

DAILY SCHEDULE

SUNDAY

October 18, 2015

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

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

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

Speaker:

Bob Bradley, Aquatic Consulting & Ed. Svcs.

MEETING ROOM: CHINO

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

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

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

Speaker:

Lee Hovis, Tolomato Community Development District

MEETING ROOM: PUEBLO

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

ELLIS LIFEGUARD INSTRUCTOR LICENSING PROGRAM (Day 1 of 3)

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

MEETING ROOM: OFF SITE



DAILY SCHEDULE

MONDAY

October 19, 2015

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

AMERICAN RED CROSS LIFEGUARDING INSTRUCTOR (Day 1 of 2)

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

MEETING ROOM: OFF SITE

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

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

MEETING ROOM: CHINO

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

CERTIFIED POOL OPERATOR (CPO) CERTIFICATION COURSE (Day 2 of 2 & Blended Course)

MEETING ROOM: PUEBLO

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

ELLIS LIFEGUARD INSTRUCTOR LICENSING PROGRAM (Day 2 of 3)

MEETING ROOM: OFF SITE

TUESDAY

October 20, 2015

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

WWA ANNUAL GOLF TOURNAMENT AT TAHQUITZ CREEK GOLF RESORT

The shuttle bus will depart from the Courtyard Marriott at 6:15 a.m.; the Renaissance Palm Springs at 6:30 a.m.; the Hard Rock Hotel at 6:40 a.m.; and the Hilton Palm Springs at 6:50 a.m. Please be at the front of the Courtyard, Renaissance and Hilton hotels and at the back of the Hard Rock on Calle Encilia at least 5 minutes prior to the times listed here.

GOLF
TOURNAMENT

TUESDAY,
OCTOBER 20TH
TAHQUITZ CREEK
GOLF RESORT
8:00 A.M. - 2:00 P.M.

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

SAI STARGUARD LIFEGUARD INSTRUCTOR WORKSHOP (Renewal)

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

Speaker:

Lake White, Starfish Aquatics Institute

MEETING ROOM: CACTUS

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

AMERICAN RED CROSS LIFEGUARDING INSTRUCTOR TRAINING (Day 2 of 2)

MEETING ROOM: OFF SITE

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

WWA ADVANCED WATER QUALITY CERTIFICATE COURSE

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

Speaker:

Rich Young, Aquatic Commercial Consulting

MEETING ROOM: CHINO



DAILY SCHEDULE

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


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

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

Speakers:

Judith Leblein Josephs, CPRA, RA, JLJ Enterprises LLC
Louis Cirigliano, Jr., Casino Beach Pier/Breakwater Beach
George Deines, Counsilman-Hunsaker
Sasha Mateer, Deep River Waterpark
George Panton, Water Safety Products, Inc.

MEETING ROOM: PUEBLO

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


WWA UNIVERSITY: WATERPARK DESIGN, DEVELOPMENT & EXPANSION WORKSHOP

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

- How to Analyze the Market and Determine Economic Feasibility for Waterpark Projects
- Fundamentals in Waterpark Design
- Key Issues and Considerations of Waterpark Upgrade & Refurbishment
- The True Cost of Ownership: A Guide to Sustainable Principals in Design
- What's it Cost to Operate a Waterpark

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

Speakers:

Mike Brown, Dollywood's Splash Country
Roger Currie, Water Technology, Inc.
Ken Ellis, Aquatic Development Group
Bill Lentz, Palace Entertainment
Mark Moore, Gulf Islands Waterpark
Nick Neuman, Water Technology, Inc.
Tim O'Donnell, Haas & Wilkerson Insurance
David Sangree, Hotel & Leisure

Advisors

Joe Schmitz, Stand Rock Hospitality
Scott Stefanc, Vortex Aquatic Structures International

MEETING ROOM: MOJAVE




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

WWA UNIVERSITY: WATERPARK MAINTENANCE SCHOOL - NEW CONTENT!

By popular demand, the WWA brings back its full day waterpark maintenance workshop with all NEW content, featuring top industry experts presenting topics designed to help waterpark operators improve their periodic, routine and preventative maintenance programs. You will have the opportunity to challenge a panel of experts to help solve even your toughest operational issues. Whether you are experienced in waterpark operations and looking to up your technical knowledge or you are a seasoned maintenance/engineering professional who is still getting their feet wet in waterparks, you'll find content that will help increase your knowledge and understanding of the many unique facets of maintaining a waterpark. Tuition is \$169.

Speakers:

Chris Landgrave, Lake County Parks & Rec./Deep River Waterpark
Michael Beatty, Walt Disney World
Cody Butcher, Great Wolf Resorts
Dale Cooper, Safe Slide Restoration
Billy Hamilton, Wet 'n' Wild Orlando
David Harmon, DEL Ozone
Kevin Harrington, Ramuc
Brett Steinbrueck, BECS Technology, Inc.
Chris Thomas, Raging Waters-San Dimas
Lewis Wemple, Aquatic Development Group

MEETING ROOM: ANDREAS

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

WWA UNIVERSITY: IN-PARK REVENUE SCHOOL - NEW

Wondering how to maximize your guest in-park spending? Feel like you've tried everything short of hanging them upside down and shaking the change out of their pockets? Interested in hearing what your peers are doing to increase their per caps while maintaining high guest satisfaction? Jump into the WWA's all new In-Park Revenue School! Learn what you can do to improve revenues in areas including food & beverage, retail, rentals, add-on attractions and unique special events without having to add an expensive new ride or invest in huge capital improvements. Enjoy panelists from top-level waterparks and resorts and industry experts for a high-energy, idea-packed, full day workshop that will include panel presentations, a networking lunch, a series of four minute "Splash Chats," and an interactive roundtable discussion. Tuition is \$169 and includes lunch. **This workshop is sponsored by Dippin' Dots.**

Speakers:

Kelli Allen, NRH₂O Family Water Park
Connie Blowe, Walt Disney World Water Parks & ESPN Wide World of Sports
Jim Campbell, Walt Disney World Sports and Waterparks
Ken Handler, Global Management Amusement Professionals
Clint Hill, Hawaiian Falls
Jimmy Holmes, H Two Marketing
Rick lafrate, Wet 'n' Wild Phoenix
Matt Keil, Splash Kingdom Waterpark
Kevin Kopeny, Water Ventures
Bob Martin, Wild Waters Adventure
Wendy Rosales, DropZone Waterpark
Eric Solis, Raging Waters-San Dimas
Ron Sutula, Schlitterbahn Galveston Island Waterpark
Lori Thompson, City of La Mirada
Frances Vidal, Great Wolf Lodge-New England

MEETING ROOM: VENTURA

DAILY SCHEDULE

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

DEVELOPING AND ENHANCING YOUR MARKETING PLAN - NEW

Media and marketing options have grown and changed much over the years. Which mediums and initiatives should you keep, add or replace? This full-day workshop will discuss the media mix model (TV, Radio, Print, Outdoor, Digital, Social); explore ways to effectively do market research; how to understand station rankings, GRPs, reach and impressions; what to ask for (and look at) in station/media proposals; creating added-value to increase your media exposure; creating core promotions and special offers with media partners and sponsors; and much more! Whether you're a small park or a big park, learn what strategies you should literally STEAL (or borrow) as inspiration for your next marketing plan. This interactive session will include plenty of time throughout to pose your specific questions and challenges to the panel of speakers and your fellow attendees and you will leave with a toolkit of handouts to use to implement your next marketing plan. A lunch will also be included to allow for more networking and knowledge-building time. Tuition is \$169 and includes lunch. **This workshop is sponsored by Convergence.**

Speakers:**Tina Hatcher, 3i Advertising****Chris Ozimek, Schlitterbahn Waterparks****Shawn Bowman, IdeaSeat Internet Marketing & Advertising****Natalie Dunlap, Adventure Holdings, LLC****Peter A. Fingerhut, Zoombezi Bay & Columbus Zoo and Aquarium****Stephanie Hee-Johnston, NRH₂O Family Water Park****Tiffany Quilici, Roaring Springs Waterpark, Wahooz Family Fun Zone & Pinz Bowling Center****MEETING ROOM: SIERRA**

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

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

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

PUBLIC SECTOR COMMITTEE MEETING**(Active Committee Members Only)****MEETING ROOM: SIERRA**

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

WATERPARK RESORT COMMITTEE MEETING**(Active Committee Members Only)****MEETING ROOM: VENTURA**



WEDNESDAY

October 21, 2015

7:30 A.M. - 8:30 A.M.

SAFETY COMMITTEE MEETING (Active Committee Members Only)
MEETING ROOM: ANDREAS

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

SMALLER PARK MEETING

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

Speaker:

Kathy Brennan, Whale's Tale Waterpark

MEETING ROOM: PUEBLO

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

AQUATICCON: TURNING YOUR TRAININGS INTO A LEADERSHIP & CULTURE BASED SERIES

In-service trainings are designed to enhance the utilization of staff and maximize the effectiveness of their performance, but it can often be difficult to make them fun. This session focuses on elevating your trainings to appeal to more employees by creating a dynamic and engaging training environment. During the presentation, we will focus on how to strengthen leadership skills among staff in order to foster a culture specific to the vision of your organization. The results of creative in-service trainings can be surprising. Effects can include increased revenue, improved guest satisfaction, employee self-confidence, self-esteem, morale and productivity not to mention decreased facility accidents and staff turn-over. Learning objectives: Create a series of unique trainings/meetings to develop all aquatic staff members and improve employee buy-in; define the importance of culture to make an organization successful; and discuss ways to create innovative trainings specific to the needs of your organization even with limited resources.

Speakers:

Collin McGee, City of Henderson

Schuyler Roberson, City of Henderson

MEETING ROOM: CHINO

DAILY SCHEDULE

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

INCREASE SALES NOT STAFF - TAKING GROUP SALES TO THE NEXT LEVEL

Waterpark group sales have seen many challenges over the years. Less than 10 percent of companies are providing full catered, all day events. The other 90 percent are looking for opportunities to provide their employees with entertainment and group building events. This education session will show how to use proven sales techniques with your existing staff to increase overall sales and revenue for their group sales department. Learning objectives: Increasing online sales using a 3rd party ticket consolidator; locating upsale opportunities; how to sell unique offers and use added-value options to increase group sales; and how to successfully launch a sales blitz to increase group sales.

Speakers:**Peter A. Fingerhut, Zoombezi Bay & Columbus Zoo and Aquarium****Randy Thomas, Randy Thomas & Associates****Ralph Vilardo, Jr., R&R Enterprise****Tiffany Woodward, Country Springs Hotel and The Springs Water Park****MEETING ROOM: VENTURA**

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

SOLVING TODAY'S INDOOR AIR QUALITY CONCERNS

Let's face it, your guests notice poor air quality but they don't really know what it takes to keep the air healthy and comfortable for them. That's your job as an operator of an indoor waterpark. So, do you find yourself struggling with the air quality at your indoor aquatics facility? Come hear expert advice on how to solve your nagging issues and what you can do to keep your systems in balance.

Speaker:**Cody Butcher, Great Wolf Resorts****MEETING ROOM: SIERRA**

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

LARGE PARK GREAT DEBATE

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

Speakers:**David Andrews, Wet 'n' Wild Palm Springs****Christine Palma, Breakwater Beach Waterpark****MEETING ROOM: PUEBLO**

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

WATERPARK AND RESORT TRENDS ACROSS THE GLOBE

Discover what's going on in the world of waterparks outside your front door and across the globe. Hotel & Leisure Advisors' president will reveal current trends in North American indoor and outdoor waterparks and waterpark resorts, including developments, openings, amenities and performance. AECOM Economics' vice president will identify details of international waterparks and waterpark resorts, including key demographics, tourism statistics and attendance trends. (Hint: parks and resorts in developing markets continue to grow rapidly.)

Speakers:**Brian Sands, AECOM - Economics****David Sangree, Hotel & Leisure Advisors****MEETING ROOM: SANTA ROSA**



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

GOT RISK? AUDIT IT! ANALYZING AND IMPROVING YOUR COMPREHENSIVE AUDIT PROGRAM

Your lifeguards are responsible for saving lives; your managers are responsible for thorough documentation and facility inspections and your maintenance team is responsible for water quality standards. Is the vigilance of your team up to par when you are not looking? During this panel presentation, you will learn from a risk management perspective the reasons why a comprehensive auditing program is vital. This panel will discuss how you can improve your audit process, auditor training and audit results. Learning objectives: understand the risk management importance of a comprehensive lifeguard and facility audit program; learn important auditor training criteria; develop and implement your own internal audit program and receive documentation and training examples; and hear recommendations on how to get an underperforming guard or team back on track.

Speakers:

Adam Blackmore, City of Henderson

Bob Osip, City of Henderson

Lake White, Starfish Aquatics Institute

MEETING ROOM: VENTURA

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

HOW TO FIND THE PERFECT BALANCE PROMOTING YOUR DESTINATION

Marketers are confronted with many challenges today. The goal of this session is to suggest additional avenues to take in order to maximize advertising dollars, expand impressions and create partnership opportunities for growth. We will discuss how The Columbus Zoo & Aquarium successfully launched their new waterpark, Zoombezi Bay, and how they have achieved eight years of positive revenue and attendance growth.

Speakers:

Peter A. Fingerhut, Zoombezi Bay & Columbus Zoo and Aquarium

Ron Foth, Jr., Ron Foth Advertising

Bob Fradette, Ron Foth Advertising

Kim Moore, Ron Foth Advertising

MEETING ROOM: CHINO





Opening General Session

WEDNESDAY, OCTOBER 21, 2015
11:30 A.M. TO 12:30 P.M.
PASADENA

Join hundreds of your fellow WWA attendees for this annual gathering that kicks off the opening of the WWA Exhibit Hall. During this hour-long event, you'll hear updates from the WWA's Board of Directors, honor Hall of Fame inductees and Board Award winners and review industry successes from 2015!

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

WHALE DONE: MOTIVATING SUPERSTAR TEAMS

Are you bored with your current motivation and recognition programs? Are your programs effective? Are you strapped for money? Do you want to create more buy in from your staff? Do you need ways to retain staff longer throughout the season? Are you looking to improve lifeguard skills and performance? Join us as we take a look at how expectations and motivation impact our staff's performance. Examine the elements of how trainers are able to get killer whales to perform based on information from the book "Whale Done" by Ken Blanchard. These principals will be applied to aquatics operations and will guide us through a look at elements of effective motivation and understanding how our expectations influence our staff members. Explore practical and proven ways to improve the hurdles of aquatics with creative programs. These programs are currently being used for all types of staff from lifeguards to food & beverage and guest service employees. Join us for a great time of exploring your creative side with plenty of opportunities to steal great ideas. Learning objectives: review the "Whale Done" philosophy; discuss how to apply the "Whale Done" philosophy in your operations; and discuss samples of effective and creative motivation and recognition programs.

Speaker:

Natalie Livingston, The Wave Waterpark

MEETING ROOM: SIERRA



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

SAFETY BY DESIGN

Exciting waterslides are what make a waterpark successful, but those waterslides need to be safe for all users too. Learn more about the complexity and variability of working with water and how to recognize and assess the different factors that will change a ride experience, as well as the potential problems that can arise from changes in those factors. By maintaining the balance between innovation and safety throughout a waterpark and its variety of waterslides, it's possible to design a safe and fun ride experience for today's users. After an informational presentation, we'll break up into small groups so that you can try your hand at solutions to potential ride safety challenges with your teammates. We'll conclude with a closing group discussion on lessons learned about how waterslide safety can be achieved through good design.

Speakers:

Franceen Gonzales, WhiteWater West Industries

Ron Lausman, WhiteWater West Industries

MEETING ROOM: MOJAVE

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

OPENING GENERAL SESSION

MEETING ROOM: PASADENA

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

WWA TRADE SHOW

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

MEETING ROOM: OASIS EXHIBIT HALL

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

PUBLIC SECTOR COMMITTEE LUNCH 'N LEARN

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

MEETING ROOM: OASIS EXHIBIT HALL AISLE 1500

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

CHAT WITH COMMITTEES - MARKETING & COMMUNICATIONS AND SAFETY COMMITTEES

MEETING ROOM: OASIS EXHIBIT HALL BOOTH 1403

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

CHAT WITH COMMITTEES - EDUCATION AND WATERPARK RESORT COMMITTEES

MEETING ROOM: OASIS EXHIBIT HALL BOOTH 1403

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

CHAT WITH COMMITTEES - PUBLIC SECTOR AND GOVERNMENT RELATIONS COMMITTEES

MEETING ROOM: OASIS EXHIBIT HALL BOOTH 1403



WWA ANNUAL REUNION PARTY

WEDNESDAY, OCTOBER 21ST
 RENAISSANCE
 PALM SPRINGS POOL
 7:00 P.M. - 10:00 P.M.

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

WELCOME RECEPTION ON THE TRADE SHOW FLOOR

After shopping the Trade Show floor, take some time Wednesday afternoon to get to know fellow attendees in an informal setting while enjoying a refreshing beverage. Get the conversations started, then continue them at the Annual Reunion Party at the Renaissance Palm Springs pool later that evening.

MEETING ROOM: OASIS EXHIBIT HALL

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

WWA ANNUAL REUNION PARTY AT THE RENAISSANCE PALM SPRINGS POOL

Set against the beautiful backdrop of the San Jacinto mountains, this signature networking event at the Renaissance Palm Springs' pool will bring you face-to-face with the best in the business.

**MEETING ROOM:
 RENAISSANCE PALM SPRINGS POOL**

THURSDAY

October 22, 2015

7:00 A.M. - 8:30 A.M.

WOMEN OF WATER BREAKFAST

With so many women leading the way in waterparks all over the world, WWA brings back its Women of Water (WOW) networking event. This special event for women (and men) will be hosted by WWA Board of Director members: Kristie Moses, CoCo Key Orlando, Tiffany Quilici, Roaring Springs Waterpark and Jill White, Starfish Aquatics Institute. The breakfast will kick-off at 7:00 a.m. and give those in attendance time to network before the presenters speak. Franceen Gonzales, WhiteWater West, will start things off before our featured guest speaker, Colette Carlson will share her thoughts on how to "Express Your Success" in her mini Keynote address. Don't miss out on this fun, informative event. The cost to register for this optional event is \$25 and space is limited.

Speakers:
Franceen Gonzales, WhiteWater West Industries
Colette Carlson, Speak Your Truth, Inc.

MEETING ROOM: SANTA ROSA



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

LEGAL ISSUES IN THE REAL WORLD

Have you ever wondered how the legal issues everyone talks about affect you in the real world? Or how you can minimize exposure in your facility? IALDA attorneys will walk you through specific scenarios based on real life cases that have affected the waterpark industry. Scenarios to be covered include: injury/complaint, operator response and outcome based on case law. You will come away with an understanding of best practices to implement at your facility. Take part in this interactive forum to gain insight on what happens before and during the litigation process.

Speakers:

- David J. Daly, Esquire, Daly Cavanaugh LLP
- Gaylee W. Gillim, Esquire, Kentucky Kingdom
- Jeffrey W. Johnson, Esquire, Johnson Law Group

MEETING ROOM: SANTA ROSA

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

WHAT TO EXPECT WHEN YOU ARE EXPECTING - A NEW ATTRACTION

So you have managed to loosen the purse strings, have been granted capital funding and have selected that great new attraction or new addition to your park. But it's not just about hiring the right contractor and sitting back and watching the progress. Discover what it takes to deliver your new pride and joy on time and on budget. Hear from experienced professionals about what you need to keep in mind, plan for and learn during all phases of the project. Learn from your peers what they wish they knew before they started their projects. This session will give you tools and insight into what park staff need to know when adding a new attraction, restaurant or retail location.

Speakers:

- Mike Brown, Dollywood's Splash Country
- Bill Lentz, Palace Entertainment

MEETING ROOM: PUEBLO



DAILY SCHEDULE

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

WORLD-CLASS TALENT SELECTION & HIRING: HOW TO RECRUIT, HIRE & RETAIN RIGHT-FIT EMPLOYEES

Learn how to recruit, hire and retain world-class talent through this interactive workshop. It is ideal for executives, senior leaders and front line managers who seek actionable steps and real life examples to guide them through creating an effective and successful recruiting and hiring program for their organization. This session includes a combination of presentations, discussions, group exercises and examples for optimal learning. Learning objectives: recruit: how to generate a constant applicant flow; hire: how to make the best hiring decisions and avoid bad ones; retain: how to get new-hires excited and engaged; and leverage the power of story to optimize all three stages.

Speaker:**Mike Donnelly, Donnelly Effect, LLC****MEETING ROOM: SIERRA**

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

INSTAFACESNAPTWIT - HOW TO OVERCOME SOCIAL MEDIA CHALLENGES WHEN STARTING OUT

Have you heard someone say "you can't live without a social media presence" but you are short of staff and financial resources to make it happen? Have you been told "we can't do social media" by your governing body or park owners? If you want to overcome these challenges, join us for a lively social media roundtable and have the chance to talk with other public sector facilities about their social media presence. Receive insight and real life examples of how others have overcome the social media challenges. This session is tailored to municipal waterparks, but it will also have useful content for privately-owned waterparks that are social media beginners and have small staff support. In this roundtable session, you'll learn how to overcome social media obstacles and convince management your park can't live without a social media presence; identify ways to make social media work for you on a small budget with limited staff; and discuss how others are using social media analytics to reach their target market.

Speakers:**Tom Bergman, Deep River Waterpark****Stella Devine-Knight, City of Palmdale****Stephen Sims, SomerSplash Waterpark****MEETING ROOM: CHINO**

KEYNOTE SESSION

With Colette Carlson, CSP

THURSDAY, OCTOBER 22, 2015

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

MADERA

"Stress Less"

The truth is whether you are in leadership, sales or the front line you are expected to produce more in less time with fewer resources, while staying positive and engaged. The reality is we are stressed out, tightly wound and exhausted trying to meet and exceed expectations. We have the best intentions that seem to go out the window before lunch as we are constantly changing schedules, demands and priorities. Too often lunch gets skipped or inhaled while hunched over our desk. Enough already! Create the focus, energy and mindset necessary to make healthy choices in our 24/7 world. It's no longer about time management, it's about YOU management. Get ready to laugh out loud and walk away ready to make positive, long-lasting change tomorrow. The bottom line: Stress kills. Work-life balance is dead. It's time to face the truth and employ doable strategies to take back control of your life to gain focus and energy! This Keynote Session is included in the Symposium Package at no additional charge.



COLETTE CARLSON, CSP

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

UPDATES IN EMS RELEVANT TO YOUR WATERPARK

EMS protocols are changing rapidly across the United States and may have consequences that your facility may not be prepared for, such as EMS treating a patient on-site rather than transporting, leaving a deceased person on your property and even not backboarding. This session will identify the important role that every staff member plays in the critical area of prehospital care from the General Manager to the Operations Director, to onsite EMT's and lifeguards. Additionally, Dr. Sempsrott will explore how to collaborate with EMS for effective team-focused training and treatment that utilizes the latest evidence-based practice, including how the new 2015 CPR Guidelines address drowning protocols.

Speaker:

Justin Sempsrott, MD, Lifeguards Without Borders

MEETING ROOM: MOJAVE

DAILY SCHEDULE

9:00 A.M. – 9:45 A.M.

SUPPLIER & EXHIBITOR MEETING

MEETING ROOM: AQUA CALIENTE

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

KEYNOTE SESSION: STRESS LESS!

Speaker:

Colette Carlson, CSP, Speak Your Truth, Inc.

MEETING ROOM: MADERA

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

WWA TRADE SHOW

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

MEETING ROOM: OASIS EXHIBIT HALL

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

GOVERNMENT RELATIONS COMMITTEE MEETING (Active Committee Members Only)

MEETING ROOM: SIERRA

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

EDUCATION COMMITTEE MEETING (Active Committee Members Only)

MEETING ROOM:

VENTURA

**TRADE
SHOW HOURS**THURSDAY, OCTOBER 22
11:00 A.M. – 3:30 P.M.LUNCH SERVED
12:00 P.M. – 2:00 P.M.

**FOR LIVE SHOW
UPDATES FOLLOW**

@WWA

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



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

**CHAT WITH COMMITTEES - MARKETING & COMMUNICATIONS AND
PUBLIC SECTOR COMMITTEES**

MEETING ROOM: OASIS EXHIBIT HALL BOOTH 1403

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

MARKETING GAB & GRUB

Join members of WWA's Marketing & Communications Committee, as well as other marketing professionals, for an hour-long lunch and learn event. Come ready to chat with your peers and share ideas and challenges in an informal setting. All are welcome!

MEETING ROOM: OASIS EXHIBIT HALL AISLE 1500

1:15 P.M. - 2:00 P.M.

**TECHNOLOGY & INNOVATIONS COMMITTEE MEETING
(Active Committee Members Only)**

MEETING ROOM: OASIS EXHIBIT HALL BOOTH 1403

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

**CHAT WITH COMMITTEES - SAFETY AND WATERPARK RESORT
COMMITTEES**

MEETING ROOM: OASIS EXHIBIT HALL BOOTH 1403

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

**CHAT WITH COMMITTEES - TECHNOLOGY & INNOVATIONS AND
EDUCATION COMMITTEES**

MEETING ROOM: OASIS EXHIBIT HALL BOOTH 1403

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

BIG CHANGES, SMALL BUDGETS

Our guests can be quite fickle. They are often willing to travel to the next park that is newer, bigger and better. If your budget doesn't allow for a new attraction every year, this session is for you. How can you keep your facility fresh, exciting and interesting without breaking the bank? Parks of all sizes can benefit from this session.

Speakers:

Jessica King, Raging Waters - San Jose

Judith Leblein-Josephs, JLJ Enterprises

MEETING ROOM: PUEBLO

DAILY SCHEDULE

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

STAFFING CONSIDERATIONS FOR INCREASING VIGILANCE AND IMPROVING RECOGNITION

This session will breakdown how things like rotational task balance, years of experience, numbers of breaks during the day, time between breaks or non-scanning positions, etc. impact your lifeguard's ability to recognize and react to guests in distress. This session will include a breakdown of statistical tracking done by Ellis & Associates of these practices as evidence of the concepts discussed.

Speakers:**Steve Miller, Jeff Ellis & Associates****Joe Stefanyak, Jeff Ellis & Associates****MEETING ROOM: MOJAVE**

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

UNDERSTANDING YOUR CUSTOMERS' NEEDS USING SURVEY RESEARCH

Are you interested in what services and programs are the chief drivers of customer satisfaction in your community? Do you want to gauge the current usage, attitude, interest and future usage at your public waterpark? Are you sure your patrons will love that new attraction you are planning to add? This session will focus on how you can use the results from survey research to continuously improve your waterpark services and offerings. Hear how one park district waterpark used survey results to make the changes their patrons were really looking for.

Speakers:**Karol Komar, Tinley Park, IL Park District****Ron Vine, Leisure Vision/ETC Institute****MEETING ROOM: VENTURA**

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

CREATING A COHESIVE ONLINE MARKETING MESSAGE

Are you getting the most out of your website and e-newsletters? In this class you will learn how important it is to keep your website current in order to maximize your revenue through online sales in tickets, passes, groups and consignments. We will also show you how to produce better results with your e-newsletters by reviewing the best keywords to use to increase your open rate.

Speakers:**Tom Johnston, Ascedia****Jason Montilla, Innovative Attraction Management LLC****MEETING ROOM: SANTA ROSA**

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

TECHNOLOGY & INNOVATIONS FORUM

This session is an open discussion forum hosted by the WWA's Technology & Innovations Committee and facilitated by a panel of experienced industry operators using today's latest technological innovations in their facilities. Topics to be featured include benefits of online scheduling systems, online training and implementing the new chip & pin requirements.

Speakers:**Bob Owens, Hyland Hills Water World****Christine Palma, Breakwater Beach Waterpark****Cheryl Salazar, Riverside County Parks****MEETING ROOM: SIERRA**



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

SHAKE IT UP! GET READY TO VOTE ON THE CODE

This open forum will give WWA members a chance to hear updates on the 157 proposed changes to the Model Aquatic Health Code, as well as hear what was discussed in detail during the Vote on the Code Conference in early October. Listen to the latest news on voting, membership and the second draft of the MAHC from the CMAHC's Executive Director, Doug Sackett. With the voting period remaining open through mid November, all waterpark owners and operators are encouraged to familiarize themselves with the proposed changes and which to vote in support of before the vote closes.

Speakers:

George Deines, Counsilman-Hunsaker

Rick Fuller, Hyland Hills Park District

Dale McFarland, KeyLime Cove Water Resort

Doug Sackett, Conference for the Model Aquatic Health Code (CMAHC)

MEETING ROOM: CHINO

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

RESORT ROUNDTABLE: ADDRESSING THE STAFFING ISSUES OF TODAY'S ECONOMIC CLIMATE

It is becoming increasingly difficult to find and retain quality and qualified employees, especially in the waterpark resort segment of our industry which requires a labor pool of certified lifeguards and year-round, full-time, 1st shift personnel. In this roundtable, we will be focusing on staffing, and through open discussion, we will seek out the expertise of our fellow waterpark industrialists regarding recruiting, wage factors, retention programs and benefit plans and the successful (or not so successful) results of these programs. We'll help each other find ideas and solutions for this highly impactful element of our business.

Speakers:

Blake Ford, Water Park of America

Melissa Herold, Grand Lodge Waterpark Resort

Anthony "TJ" Pollack, KeyLime Cove Water Resort

MEETING ROOM: SANTA ROSA

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

BRANDING YOUR PARK FOR SUCCESS

Smaller parks often cannot afford to hire a marketing specialist to brand and market their facility. This session will focus on where to start when developing a park brand and identity and how to weave it into programming and operations to increase customer engagement and your bottom line.

Speaker:

Nicole Van Winkle, Counsilman-Hunsaker

MEETING ROOM: SIERRA

DAILY SCHEDULE



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

ADVANCED SOCIAL MEDIA: TAKING FACEBOOK & TWITTER UP A NOTCH

Now that you have your designated social media staff and you have a presence on Facebook and Twitter, it's time to take it to the next level. In this class you will learn how to use social media to increase revenue in passes and group sales, as well as gain more brand exposure to all of your online fans. Specific topics include creating a trending topic on Twitter, responding to guest (positive and negative) reviews and how to execute paid ads to generate revenue.

Speakers:

Marisol Ramirez, Hurricane Alley Waterpark

Courtney Rayburn, Apex Parks Group

MEETING ROOM: VENTURA

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

LESSONS LEARNED FROM INVESTIGATIONS

Utilizing both video and investigative notes to pin point causality and lessons learned, this interactive session will guide the audience through actual drowning events and provide them with practical hands on applications and awareness of the frequency and physical and psychological impact of such events. Learning Objectives: review contributing factors of drowning events; discuss and understand solutions to the discussed contributing factors; and heighten awareness surrounding the risk factors of patron surveillance, attentiveness, lifeguard rotations, etc.

Speaker:

Michael Oostman, Innovative Attraction Management, LLC

MEETING ROOM: MOJAVE

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

FOOD & BEVERAGE FORUM - WHAT'S HOT AND WHAT'S NOT

Have you tried something in f&b and wondered...what was I thinking? Have you dreamt about adding a coffee bar or breakfast to your product line, but don't know how to do it right? Have you wondered if upscale dinners could work for you? How about food truck festivals? This forum will explore trends in food and beverage by generation and pop culture. We'll take a look at what is happening in the fast food industry that just might be right for your park. With all the possible choices, which one would be the right fit for your park? We will all share our successes and missteps in food and beverage, while having a few laughs. You'll leave "hungry" for more!

Speakers:

Kathy Brennan, Whale's Tale Waterpark

Judith Leblein Josephs, JLJ Enterprises

MEETING ROOM: PUEBLO



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

THE FOUR R's OF WATERPARK REVITALIZATION

For many guests, one of the main attractions of waterparks is that they are fresh and cool. But what happens when they are no longer very fresh or very cool? This session will focus on "re-freshing" your waterpark by: evaluating your existing rides and facilities to meet the needs of your target market before deciding on new attractions; optimizing and balancing the rides & attractions mix with guest services and secondary spend centers like food & beverage and merchandise; and adding value to your existing park by using new and revised rides & attractions to create better guest areas and amenities that enhance the overall experience.

Speaker:

Glenn O'Connor, Forrec

MEETING ROOM: CHINO

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

60 DRILLS IN 60 MINUTES

This hands-on, in-water session will focus on the development of team performance of lifeguards for critical incidents. This is a non-stop, full participation session that shows the possibilities of what your in-service training can be. Here are the rules: "This is training. You're allowed to make mistakes. All drills are team based, with either a pass or fail. For the entire group to move forward, every team member must meet the objective of the drill. Lastly, we are a team and you must help your fellow teammates to succeed." Space is limited to 40 in-water participants. Spectators are welcome. Learning objectives: time management of both drills and set-up; practice on how lifesaving skills breakdown into smaller components; developing a sense of urgency in your staff with time limits; and how to effectively use rescue equipment and pool space.

Speaker:

Pete DeQuincy, East Bay Regional Park District

MEETING ROOM: POOL AT THE RENAISSANCE HOTEL

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

WET 'N' WILD PALM SPRINGS PARTY

Make the most of your last evening among WWA friends and colleagues with this networking event set at Wet 'n' Wild Palm Springs. Go behind-the-scenes of one of California's original waterpark venues while you enjoy food and fun with this lively group. Shuttle buses will pick up at HQ hotels beginning at 7:15 p.m. Those wishing to participate in tours should plan to be on the earliest buses.

**WET 'N' WILD
PALM SPRINGS
PARTY**

**THURSDAY, OCTOBER 22ND
7:30 P.M. - 10:30 P.M.**





FRIDAY

October 23, 2015

8:15 A.M. - 9:00 A.M.

MARKETING & COMMUNICATIONS COMMITTEE MEETING (Active Committee Members Only)

MEETING ROOM: SIERRA

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

KEYNOTE SESSION: WORK ETHIC: THE KEY TO ENGAGEMENT, RETENTION AND SUSTAINED PERFORMANCE

Speaker:

Josh Davies, The Center for Work Ethic Development

MEETING ROOM: MADERA

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

LEAN PROCESSES FOR DOING MORE WITH LESS

How many times have you been told you need to do more with less? With budgets impacting operations all across the country, parks are continually looking to do more with less. Lean is all about 3 things: respect people, continuously improve and eliminate waste. In this session, you will be introduced to some Lean principals including how to implement process improvement tools at your waterpark to increase productivity, quality, safety and your bottom line! This session will give you basic strategies to discover the root causes of waste and develop plans to eliminate or minimize it. Learning objectives: identify the four principles of Lean; identify nine types of waste; learn how to develop plans to eliminate or minimize waste; and utilize key improvement strategies to eliminate or minimize waste.

Speakers:

Zack McIntyre, Magic Waters/Rockford Park District

Hope Walker, Magic Waters/Rockford Park District

MEETING ROOM: VENTURA

KEYNOTE SESSION

With Josh Davies

FRIDAY, OCTOBER 23, 2015

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

MADERA

“Work Ethic: The Key to Engagement, Retention and Sustained Performance”

Your biggest competitive advantage is also your biggest challenge: employees. No matter if your operation is public, private, indoor or seasonal, it is the people in your organization who make the difference. Yet finding, training and motivating employees in today's labor market is the biggest obstacle to a company's success. The most common complaint: the lack of foundational skills commonly referred to as work ethic. Rather than complain or compromise, successful companies are instead training and coaching work ethic. Work ethic is a trainable set of behaviors that are the key to workplace performance, and The Center for Work Ethic Development is the nation's only institution focusing on the research and advancement of work ethic. Through research with over 1,500 employers, they have developed the strategies and curriculum to build these behaviors in people from 16 to 60. This engaging and interactive presentation showcases simple training and leadership approaches that yield lasting results. By looking at the seven core behaviors of work ethic, cutting-edge research and real world experiences from leaders across the country, participants will discover actionable tactics they can use to develop the foundation of organizational success; work ethic. These tactics can mean the difference between sustained growth and continued stagnation in any company. This Keynote Session is included in the Symposium Package at no additional charge.



JOSH DAVIES

DAILY SCHEDULE

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

A PICTURE TELLS 1,000 WORDS, VIDEO TELLS THE WHOLE STORY

Did you know that adding video to your website makes your site SIX times more likely to convert a "browser" into a paying customer? In this session, we'll discuss the use of POV (Point Of View) videos as a part of your marketing plan. We'll discuss how YouTube and Facebook offer an incredible outlet to reach new customers. This session is perfect for those who are new to video production and are searching for new ways to solidify their brand or create a new one! We'll also discuss our successes and share with you our tips for customer engagement and brand awareness to help you reach attainable goals in your marketing plan. Tips on what equipment and devices to use will be shared as well.

Speakers:

Jason McCollim, Jason McCollim Productions

Chris McCreary, Triple Play Family Fun Park

Jennifer Ross, Triple Play Family Fun Park

MEETING ROOM: CHINO

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

POST TRAUMATIC GROWTH

Most everyone has heard of Post-Traumatic Stress Disorder (PTSD), but have you heard of its good twin Post Traumatic Growth (PTG)? Join us as we discuss the fears of facing a traumatic aquatic event and some key learning that determine if a person will experience stress or growth after a traumatic event. We will also explore positive outcomes from traumatic situations and how these lessons can be applied personally even if you have not experienced a traumatic event.

Speaker:

Natalie Livingston, The Wave Waterpark

MEETING ROOM: SIERRA

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

CUTTING EDGE TOOLS FOR IMPROVING YOUR SAFETY PROGRAM

Discover new tools to better report, document and resolve your in-park incidents. Learn how to take advantage of technology you already have available in ways that will improve your documentation, follow-up and analysis of incidents within your facility. Hear tips for comprehensive electronic documentation that will keep your staff out from under a pile of paperwork. Find out how to implement secure systems that allow for immediate collection and instant access to all of the important details.

Speaker:

Jason Bays, Camelback Lodge & Aquatopia Indoor Waterpark

MEETING ROOM: PUEBLO

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

WHY LIFEGUARDS FAIL

Lifeguard failure, from simple behavioral issues to catastrophic negligence, is preventable. Beginning with the initial hiring process, operators can set themselves up for success by on-boarding right fit candidates and setting the standard with preventative and thorough pre-service training. Other contributing factors to lifeguard success include proper supervision, leadership, accountability, support, ongoing training and proper acclimation to the organization's culture. This session will give operators tips, tricks and lesson learned for preventing lifeguard failure.

Speakers:

Jessica Carpenter, City of Coppel

Keenan Weiss, Great Wolf Lodge

MEETING ROOM: VENTURA

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

MARKETING ROUNDTABLE

What was your biggest marketing challenge in 2015? Are you feeling the pinch of smaller marketing budgets and don't know how to get more bang for your buck? Would you love to hear about a new, hot trend in the world of marketing? Come be part of this open forum for waterpark marketers and pose your toughest question and share your biggest success. You'll find a roomful of like-minded colleagues who have their own unique strategies to share. Topics like keeping your creative fresh, using PR opportunities to add to your marketing arsenal, marketing a new attraction—all can be part of this lively discussion. Come ready to listen and share and you'll leave with plenty of inspiration for your next marketing plan.

Speakers:

Joann Cortéz, Hyland Hills Park District
Mickey Lewis, Splash Kingdom Waterparks

MEETING ROOM: CHINO

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

THE ANATOMY OF DEFENDING A BOGUS WATERSLIDE CLAIM

It's the middle of July, operations are in full swing and you get a call from a guest who claims they were injured at your park a few days ago, but never reported the injury. What should you do? What happens when the claim goes to trial? This presentation will overview the preservation of evidence of an alleged incident and will share how expert testing and analysis can serve your park if claims are made. In addition, examples will be shared from a 2015 trial that resulted in a defense verdict for a California waterpark.

Speaker:

Rudie D. Baldwin, Esquire, Prindle, Amaro Goetz, Hillyard, Barnes & Reinholtz LLP

MEETING ROOM: SIERRA

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

NUTS AND BOLTS OF WATER QUALITY MANAGEMENT FOR WATERPARKS

Has it been a little while since you took the AFO or CPO course? Does it feel like your knowledge of water quality science and systems has faded since you took the certification exam? Want a refresher of not just "the basics," but the key items you need to be concerned with as an operator of a waterpark? Topics will include water balance, filtration, circulation, recreational water illness, fecal response and chemical safety in a fast-paced, information-packed format. This session will give you a preview or reminder of the important components of water treatment for waterparks. No calculators necessary!

Speaker:

Billy Hamilton, Wet 'n Wild Orlando

MEETING ROOM: PUEBLO

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

COMMITTEE LEADERSHIP COUNCIL MEETING (Active Committee Members Only)

MEETING ROOM: SANTA ROSA

