull LLC, a 100 lawyer firm with offices in New York, New Jersey, Philadelphia, Chicago and Austin, Texas (www.cmk.com). Kupfer has over 30 years of experience in trial and litigation practice, arbitrations and mediations in state and federal courts

all over the country. Among his several practice areas, Kupfer advises activity parks, amusement operators, recreational facilities and fitness clubs on liability exposures and represents them in personal injury, administrative and regulatory matters.



JASON LAKE

Jason Lake is the Superintendent of Point Mallard Park and his responsibilities include overseeing the waterpark, campground ice complex and golf course. He has been in the waterpark industry for 20 years. Lake received his MBA from the University of North Alabama after earning his B.A. in business administration from Athens State University.



CHRIS LANDGRAVE

Chris Landgrave is the Executive Director for the Lake County Parks and Recreation department in Lake Co. Indiana. Prior to assuming his current position, Landgrave was Superintendent of Business Development for the Lake County Parks & Recreation Department for two years, 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 the WWA 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. He also received the Board's Al Turner Memorial Commitment to Excellence Award in 2015.



JUDITH LEBLEIN JOSEPHS, CPRA, RA

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

SPEAKERS



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. She was recruited by the City of Summit, N.J. in 2007 to serve as their Director of Community Programs. No stranger to Summit, she had a role on the design team for their 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. Her novel approach to marketing has won her numerous state, national and international awards. Leblein Josephs has repeatedly won the "Speaker of the Year" distinction from the World Waterpark Association and was inducted into the WWA Hall of Fame in 2003. She served as Toastmaster for the WWA's Opening General Session for numerous years. 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 the WWA Education Committee.



BILL LENTZ

Bill Lentz is the Vice President of Water Parks for Palace Entertainment. Lentz is responsible for nine waterparks across the country, including parks in California, Wisconsin, North Carolina, Pennsylvania, New Hampshire and New York. He spent his early career in retail at sports facilities, concerts and

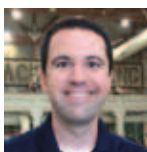
tour merchandising. This included merchandising for the Harlem Globetrotters domestically and worldwide. Lentz started in the amusement business in 1989 in retail at Knott's Berry Farm, Calif. Lentz was promoted several times at Knott's, and in 1998 became the Director of Merchandise. In this role, he was responsible for \$35 million in revenue and managed 1,000 employees in retail, games, Ghost Town operations and the retail warehouse. This role also included multiple trips overseas to Taiwan and China for product development and procurement. In 2005, Lentz was promoted to serve as the General Manager of Knott's Soak City, Palm Springs, Calif., setting revenue and profitability records during his time there. Lentz also served as the GM of California's Great America in Santa Clara, Calif., before moving to Palace in 2013. In his roles as GM and his current role with Palace, he has managed or helped oversee numerous new attraction or facility projects, including three new rides in 2015. Lentz graduated from California State University, Fullerton, with a bachelor's degree in business administration. Lentz is CPO certified, and serves on the Advisory Board for Ellis & Associates. Lentz has been married over 33 years to his wife, Karen. They have three children and two grandchildren.

SPEAKERS



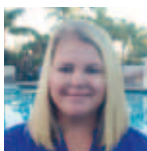
TREVOR LEONARD

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.



NICHOLAS LICASTRO

Nicholas Licastro currently serves as the Director of Aquatics at Great Wolf Lodge in Charlotte/Concord, N.C. His past experience includes various leadership roles at two large outdoor waterparks and a pool management company. An Instructor-Trainer for Ellis & Associates and a CPO, Licastro earned his undergraduate degree from Miami University in Oxford, Ohio, and his MBA from Xavier University in Cincinnati, Ohio. He is a proud husband, dog owner and father of two.



NATALIE LIVINGSTON, CPRP

Natalie Livingston, CPRP, is currently the General Manager of The Wave Waterpark in Vista, Calif. As an 18 year veteran in the aquatics industry, she 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 the WWA Education Committee.



WESS LONG

As Director of Operations for Innovative Attraction Management, Wess Long works closely with waterparks, resorts and aquatic facilities all over the world to provide risk prevention training and operational expertise with particular focus in aquatics, maintenance, construction, human resources, revenue management and IT. Over the past 20 years, Long has worked at a number of the world's 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. Additionally, Long has trained thousands of lifeguards and other operational personnel since 1998 in emergency prevention and response. Long is an Instructor-Trainer for the IAM StarGuard Elite lifeguard program. He also serves as Secretary for the WWA Safety Committee.

SPEAKERS



JASON MARTIN

Jason Martin began his career in the aquatics industry in 2012 with Hawaiian Falls where he first started as a Front Gate Supervisor. From there he moved on to become an Operations Manager, General Manager and now Regional Director. Martin currently oversees the Hawaiian Falls Mansfield, Waco and Pflugerville parks in Texas. Before getting into the aquatics industry, Martin served in the U.S. Army for 6 years as a medic then went on to the University of North Texas where he graduated with a bachelor's degree in recreation.



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's Board of Directors. Mateer currently serves as the Vice Chair for the WWA Education Committee.



COLLIN MCGEE

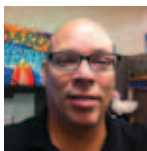
Collin McGee currently works as the Aquatics Coordinator in Parks and Recreation for the City of Henderson at the Henderson Multigenerational Aquatic Complex. He began as a lifeguard in 2010 working in various positions within the Aquatics Division. McGee found his passion in working with the public and training and developing staff members. He eventually chose to pursue a bachelor's degree in public administration. Training and recruitment are McGee's core focus, and he often develops trainings in various areas such as teamwork, communication and leadership. McGee seeks to develop sincere relationships with his team, as he feels that is the key to success.



AMANDA MCCLENDON

Amanda McClendon is the Food and Beverage Director at Gulf Islands Waterpark. Ten years ago McClendon started as a Guest Services Representative and has held many positions of responsibility including Cashier Supervisor and Guest Services Manager before advancing to Food and Beverage Director. She graduated from Mississippi State University in 2015 with a degree in elementary education.

SPEAKERS



DAVID MITCHELL, CPP

With 24 years in purchasing and six years in the theme park/waterpark industry, David Mitchell, CPP, has assisted those requiring retail information involving increasing revenues, merchandising stores and training personnel. He has written articles for industry-wide publications including the WWA and "Souvenir Gifts/Novelty Magazine." In addition to receiving a Best Speaker Award from the World Waterpark Association in 2012, Mitchell is a Certified Purchasing Professional (CPP) who drives productivity while maintaining all safety rules and regulations.



STEVE MUELLER

As a 30 veteran of the waterpark and institutional pool industry, Steve Mueller has held senior sales and technical service roles for some of the aquatics industry's most recognizable equipment providers, such as Stranco, US Filter, Paddock Pool Equipment, Neptune-Benson and Maytronics/Poseidon Technologies.

Experienced in water treatment, water chemistry, chemical control, filtration and recirculation, Mueller is a leading advocate of continued education and has taught water quality technology to operators in all segments of the industry throughout his career. During this time, Mueller has focused on enhancing an operator's ability to maintain sparkling, healthy water through the application of solid scientific principles and the implementation of new technological breakthroughs.



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.



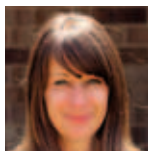
LARRY NEWELL, ED.D, NRP, CCP

Dr. Larry Newell, ED.D, NRP, CCP, is Vice President and Medical Director for Jeff Ellis & Associates, International Aquatic Risk Management Consultants. He is also the Chief Operating Officer for Emergency Training Resources, LLC, specializing in community training, risk management and litigation consulting services

nationwide. Prior to his current positions, Newell served as Executive Vice President of Jones and Bartlett Learning; National Executive Director for the Emergency Care & Safety Institute (ECSI); Director of Program Development for the American Red Cross, NHQ.; and Director of Undergraduate Physical Education at Baylor University. In his positions then and now, he has been responsible for the development and delivery of national education, certification and licensure programs impacting millions of people annually.

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Newell holds a college teaching appointment as Adjunct Professor in Medical Technologies at Northern Virginia Community College. He has authored more than 100 articles, texts, instructor training manuals, DVDs and e-learning national training programs, and speaks regularly at many state and national safety and health-related conferences. He also serves on several board of industry advisory groups for financial institutions/equity companies, insurance companies and national organizations. Newell holds a bachelor of science degree from the University of Pittsburgh, a master's degree from Baylor University and doctoral degree from Texas A&M University. He has also been certified for 25 years as a national registry paramedic and critical care paramedic. He is married with four children and resides in Ashburn, Virginia.



AMANDA NICHOLS, CPRP

Amanda Nichols, CPRP, is an Aquatic Supervisor at Woodbridge Park District's Cypress Cove Water Park, and has been involved in the public sector for 22 years. She started in the industry as a lifeguard and swim instructor; and after receiving her degree in recreation park administration and commercial tourism,

she has overseen the popular community waterpark, Cypress Cove, for the past 12 years. Nichols is also a lifeguard Instructor-Trainer, certified Aquatic Facility Operator and Certified Parks and Recreation Professional (CPRP.)



GLENN A. O'CONNOR, OALA, FCSLA, ASLA

Glenn' A. O'Connor's, OALA, FCSLA, ASLA, impressive career, more than 30 years in landscape architecture, has brought him to the role of directing FORREC's waterpark sector, a global entertainment design company. It's a job he's thrilled to have since he now gets to travel with water shoes and swim

shorts instead of business suits. At FORREC, O'Connor is the senior director of waterparks. He quarterbacks a team of landscape architects and other professionals on projects, from competition through entire schematic design and construction. His focus is on creating waterparks where fun happens, people want to stay longer and come back more often. After completing his landscape architecture degree at the University of Toronto (1981), O'Connor learned his craft under the expert direction of Michael Hough, founder of the University of Toronto architecture program. O'Connor opened his own firm in 1984 and spent 30 years honing his craft. He led large scale projects, studies, master plans, built works, institutional campus projects, recreation and community projects and healthcare projects. Over his career, he has accomplished more than 1,300 planned and built projects, and won more than 21 awards. He became a CSLA Fellow in 2015. O'Connor has a passion for the outdoors and is an avid skier and cyclist.



TIM O'DONNELL

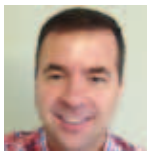
Tim O'Donnell is the program manager for the WWA Insurance Program by Haas & Wilkerson Insurance. A graduate of the University of Kansas, O'Donnell joined Haas & Wilkerson in 2008. In 2012, he was tasked with leading the sales efforts of the WWA Insurance Program. Launched by the

WWA in 2009, this program has brought industry leading coverage



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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.



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 the WWA Marketing & Communications Committee.



GEORGE PANTON

George Pantan 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. Pantan's introduction to the aquatics industry began with a position as Beach Lifeguard for

Brevard County Ocean Rescue in 2003 which continued for five summers. This experience included the first responder course and USLA open water lifeguard training. During his college years, Pantan 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, Pantan 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 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 week-long 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.



ANTHONY "TJ" POLLACK

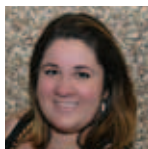
Anthony "TJ" Pollack is the Director of Aquatics for KeyLime Cove Water Resort's Lost Paradise Waterpark. He has worked for over 13 years in the aquatics industry for both the public and private sectors. He graduated with a bachelor's degree in business administration and holds certifications

as an Aquatic Facility Operator, SAI Lifeguard Instructor and SAI Swim

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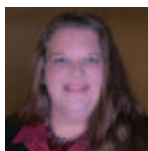
Instructor. He has worked with three major aquatics risk management companies and has been in hotel waterparks since 2007. He contributes to organizations in aquatics and hospitality and is the Secretary for the WWA Waterpark Resort Committee.



MARISOL RAMIREZ

As the Sales & Marketing Manager, Marisol Ramirez is responsible for the social media campaign for Hurricane Alley, while assisting in brand development, public relations and promotions, as well as organizing all catering, groups and specials events.

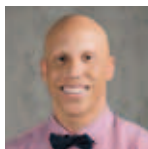
During her tenure at the park, Hurricane Alley Waterpark has received WWA Wave Review awards for Best Social Media Campaign for her engaging use of Snapchat in the teen demographic. Ramirez's concept of social media is for each platform to be tailored to its unique demographic and have a specific voice for the platform. Ramirez began her work in the marketing industry volunteering as a spokesperson and campaign developer for non-profits focused on environmental issues and animal rights. She continues to dedicate her time as a Critical Care Team volunteer with the Texas Marine Mammal Stranding Network and to her community by serving as the Marketing Chair for the Young Business Professionals of the Coastal Bend. Ramirez serves on the WWA Marketing & Communications Committee.



COURTNEY RAYBURN

Courtney Rayburn began her career in the amusement industry in 1999 at Six Flags Astroworld & Waterworld in Houston, Texas. It didn't take long for her to fall in love with the idea of "selling fun." In the last 10 years, Rayburn has expanded that idea through the use of new media; initially with

MySpace, and now Facebook, Twitter, Instagram and review sites. In recent years, Rayburn was responsible for the overall online presence of up to 41 theme parks, waterparks and FECs in geographically and demographically diverse markets. Her focus was to help the park teams create a voice for themselves in the social space, train them on best practices and guide the media agency toward effective social strategies in each market. Rayburn joined Apex Parks Group in April 2015 as the Marketing Communications Manager, a position she held through August 2016. In addition to traditional media, she led the digital and social media advertising for all of the company's parks. A lot has changed in social media over the years, but Rayburn's focus remains on enhancing the guest experience before, during and after they visit.



SCHUYLER ROBERSION

Schuyler Roberson currently works as the Aquatics Coordinator in Public Works, Parks and Recreation for the City of Henderson at the Heritage Park Aquatic Complex. Having started in 2007 as a lifeguard, Roberson has grown professionally within the organization. Roberson possesses a bachelor's

of philosophy degree from the University of Nevada, Las Vegas, and is currently pursuing a master's degree in public administration. Roberson passionately believes in progressive employee development strategies where good employees come from being great leaders.



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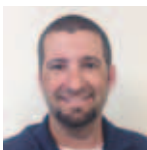
THATCHER ROBERTSON

Thatcher Robertson is the Corporate Director of Waterparks for Kalahari Resorts & Convention Center. He started at Kalahari over 8 years ago serving initially as the Waterpark Director at the Wisconsin Dells property and later the Ohio property. Robertson was promoted to Corporate Director of all three (and future) sites and is responsible for all aspects of operation. He has an MBA and over 30 years of aquatics and lifeguarding experience. Prior to joining Kalahari, he was the Area Pools/Waterpark Supervisor for the City of Miami, Fla., and was the South Florida Area Manager for the American Red Cross.



MIKE ROSS

Mike Ross is the Owner of Ross Accounting and CEO of Mike Ross Entertainment, Inc. He is a graduate of Fresno State University, where he played college basketball under the tutelage of Jerry Tarkanian. While playing basketball for the Bulldogs, Fresno State was ranked as high as #12 in the Associated Press in 1997 and 1998. Upon completing his B.S., Ross then attended law school at San Joaquin College of Law. Following his second year of law school, he returned home to Bakersfield to assist his father in the family accounting practice. Ross has worked in accounting for over 15 years and is now the owner of Ross Accounting, a firm his father started 40 years ago. Ross also owns and operates two other businesses as well as manages the day to day operations of Ross Accounting. Ross' Christmas Trees was started 12 years ago originally as a retail Christmas tree lot and was expanded with a 20-acre Christmas tree farm in Chehalis, Washington. Every Thanksgiving, Ross and his wife, Jessica, bring Christmas trees from their farm and with the help of their six children and other family members, they sell trees and provide a festive, family atmosphere for the residents of the community to enjoy. Mike Ross Entertainment Inc. (MREI) was formed with the vision of bringing family entertainment to Bakersfield. Ross' Christmas Trees incorporated a 45-foot high snow hill and outdoor ice rink 8 years ago with the intention of bringing an interactive light show to the experience. Ross and Mike Wilbur, owner of Talladega Frights, teamed up through MREI to present "Bakersfield Christmas Town" in 2013. Talladega Frights, a Halloween event now in its 7th year, has had a steady stream of over 35,000 people attend every year. Christmas Town in its first year had almost 40,000 people in attendance with over 2 million lights on display and expects even larger attendance next year. These two events average over 2,000 people per day and are expanding to reach an even larger population.



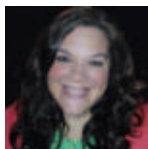
KEVIN ROWLAND

Kevin Rowland began his career in the waterpark industry at the age of 15 when he started working as a lifeguard for the Charleston County Park and Recreation Commission at Splash Island. Seventeen years and many adventures later, Rowland's journey has seen him manage all three of Charleston County's waterparks: Splash Island, Splash Zone and Whirlin' Waters. Rowland currently manages all operations of Whirlin' Waters Adventure Waterpark and has held that position since 2008. As the Whirlin' Waters Manager, Rowland oversees a staff of over 200 employees and strives to provide

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innovative training for them all. Rowland's lifeguard rescue videos have garnered significant attention from the media, celebrities and those in the aquatics industry. They have been viewed millions of times and featured on programs such as "Good Morning America," "The Today Show," "Fox and Friends" and numerous other media outlets. He is the 2015 recipient of the WWA Kelly Ogle Memorial Safety Award.



DANA RUSSELL

Dana Russell has more than 13 years of experience in the theme park/waterpark industry. Russell is known among her colleagues, counterparts and staff for her knowledge, expertise and leadership in the sales field. Russell started her career in 2003 as a Special Events Coordinator with Six Flags, Inc.

at Six Flags Kentucky Kingdom where she was quickly promoted to Corporate Account Executive. During her six years at the park, Russell was consistently the top sales representative handling more than 36 percent of the total group sales revenue annually. In 2009, Russell joined the team at Cedar Fair Entertainment Company at Kings Island where she was responsible for both the Kentucky and Indiana markets. Russell made an immediate impact and increased sales in those markets by more than 35 percent in just one year. Currently with the Premier Parks, LLC family, Russell serves as the Group Sales Manager at Nashville Shores Lakeside Resort, where she oversees group sales for the waterpark, ropes & zip lining park and lodging facilities. Russell restructured and realigned sales territories, introduced new sales programs and revised the pricing structure of the group sales department. Through her leadership and innovative ideas, group sales attendance has grown more than 13 percent and revenue has increased more than 22 percent since her arrival in 2013. In 2015, she spearheaded a corporate wide incentive program which was implemented for all the Premier Parks. Russell not only serves as a trainer and mentor to her local sales representatives, but she also actively trains sales representatives and shares new revenue generating programs with Premier Parks' other 11 parks across the country.



DAVID J. SANGREE, MAI, CPA, ISHC

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 properties. Sangree has appeared on "Good Morning America" and CNBC on special reports concerning resorts and waterparks. He has written numerous articles and been



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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.



TOM SCHAEFER

Over the last fifteen years, Tom Schaefer has presented on UV technology at state, regional and national conferences for the aquatics and environmental health industry. Reviews of his presentations are often positive for both technical merit and in engaging the audience. Schaefer is the Technical Product Manager

for Neptune-Benson.



CAROLINE SEWARD

Caroline Seward has loved the water since she was born. At the age of 15 she received her lifeguard certification and there was no turning back. After receiving her bachelor's degree in geology from the University of Oklahoma, she decided she wanted a career in parks and recreation. Seward obtained

a master's degree in leisure studies from the University of North Texas. Seward has pursued her passion for aquatics for over 19 years and now works for the City of Denton as the Business and Guest Service Supervisor overseeing admissions, group sales, concessions, retail and rentals.



KELLY SMILEY

Kelly Smiley has been with Wild Island Family Adventure Park for almost 11 years starting in park services in 2005. In 2010, she was promoted to Group Sales Manager and, in 2014, she moved into her current position as Admissions and Operations Manager. She has continued to remain involved in many areas

including staff hiring and recruiting, lifeguard trainings and assisting in operating the facility's family entertainment center in the offseason. She is a Jeff Ellis & Associates Lifeguard Instructor, certified ServSafe food manager, certified pool operator and has a degree in biology.



JOE STEFANYAK

Joe Stefanyak is a Director with Jeff Ellis & Associates, Inc. Stefanyak has been in the theme park/water-park industry for over 25 years. Stefanyak's current responsibilities with E&A include working closely with over 100 municipalities, corporate and private waterparks and water resorts throughout the U.S.

and in various countries abroad, in the evaluation and implementation of standard operating procedure relating to the Comprehensive Aquatic Risk Management Program. In addition, he serves as Director of the Ron Rhinehart International Aquatic Safety School held annually by Ellis & Associates, overseeing curriculum for the school and contributing to ILTP course curriculum. He has thousands of hours of contact time with E&A clients, which includes inspections, unannounced operational aquatic safety audits, evaluation of facility Emergency Action Plans and related services. Stefanyak has led or assisted with conducting and administering countless

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International Lifeguard Training Program (ILTP) courses and instructor courses throughout his career. He has contributed to textbooks published by Jeff Ellis & Associates, Inc. and is leading the development of vanGUARD, a new Aquatic Supervisor Training Program designed to increase the industry's bench-strength and provide client's with a resource for developing their staff. He has provided articles for a variety of industry publications. He is also an active participant in WWA, AOAP, CDPC, various state and regional committees, and is a participating member of ASTM and CMAHC and has done numerous presentation on the Model Aquatic Health Code, industry trends, aquatic safety, lifeguarding issues, leadership and a variety of other topics. Stefanyak was recognized by the World Waterpark Association's Board of Directors with the Kelly Ogle Memorial Safety Award in 2014. He also serves on the WWA Safety Committee. Stefanyak has been married to his wife, Robyn, for 22 years and is the very proud father of his 18-year-old twins, Joey and Becky.



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. at BECS' plant in St. Louis, which includes full surface-mount and through-hole circuit board assembly facilities.



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 NRH₂O Family Water Park located in North Richland Hills, Texas. NRH₂O Family Water Park 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 and Park Association, Rocky Mountain Revenue School and the Texas Recreation and Park Society. In 2010, "Aquatics International" featured him as one of the "Power 25 Reinventors" in the aquatics industry. Swartz is currently the Vice-Chair of the WWA Technology & Innovations Committee. He served on the WWA Board of Directors, and held offices of Secretary, Treasurer, Vice Chair, Chair and Past Chair.



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KARI TJADER

Kari Tjader began in the industry as a lifeguard in 2005 where she worked for Six Flags Hurricane Harbor, Gurnee, Ill., and moved up the ranks into a training supervisor. In 2008, she was hired as the Corporate Training Manager for CoCo Key Water Resorts, where she helped develop standard operating

procedures, assist with planning and facilitating hiring events and four grand openings and provided assistance in many management positions. From there, she went on to become Director of Water Resort Operations for CoCo Key Hotel and Water Resort's in Orlando, Fla., where she was responsible for recruiting, hiring, training, staffing and managing day-to-day operations. Tjader became an Instructor-Trainer for Ellis & Associates and has been certified as a Jeff Ellis Swimming Program Coordinator and current CPO. In 2014, Tjader left CoCo Key to become a Training Manager for Safety Skills Training in Dubai, UAE. She returned to the U.S. in 2016 and is currently the Director of Operations-Water Resort Food & Beverage for CoCo Key Hotel & Water Resort. Tjader serves on the WWA Waterpark Resort Committee.



CADE VEREEN

Cade Vereen has been in the waterpark industry since 2010 where he started at Hawaiian Falls. His career began as a lifeguard at Hawaiian Falls in The Colony, Texas. Year after year he transitioned into higher leadership roles and now serves as the Regional Director. He serves the Hawaiian Falls

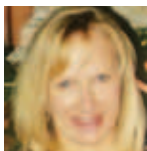
Waterparks in Garland, The Colony and Roanoke. Before getting involved in the waterpark industry, Vereen spent a few years in Chick-Fil-A management. He helped increase sales in two stores, opened a new restaurant and implemented new strategies to increase efficiencies. He currently has his associates degree and is currently working toward his bachelor's degree in business management.



NICOLE WALKER

Nicole "Niki" Walker started at Wet 'n' Wild Phoenix as a seasonal lifeguard in 2010. Walker continued her work at Wet 'n' Wild Phoenix throughout her high school and college career. Walker excelled in lifeguard operations and was promoted to Lifeguard Supervisor in 2011. In 2012, Walker was promoted

to Head Guard where she worked in conjunction with the Director of Operations and Operations Manager to recruit, train, schedule and coach over 250 lifeguards seasonally. Walker joined Camelback Resort in 2015 as part of the opening team for Camelback Lodge and Aquatopia Indoor Waterpark. Under the guidance of Jason Bays, Walker was promoted to Director of Aquatics in May 2016. Walker holds an ILTP instructor license through Jeff Ellis & Associates.



BETTY WALLACE

Betty Wallace helped open Gulf Islands Waterpark after joining the team in early 2005. During her eleven seasons with Gulf Islands, she has managed public relations, advertising, special events and, just recently, guest services. Prior to joining Gulf Islands, Wallace

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experienced a dynamic history of launching and branding casinos, hotels, entertainment venues, restaurants, arcades and an advertising degree program at a college.



JILL WHITE

Jill White is a nationally recognized specialist in the areas of aquatic risk management, training and aquatic facility operations. She was a recipient of the 2010 WWA Al Turner Memorial Commitment to Excellence Award and was inducted in the WWA Hall of Fame in 2014. White is the co-

founder of the Starfish Aquatics Institute (SAI), a nationally recognized firm specializing in aquatic training and certification programs for lifeguards, swimming instructors and pool operators, as well as aquatic risk management initiatives and litigation support services. She is the former director of the Aquatic Education Division of Human Kinetics publishers, and former director for Jeff Ellis & Associates, where she co-authored the National Pool & Waterpark Lifeguard Training Program textbooks and instructor manuals; she has directed the National Safety Council/E&A/NRPA Learn-to-Swim program. She has conducted over 900 aquatic safety operational audits at facilities nationwide. White has authored numerous lifeguard, swim instructor and emergency care training manuals, a children's water safety rhymes book; she also has been a contributing author or a cited expert in articles that have been published in "Aquatics International," "Athletic Business," "Parks & Recreation," "World Waterpark Magazine" and others. White currently serves on the WWA Board of Directors.



KIRSTEN WHITE, MS, PE

Kirsten White, MS, PE, is a biomechanical engineer with Talas Engineering, Inc., located in the San Francisco Bay Area, California. Over the last 15 years, White has provided consulting services in biomechanics, injury causation and accident reconstruction. Her work involves the study of

movements of the body, determining injury mechanisms, tolerance and causation, and analyzing how an incident or accident occurred. She has analyzed a wide variety of matters including industrial incidents, workplace tasks, recreational accidents, retail establishment claims, falls on level ground and from heights and vehicular impacts. White has conducted research and co-authored several studies in biomechanics and accident reconstruction. White received her bachelor's of engineering degree in mechanical engineering from Adelaide University in Australia, and her master's of science degree in biomechanical engineering from Stanford University.



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 Quality Assurance. 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 beachfronts. He



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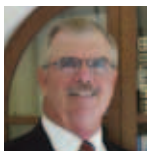
has served on industry leadership committees including the Lifeguard Standards Coalition and the Children's Drowning Prevention Council. Under his leadership, his aquatic facilities have earned a "Best in Aquatics" award numerous times from "Aquatics International." In 2013, White received a Best Speaker award from the WWA. He holds a bachelor's degree in liberal arts.



WENDY WISEMAN

Wendy Wiseman is the President of Zaiss & Company, a marketing firm with long-time partners in the family entertainment center business. With experience at three global advertising agencies and as Director of Marketing at two Fortune 500 companies, Wiseman brings her knowledge to the fore to grow the brands

of those in the waterpark arena. She has won awards for leading edge marketing and creative strategies. The agency has won awards for marketing and PR strategies that show results. Also a member of the coveted Forbes Agency Council, Wiseman is ready to share what she knows about customer-based marketing strategies and killer creative that gets brands noticed and companies meeting goals.



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 and 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.



LARY ZUCKER, ESQUIRE

Lary Zucker, Esquire, is Senior Counsel at Marshall Dennehey Warner Coleman and Coggin LLC where he is the Chair of the Amusement Sports and Recreation Practice Group. Zucker also serves as counsel to the New Jersey Amusement Association and is a founding member and Director of IALDA.

Zucker represents many aquatic facilities and waterparks as a defense attorney and risk management consultant. A member of the bar in New Jersey and Pennsylvania, Zucker has been designated by the New Jersey Supreme Court as a Certified Civil Trial attorney for more than 25 years.