



SATURDAY

OCTOBER 14,
2017

8:00 A.M. - 5:00 P.M.

AMERICAN RED CROSS LIFEGUARDING INSTRUCTOR CROSSOVER

The American Red Cross is pleased to offer a Lifeguarding Instructor Crossover Course. The crossover instructor course allows qualified candidates who are certified lifeguarding instructors from other approved training agencies the opportunity to participate in a modified instructor course designed to gain certification as an American Red Cross Lifeguarding Instructor. Course registration includes all course materials. *Tuition for this course is \$200.*

LOCATION: OFF-SITE

8:30 A.M. - 5:30 P.M.

AQUATIC FACILITY OPERATOR INSTRUCTOR (AFOI) WORKSHOP (DAY 1 OF 2)

The Aquatic Facility Operator Instructor (AFOI) Workshop is an exclusive professional development opportunity designed to prepare new instructors to teach the AFO certification course. Potential attendees must apply to the National Recreation and Park Association (NPPA) to take the AFOI workshop. Once accepted, you will receive instructions on how to register. Instructor Trainers are instructors that have shown a mastery of the course materials, technical knowledge and presentation skills. They have demonstrated exceptional competence in teaching effectiveness and in their course evaluations. They act as Instructor Workshop facilitators and evaluate the eligibility of instructor candidates for advancement to Trial Instructors. NRPA appoints Instructor Trainers on an as needed basis. For more information about the AFO Instructor Workshop or Aquatic Facility Operator certification, contact customer service at customerservice@nrpa.org.

Speakers:

Bob Bradley, Aquatic Consulting & Ed. Svcs.

John Whitmore, MAOM, CPRE, AFOIT, AFO, City of Denton Parks & Recreation

MEETING ROOM: 1J

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

CERTIFIED POOL OPERATOR (CPO) CERTIFICATION COURSE (DAY 1 OF 2)

The National Swimming Pool Foundation's two-day workshop is designed to provide the knowledge necessary to operate and manage public pools and spas. The CPO class is widely accepted by health departments and fulfills the local and state requirements for certification for pool service technicians as defined in many states. *Tuition for this course is \$279 traditional format, \$309 blended format.*

Speaker:

Lee Hovis, Tolomato Community Development District

MEETING ROOM: 1K

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. 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.) *Tuition for this course is \$425 for original training or \$325 for renewal training.*

LOCATION: OFF-SITE

DAILY SCHEDULE



SUNDAY

OCTOBER 15,
2017

8:30 A.M. - 5:30 P.M.

AQUATIC FACILITY OPERATOR INSTRUCTOR (AFOI) WORKSHOP (DAY 2 OF 2)

MEETING ROOM: 1J

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

CERTIFIED POOL OPERATOR (CPO) CERTIFICATION COURSE (DAY 2 OF 2 & BLENDED COURSE)

MEETING ROOM: 1K

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

ELLIS LIFEGUARD INSTRUCTOR LICENSING PROGRAM (DAY 2 OF 3)

This day is also the Renewal Instructor Training date. For more course details, see page 93.

LOCATION: OFF-SITE



MONDAY

OCTOBER 16,
2017

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

WWA ANNUAL GOLF TOURNAMENT AT MADISON GREEN COUNTRY CLUB

Home to the Florida State and U.S. Amateur Championship Qualifiers, and the site of the 2012 Florida Golf Association Men's Senior Championship, the course is rated 4.9 stars out of 5 by *Golf Digest*. *Golf LINKS* magazine consistently rates Madison Green as one of the Top 20 courses in Florida and calls it a "must play." The tournament will kick off with an 8:30 a.m. shotgun start. A lunch will immediately follow the event and include plenty of "best of" prizes. Shuttle buses will pick up at HQ hotels beginning at 6:40 a.m. with the first stop at the Hilton West Palm Beach Airport, then at 6:55 a.m. at the West Palm Beach Marriott, then at 7:05 a.m. at the Hilton West Palm Beach and then at 7:10 a.m. at the Hyatt Place West Palm Beach. Shuttle buses will depart shortly after the scheduled pick up time listed, so please plan to be waiting for the bus.

LOCATION: MADISON GREEN COUNTRY CLUB

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

WWA UNIVERSITY: IN-PARK REVENUE SCHOOL



Choose the full day option and enjoy both the Renovations and Innovations program described below including the networking lunch. Or choose the half day option and start off with the networking lunch before the afternoon Innovations program described below.

• Renovations (9 a.m.-Noon)

Revenue sources at waterparks come from so much more than just the sale of admission tickets. Learn what you can do to improve spending and cut

costs in the traditional revenue areas inside your waterpark including food & beverage, retail and rentals. In this morning program, you will enjoy hearing from panelists from top-level waterparks, resorts and industry experts that will help you examine your existing processes and operations, and provide ideas to renovate your revenue areas to allow for higher per caps and improved profitability.

• **Innovations (1 p.m.-5 p.m.)**

Discover what parks are doing to add new sources of revenue to their parks. Hear about successes from your peers who have increased their profits by adding new revenue areas, incorporating new technologies and/or implementing new management processes to further raise profits and guest satisfaction. *Tuition for this workshop is \$169 for the full day option and \$99 for the half day option.*

Speakers:

Moderator: Kenny Handler, Global Management Amusement Professionals

Clay Barnes, Waterville USA

Connie Blowe, Disney's Typhoon Lagoon Water Park

Jim Campbell, Disney Sports and Waterparks

Juan Encarnacion, Wet'n'Wild Las Vegas

Clint Hill, Hawaiian Falls Waterparks

Megan Kerrigan, Zoom Flume Waterpark

Jim Kunau, Hurricane Alley Waterpark

Cathy Lawson, Wet'n'Wild Las Vegas

Bob Martin, The Island Waterpark

Steve Miklosi, Breakers Water Park

Mike Ross, Mike Ross Entertainment Inc.

Kelly Smiley, Wild Island Family Adventure Park

Steve Vaughn, Castaway Cove Waterpark

MEETING ROOM: 1B



GOLF TOURNAMENT

MONDAY, OCTOBER 16

MADISON GREEN

COUNTRY CLUB

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

DAILY SCHEDULE

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

NAVIGATING THE SOCIAL MEDIA MAZE

For those waterpark marketers who are either getting started with social media management or are looking to take their skills from the beginning level to a more intermediate level, the full day option of this workshop gives you plenty of time to learn the basics of various platforms using your own facility's social media accounts. During the morning session, you'll hear about different platforms, what they are, how they are best used and what to avoid when getting started. Then, you'll get plenty of hands-on time practicing posts, reading reports in platforms like Facebook, Twitter and Instagram, setting up paid ads, using hashtags and so much more. Following the morning session, you'll enjoy a boxed lunch and networking time with your fellow workshop attendees and speakers. The afternoon session will focus on how social media can improve your online sales process. In the Campaign Development Lab, you'll learn how to set up paid campaigns, goal setting and strategy development, ad bidding, ROI and what metrics you should follow. The workshop will wrap up with an open forum Q&A where you can ask anything you ever wanted to know about social media and how to successfully navigate the maze. For those attendees who already have the basics of social media down, the afternoon session will include the networking luncheon, the Campaign Development Lab described above and the open forum Q&A. *Tuition for this workshop is \$199 for the full day option and \$109 for the half day option.*

Speakers:**Moderator: Tina Hatcher, 3i Advertising****Julie Catona, 3i Advertising****Taryn Eisenman, SplashDown Beach Waterpark****Gerry Marcelo, Discover the Palm Beaches****Winter Prosapio, Schlitterbahn Waterparks & Resorts****Kassie Rizzo, Kalahari Resorts & Conventions****MEETING ROOM: 1D**

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

WWA UNIVERSITY: WATERPARK MAINTENANCE SCHOOL



This WWA University: Waterpark Maintenance Workshop features 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 for this workshop is \$169.***Speakers:****Moderator: Chris Landgrave, Lake County Parks & Recreation****Cody Butcher, Great Wolf Resorts****David Harmon, DEL Ozone****Lee Hovis, Tolomato Community Development District****James Probus, Fiberglass Systems****Brett Steinbrueck, BECS Technology, Inc.****Lewis Wemple, Aquatic Development Group****John Whitmore, MAOM, CPRE, AFOIT, AFO, City of Denton Parks & Recreation****MEETING ROOM: 1F**



9:00 A.M. - 6:00 P.M.

SAI STARGUARD LIFEGUARD INSTRUCTOR WORKSHOP (RENEWAL)

Learn how experiential learning theory can streamline your lifeguard training sessions, while maximizing skills development and retention, lifeguard confidence and lifeguard professionalism. This will be a blended learning experience combining an online course with an instructor-trainer led session. This session will also cover the administrative aspects of becoming a Starfish Aquatics Institute Training Center so that you can provide the StarGuard and Emergency Care curriculum to your staff or the community. This course is for renewals only. *Tuition for this course is \$180.00. Pre-registration required.*

Speaker:

Lake White, Starfish Aquatics Institute

MEETING ROOM: 1K

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

WWA UNIVERSITY: WATERPARK DESIGN, DEVELOPMENT & EXPANSION WORKSHOP

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

- Analyze the Market and Determine Economic Feasibility
- Fundamentals in Waterpark Design
- Including Safety in Your Park Design & Development
- Preventative Law for Developers
- Why Water Matters
- Key Issues & Considerations of Waterpark Renovation
- Project Spotlights
- Ready, Set, Go - Preview

Then, don't miss the opportunity to network with these professionals and fellow developers at Monday evening's reception, exclusively for workshop participants. *Tuition for this workshop is \$169.*

MEETING ROOM: 2BC

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 for this workshop is \$169.*

Speaker:

Rich Young, Aquatic Commercial Consulting

MEETING ROOM: 2D

DAILY SCHEDULE

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

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

This workshop is a practical guide for the first time waterpark operator or those new to management positions. Whether you are planning a public facility or your first waterpark commercial venture, this full day of exploring industry best practices with this panel of experienced waterpark professionals will prepare you for your first season or your new role in management. Participants will receive a valuable binder of checklists, samples, videos and advice in every area of waterpark and aquatics operations. It will become your "go to resource" for operations information for you and your staff. This full day session is a blend of information and experience that will leave you informed, prepared and thoroughly entertained. Ready, Set, Go has helped to successfully launch hundreds of waterparks over the years. Don't miss out on this rare industry opportunity, only available through the World Waterpark Association. *Tuition for this workshop is \$169.*

Speakers:

Moderator: Judith Leblein Josephs, CPRA, RA, JIJ Enterprises LLC
 Louis Cirigliano, Jr., Casino Beach Pier & Breakwater Beach
 Scott Heke, WhiteWater West Industries Ltd.
 Sasha Mateer, Lake County Parks & Recreation
 Dan Martin, Market & Feasibility Advisors, LLC
 George Panton, Water Safety Products, Inc.
 Kari Tjader, Reunion Resort

MEETING ROOM: 2E

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

ELLIS LIFEGUARD INSTRUCTOR LICENSING PROGRAM (DAY 3 OF 3)

LOCATION: OFF-SITE

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

PUBLIC SECTOR COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

MEETING ROOM: 1D

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

WATERPARK RESORT COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

MEETING ROOM: 1F



TUESDAY

OCTOBER 17, 2017

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

TECHNOLOGY & INNOVATIONS COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

MEETING ROOM: 1J

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

REVITALIZING AGING WATERPARKS FOR SOPHISTICATED PATRONS

Give us your tired, your poor, your aging waterparks and aquatic centers! How do you take that non-performing asset and turn it into something new and exciting? The 1980s and 1990s saw an evolution of the traditional waterpark and swimming pools with the introduction of zero depth entry pools, waterslides and interactive play structures. Today, these facilities are losing attendance and revenue. So what happened? This session will use real life examples of waterparks and aquatic centers that were able to breathe new life into these facilities using this one weird trick! Before leaving this session, you'll be able to identify the issues that precede the decision to rejuvenate or replace. You'll hear how to recognize the goals of today's waterparks and the features and attractions expected by today's sophisticated patrons. Finally, you'll be able to identify the three basic rejuvenation options and evaluate the efforts and cost implications of each option. You'll soon understand the new technology and the positive impact it can have on water quality, guest satisfaction, operations and maintenance efforts.

Speakers:

Nicholas Neuman, Water Technology, Inc.

George Sells, AIA, Water Technology, Inc.

Haley Conrad, PE, Water Technology, Inc.

MEETING ROOM: 1BC

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

THE REAL ROI OF DIGITAL MARKETING

Understanding the ROI potential of the many digital marketing initiatives your facility can pursue is critical to making sure that you're getting the most BANG for your media budget. In order to make the kinds of informed decisions that put you ahead of your competition, you need to familiarize yourself with the ins, outs, investment needs and revenue-generating opportunities available through each channel of digital marketing. Drawing from decades of experience in the industry, digital marketing entrepreneur Katie Bruno will walk you through processes and best practices from awareness to conversion. Topics to be explored include: key performance indicators and expected ROI for websites, SEO, social media, display, pre-roll, retargeting and email marketing (as well as how these KPIs are affected by the size and type of your park).

Speaker:

Katie Bruno, Ph.D., Brick Street Interactive

MEETING ROOM: 1DE

DAILY SCHEDULE

8:45 AM - 9:45 AM

WHAT'S IN THE WATER? AVOIDING RWI'S

A recreational water illness (RWI) can occur in your pool, spray park, hot tub or beachfront. The CDC has tracked the outbreaks associated with recreational water, and the numbers are rising. In this session, Dr. Allison Stock, MPH, and Gaylee W. Gillim, Esq., will share data, emerging issues and best practices.

Speakers:

Gaylee W. Gillim, Esquire, Kentucky Kingdom

Allison Stock, Ph.D., MPH, Rimkus Consulting Group, Inc.

MEETING ROOM: 2A

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

RESILIENCE TRAINING

When an incident such as a death of an employee or a local/national event happens in the community, what can managers do to help get their team through it and refocus on the job at hand? Hear discussion on how the outside factors that operators and communities deal with on a daily basis can affect their employees and businesses. Explore cognitive thought-process training, which results in positive emotional and physical outcomes for employees in the work place. Discover warning signs to look for in your employees from a mental health perspective. Learn applicable takeaways that can be applied to any operation in creating an effective communication process between leadership and front line staff members, and how to deal with staff members in several capacities, including coaching and disciplinary issues. This training is interactive and uses short videos for examples.

Speaker:

Ashley Wolfe, Roaring Springs Waterpark

MEETING ROOM: 2BC

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

MAKING A SPLASH: BEST PRACTICES FOR WATERPARKS UNDER THE AMERICANS WITH DISABILITIES ACT

This session will take a close look at the often confusing and complex world of the Americans With Disabilities Act (ADA) as it applies to waterparks from both a legal and practical perspective. Learn what the law is and, more importantly, what it means to your operation and your facility. Additionally, waterpark operators will offer practical pointers, best practices and personal stories of compliance challenges both in traditional waterparks and in a park designed specifically to cater to the needs of disabled guests and their families. This session will look at the so-called "waterslide exclusion" under the ADA and what it means (and, more importantly, doesn't mean), architectural access issues for pools and aquatic attractions and discuss best practices for accommodating guests with cognitive disabilities, including autism.

Speakers:

Erik Beard, Wiggin and Dana

Dominic Fournier, Morgan's Wonderland & Inspiration Island

Clint Hill, Hawaiian Falls Waterparks

MEETING ROOM: 2D

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

WORKING WITH DHS TO INCREASE THE SECURITY OF YOUR GUESTS

The U.S. Department of Homeland Security (DHS) closely monitors attacks on public gatherings and public places to constantly enhance the nation's security. During both steady state and times of heightened awareness, DHS engages closely with our private sector and community partners to provide expert counsel and recommendations about protective measures they can implement to protect facilities and venues. During this session, you will learn about the free DHS tools and resources which will help communities keep the public safe and secure. Learn how to identify the risks public gatherings

and public spaces pose to security and explore protective measures for facilities and venues that you can implement in your community.

Speaker:

Matthew Frost, U.S. Department of Homeland Security

MEETING ROOM: 2EF

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

CREATING A SUCCESSFUL MUNICIPAL WATERPARK USING OUR MISSION WORD: SAFE

This presentation will highlight successful practices that have created a profitable municipal waterpark without tax payer subsidies. Discover "SAFE" as a mission word: Safety, Affordable, Family, Entertainment. Everything begins and ends with safety. Affordability can be achieved by ensuring everyone can enjoy all aspects of the waterpark by making use of a portion of profits to fund recreation programs, scholarships and donations. Built with a focus on families with 2 to 12-year-old children, the park has become a selling point for city programs and a magnet for other local summer camp programs. While the park and its features serve to satisfy entertainment criteria, the entertainment begins as guests walk through the gates and experience a facility with pleasant music, clean restrooms and high quality guest services.

Speakers:

Jimmy Dilks, City of Fremont - Aqua Adventure

Phil Hagmann, City of Fremont - Aqua Adventure

Matt Herzstein, City of Fremont - Aqua Adventure

Lance Scheetz, City of Fremont Parks & Recreation

MEETING ROOM: 1BC

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

GROUP SALES ROCKS – PILLARS FOR A SUCCESSFUL SALES DEPARTMENT

Group sales in a waterpark environment takes on a life of its own. A panel of speakers from waterparks of all sizes, freestanding and resort, will help guide you through some of the main aspects of a successful group sales department. The session will focus on how to generate group sales with a little or no sales department, hiring/finding the right staff, easy-to-implement sales strategies and tactics, marketing your programs and how to deal with the most common objections. Attendees are sure to leave this session with a handful of actionable insights.

Speakers:

Moderator: Marc Gran, Carowinds Theme Park & Carolina Harbor Water Park

Stephen Donahue, Performance Hospitality

Lori Hersey, Rapids Water Park

Nancy Johnson, Martin County Parks and Recreation Department

Janet Wilson-Irving, Apex Parks Group

MEETING ROOM: 1DE



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

LEARN TO SWIM ACCOMMODATIONS: AUTISM SPECTRUM SWIM LESSONS

Partnering with Autism Speaks, the Folsom Aquatic Center has developed a basic Learn to Swim program to meet the needs of participants who are on the autism spectrum. During this session, we will discuss the importance of providing service, provide videos demonstrating lessons, share marketing that can be used to support this type of program and we will discuss the need for the program. We'll also share a participant demonstration of what it may be like to be on the autism spectrum. While swim lessons may be a small part of your typical waterpark operation, learning to adapt any of your programs for any special needs participant brings great value to your facility and programming. Come learn why it is important to provide services to the special needs population.

Speakers:**Chad Gunter, City of Folsom - Folsom Aquatic Center****Heidi Lockett, OTR/L, Easter Seals Superior California****MEETING ROOM: 2A**

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

WHAT HAPPENS IF A CLAIM GOES SOUTH?

A panel of experienced attorneys will guide you through a claim scenario that "goes south." While most facilities operate safely, there are occasions when an injury occurs, and some claims can spiral in the wrong direction. Our panel will identify the crucial points to be navigated and provide guidance to prevent the claim from heading south and becoming a catastrophic loss.

Speakers:**Jeffrey W. Johnson, Esquire, Johnson Law Group****David J. Daly, Esquire, Daly Cavanaugh LLP****Gaylee W. Gillim, Esquire, Kentucky Kingdom****MEETING ROOM: 2D**

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

BY GEORGE – LESSONS LEARNED FROM WET 'N WILD

Wet 'n Wild in Orlando, Florida, was hailed as the first commercial waterpark in the United States. Attendance was over one million annually when it was demolished to make way for a new, much larger waterpark this year. Being the first, founder George Millay had no World Waterpark Association, no experienced suppliers or designers and no prototypical operations, marketing or business models. Although Millay and his original waterpark are now gone, there are stories to tell and lessons to learn. Join John Seeker (who was with Millay from the beginning); Mark Hatchel (who worked with Millay and team on ride expansions and new parks); along with Ron Sutula and Pat Finnegan (longtime Wet 'n Wild operators) to take a fun and enlightening look back at the glorious (and not so glorious) days of Wet 'n Wild.

Speakers:**Pat Finnegan, WhiteWater West Industries****Mark Hatchel, PLA, ASLA, Kimley-Horn & Associates****John Seeker, Turnstile Advertising****Ron Sutula, Schlitterbahn Galveston Island Waterpark****MEETING ROOM: 2EF**

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

IPREFAIL: PREPARE TO FAIL...REVERSE ENGINEER SUCCESS

iPREFAIL is focused on the concept of "Prepare to Fail: Reverse Engineer Your Success." We want to provide you with the opportunity to "prefail" here so that when a real aquatic emergency occurs, you will "prevail." You will be immersed in an aquatic event and will choose how to respond as things happen post event. We will provide you with a realistic view of how things might progress and what might be asked of you personally in an aquatics leadership role from the event all the way through the legal process. We will allow you to look at the facts and analyze and determine what happened, what went well, what did not, what were the causal factors for the event and what are the lessons learned. We want to challenge you to think more defensively in your operation and strategize for when an event occurs. We often see operators who are on the offense, creating policies and doing trainings, but have never been taught how to think defensively. iPREFAIL is designed to bridge the gap between where our training ends and where reality begins. We believe aquatic events can happen to good people and to great operations, and an event does not mean an operation is a failure. We believe sharing and learning about these events with the aquatic community is essential to our growth and to informing others of the lessons learned from actual events. Join us as we grow and learn together through iPREFAIL!

Speakers:

Natalie Livingston, CPRP, Oostman Aquatic Safety Consulting

Michael Oostman, Oostman Aquatic Safety Consulting

MEETING ROOM: 2BC



OPENING GENERAL SESSION

TUESDAY, OCTOBER 17, 2017

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

BALLROOM B

Join hundreds of your fellow WWA attendees for this annual gathering that kicks off the opening of the Trade Show Floor. 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 and challenges from 2017!

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

OPENING GENERAL SESSION

Join hundreds of your fellow WWA attendees for this annual gathering that kicks off the opening of the Trade Show Floor. 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 and challenges from 2017!

MEETING ROOM: BALLROOM B

12:30 P.M. - 6:00 P.M.

WWA TRADE SHOW (LUNCH SERVED 12:30 TO 2:30 P.M.)

The Trade Show will take place October 17 & 18. Here, you'll gain access to 100,000 square feet of the newest, most innovative waterpark-related goods and services. You'll be able to source and secure everything you need: quality products, vital services and merchandising resources.

LOCATION: EXHIBIT HALL

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

TRADE SHOW LUNCH DAY 1

It's one of our signature show amenities—a tasty buffet lunch on the trade show floor. You'll enjoy casual, open networking time while you refuel for a busy day on the show floor! Lunch on the trade show floor gives you another chance to meet new people, share successes and challenges and find solutions to your biggest problems. This lunch is included in the Blue Symposium Package and Spouse/Companion Package.

LOCATION: EXHIBIT HALL

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

CHAT WITH COMMITTEE MEMBERS – EDUCATION, MARKETING & COMMUNICATIONS AND WATERPARK RESORT

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

LOCATION: WWA BOOTH #827-928

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

CHAT WITH COMMITTEE MEMBERS - GOVERNMENT RELATIONS AND PUBLIC SECTOR

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

LOCATION: WWA BOOTH #827-928

4:30 P.M. - 5:30 P.M.

WELCOME RECEPTION ON THE TRADE SHOW FLOOR

After shopping the Trade Show floor, take some time Tuesday 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 Rapids Water Park later that evening. This event is open to all who have a badge that gains them entrance to the trade show floor.

LOCATION: EXHIBIT HALL

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

ANNUAL REUNION PARTY AT RAPIDS WATER PARK

This signature networking event at one of the area's most recognizable leisure attractions, Rapids Water Park, will bring you face-to-face with the best in the business. Start the evening off with some behind-the-scenes tours of this storied park and then settle in for some food, music and conversations



ANNUAL REUNION PARTY

TUESDAY, OCTOBER 17
RAPIDS WATER PARK
7:00 P.M. - 10:00 P.M.

with your fellow WWA attendees. For those who are wanting to participate in the park tours, please be ready to board the first shuttle buses. This event is included in registration for both Symposium Packages and the Spouse-Companion Package.

This event is sponsored by ProSlide Technology.

LOCATION: RAPIDS WATER PARK

WEDNESDAY
OCTOBER 18,
2017

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

COMMITTEE MEMBER BREAKFAST (ACTIVE COMMITTEE MEMBERS ONLY)

MEETING ROOM: TBD

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

HAVE A DWIGHT IN YOUR OFFICE? STRATEGIES FOR DEALING WITH A DIFFICULT CO-WORKER

Working with negative people can take a toll on both your sanity and health. You can vastly improve your own work environment and morale when you increase your ability to deal with the people at work. In this session, you will learn unique strategies that will help you build relationships with the negative people in your workplace. We will discuss innovative ways to develop effective work relationships with challenging people, and we will discuss the importance of tackling difficult conversations and the surprising effect it has on creating and maintaining a happy and engaged workplace.

Speakers:

Alexandrea Crocker, City of Henderson Parks & Recreation

Angela Summers, City of Henderson Parks & Recreation

MEETING ROOM: 1BC

DAILY SCHEDULE

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

WATERPARK RESORT ROUNDTABLE

Looking to learn more about a waterpark resort related topic that has not yet been covered elsewhere? Join your industry colleagues for an in-depth discussion of the unique issues affecting your operation. Why recreate the wheel when we can lean on each other to learn best practices? Hear how your peers are managing issues such as recruiting & retention, year-round staffing, J1 Visa issues and marketing considerations unique to resort waterparks. Enjoy dynamic discussions and collaborate with industry leaders to gain further knowledge about topics that you bring to the floor.

Speakers:**Blake Ford, Great Wolf Lodge-New England****Chris Seyler, Kalahari Resorts-Poconos****Scott Silar, Hershey Entertainment & Resorts****Eugene Vanderwalt, Blue Harbor Resort & Spa****MEETING ROOM: 1DE**

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

MAXIMIZING OPPORTUNITY – HOW DO YOU COMPARE TO OTHER WATERPARKS IN ATTENDANCE & REVENUE?

There are a variety of goals a waterpark has including improving the on-site experience, increasing attendance or membership and improving revenue. These goals are important; however, given an organization's limited resources, prioritizing these goals and dedicating resources can be challenging. While most waterparks are performing well, statistics suggest there is an opportunity to do better with significant implications regarding increased visitation, membership and revenue. This session will highlight techniques used to identify a waterpark's potential and present analytics and strategies of organizations that are optimizing their potential. This session will lead with a review of the WWA Benchmark Survey related to organizations that optimize their performance. Attendees of this session will be able to identify their audience, membership and revenue potential and ways to maximize that potential. This analysis will allow you to better prioritize your goals and better allocate resources to accomplish those goals.

Speakers:**Moderator: Peter A. Fingerhut, Zoombezi Bay at the Columbus Zoo and Aquarium****John Morey, Morey Consulting****CJ Jordan, Morey Consulting****MEETING ROOM: 2A**

KEYNOTE SESSION WITH CHRIS NELSON

**WEDNESDAY, OCTOBER 18, 2017
10:00 A.M. TO 11:00 A.M.**

BALLROOM B

"FACING THE DELUGE: LEADERSHIP UNDER A FLOOD OF SCRUTINY"

Crises are becoming ever more common in our increasingly complex society, and stakeholder expectations of organizations facing crises are higher than ever. When a crisis occurs, your business and your reputation rely on your ability to properly assess the situation, respond immediately and stabilize your relationships with stakeholders. Chris Nelson, Americas Crisis Management Lead for FleishmanHillard, will provide recommendations on navigating through rough waters. This Keynote Session is included in both Symposium Packages.



CHRIS NELSON

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

LEADERSHIP MATTERS – INSPIRING EXCELLENT PERFORMANCE FROM YOUR MANAGEMENT TEAM

Learn how Disney invests in the development of their leaders to promote successful business results and teams who feel valued and appreciated. Discussion will include leadership development strategies, such as hiring right fit talent, coaching for success and using story-telling to inspire excellent performance. Insights will be shared on utilizing a "Development Journey" tool to identify individual skills, map out development opportunities and how to use the learnings to strengthen your leadership team.

Speakers:

Mark Dukes, The Walt Disney Company

Katie Thie, The Walt Disney Company

MEETING ROOM: 2BC

DAILY SCHEDULE

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

PLAY AS THE UNIVERSAL LANGUAGE OF OUR BUSINESS

Learn how expanding the focus on interactive play can lead to improved length of stay, guest satisfaction and a stronger sense of community. Play is our first universal language. From our earliest days of our lives, we react to and learn from each other as we develop basic skills of social interaction. Embracing the primal nature of play in our attractions and planning of projects can lead to direct positive gains in operations and profitability.

Speaker:**Franceen Gonzales, WhiteWater West Industries****MEETING ROOM: 2D**

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

BEST PRACTICES FOR MANAGING THE SUIT-PRONE GUEST

Calling aspiring actors, American Idol wannabes, hambones and hotdogs looking for action, role-playing and drama! You and your small group will be stars for a day, solving important safety problems that will keep you off the front page and out of the poorhouse. While experiencing the adventure, attendees will discover how to identify liability exposures and hear strategies for mitigating them while learning to reduce risk, stay out of trouble and save time and money. There will be special focus on difficult guests, guest relations training, managing guest expectations and why guests sue.

Speaker:**R. Wayne Pierce, Esquire, Pierce Adventure Law****MEETING ROOM: 2EF**

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

SUPPLIER & EXHIBITOR MEETING**MEETING ROOM: EXECUTIVE BOARDROOM, SECOND FLOOR**

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

KEYNOTE SESSION: FACING THE DELUGE: LEADERSHIP UNDER A FLOOD OF SCRUTINY

Crises are becoming ever more common in our increasingly complex society, and stakeholder expectations of organizations facing crises are higher than ever. When a crisis occurs, your business and your reputation rely on your ability to properly assess the situation, respond immediately and stabilize your relationships with stakeholders. Chris Nelson, Americas Crisis Management Lead for FleishmanHillard, will provide recommendations on navigating through rough waters. This Keynote Session is included in both Symposium Packages.

Speaker:**Chris Nelson, FleishmanHillard****MEETING ROOM: BALLROOM B**



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

WWA TRADE SHOW (LUNCH SERVED 12:00 TO 2:00 P.M.)

LOCATION: EXHIBIT HALL

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

MARKETING & COMMUNICATIONS COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

MEETING ROOM: 1K

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

EDUCATION COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

MEETING ROOM: 1J

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

CHAT WITH COMMITTEE MEMBERS - PUBLIC SECTOR AND SAFETY

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

LOCATION: WWA BOOTH #827-928

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

TRADE SHOW LUNCH DAY 2

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

LOCATION: EXHIBIT HALL

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

CHAT WITH COMMITTEE MEMBERS – EDUCATION, MARKETING & COMMUNICATIONS AND TECHNOLOGY & INNOVATIONS

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

LOCATION: WWA BOOTH #827-928

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

LET'S GO TO TRIAL – YOU, YOUR PARK & 12 STRANGERS

A trial puts your park, your lifeguards and your management under a microscope. What you say, don't say, do and don't do...all of it...can and will be used against you. This talk will help attendees assess their training, risk management, incident investigation and litigation strategies to help make their operation look its best in front of a jury. This session will also help attendees consider additional issues relevant to trial preparation and presentation (such as mock trials, jury consultants, expert witnesses and witness preparation).

Speaker:

Rudie D. Baldwin, Esquire, Amaro Baldwin LLP

MEETING ROOM: 1BC

TRADE SHOW HOURS

Tuesday, October 17th

12:30 p.m. to 6:00 p.m.

Wednesday, October 18th

11:00 a.m. to 3:30 p.m.

DAILY SCHEDULE

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

THE ULTIMATE MARKETING ROUNDTABLE

Join us for this lively, interactive roundtable session. You'll have the opportunity to meet with industry experts as well as like-minded industry peers in small groups to get the most out of your marketing. Table topics will include new promotions and events for in-season and off-season, managing your media mix, group sales and birthday parties, just to name a few. Plus, you'll have the chance to switch tables throughout this 75-minute session, so you can take in even more useful information. Each table will feature a moderator from WWA's Marketing Committee to help keep the conversation going. These members from the Marketing Committee are all at the top of their field working in parks that are creating successful, award-winning marketing campaigns year after year. You won't want to miss this one!

Speakers:

Joann Cortéz, Hyland Hills Park & Recreation District
Peter A. Fingerhut, Zoombezi Bay at the Columbus Zoo and Aquarium

Tina Hatcher, 3i Advertising

Stephanie Hee-Johnston, NRH₂O Family Water Park

Susan Kruizinga, Wet'n'Wild Toronto

Mickey Lewis, Splash Kingdom Family Waterparks

Chris Ozimek, Schlitterbahn Waterparks & Resorts

Tiffany Woodward, Country Springs Hotel and The Springs Water Park

MEETING ROOM: 1DE

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

JOINT DEVELOPMENT: TWO FACILITIES, ONE VISION, MANY LESSONS LEARNED

Using a case study analysis of two waterparks, this session will uncover the tools for successful parks and the holistic lessons learned from the perspective of the design team and owner. Different political scenarios, funding mechanisms and planning efforts required for creating a successful municipal waterpark will be discussed. Discover lessons learned to help make an aquatic waterpark facility profitable, easy to manage and easy to maintain for long-term success.

Speakers:

Justin Caron, Aquatic Design Group

Nicole Van Winkle, Counsilman-Hunsaker

MEETING ROOM: 2A

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

WATERPARK & 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, attraction lifestyle and attendance trends. You'll leave with a new appreciation for what's taking place in the water leisure industry around the world.

**Speakers:****Brian Sands, AECOM - Economics****David J. Sangree, MAI, CPA, ISHC, Hotel & Leisure Advisors****MEETING ROOM: 2BC****3:30 P.M. - 4:45 P.M.****RECREATIONAL WATER DISINFECTION WITHIN THE MODEL AQUATIC HEALTH CODE (MAHC)**

This high-level course will discuss the disinfection of recreational water within the Model Aquatic Health Code (MAHC). Attendees will not only learn how to follow the recommendations in the code, but the background behind the recommendations and how they impact prevention of recreational water illnesses (RWIs). Become familiar with the pathogens responsible for disease outbreaks and how to combat them. Water chemistry and disinfection recommendations in the 2016 version of the MAHC will be discussed, as will up and coming potential changes to the 2018 version of the code. Learn about how these changes could impact your waterpark and how you can participate in the development of the code.

Speaker:**Karllee Barton, Lonza Group****MEETING ROOM: 2D****3:30 P.M. - 4:45 P.M.****CASE STUDIES IN AQUATIC EMERGENCY CARE**

This session will take a look at emergency care as it relates to the aquatic environment/aquatic incidents, and will discuss the details of the event, the care provided and the results/outcomes of the incidents themselves and the care. Through case studies, attendees will be able to identify causal factors related to past incidents, to explain the outcomes of past incidents and how the incident details had an affect, to recognize new therapies that are being used to care for patients suffering from drowning and to apply learning to the evaluation of their operation.

Speaker:**Juan Richards, Jeff Ellis & Associates Inc****MEETING ROOM: 2EF****5:00 P.M. - 6:00 P.M.****MARKETING TO EVERY MEMBER OF THE FAMILY**

When marketing a waterpark, you need to appeal to every member of the family. Parents are your primary purchasers, while teenagers make up the majority of your workforce and children are your biggest fans! During this presentation, we will walk through the basic steps to reach every member of the family with your marketing techniques. Learn how you can leverage parental buying power using traditional and social media marketing that convinces them that your waterpark will provide them with relaxation and an easy day out with the kids, thus making it worth their hard-earned money. We'll discuss how to reach that super-Mom who is the PTA President, School Fundraising Chair, volleyball coach and so much more. Plus, we'll look at how to make children love your waterpark so much that they ask their parents for season passes for the Christmas before and then want you to host their birthday party during the summer!

Speakers:**Tiffany Quilici, Roaring Springs Waterpark, Wahooz Family Fun Zone and Pinz Bowling Center****Holli Wilson, Splash Kingdom Family Waterparks****MEETING ROOM: 1BC**

DAILY SCHEDULE

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

PUBLIC SECTOR ROUNDTABLE: ADDRESSING THE STAFFING ISSUES OF TODAY

It is becoming increasingly difficult to find and retain quality and qualified employees, especially in the public sector segment of our industry. In this roundtable session, we will be focusing on staffing; and through open discussion, we will seek out the expertise of our fellow public sector facilities regarding how they are dealing with limited dollars, rising cost (wages, expenses, etc.), seasonality of getting and keeping good people, among other topics. We'll help each other find ideas and solutions for this highly impactful element of our business.

Speakers:

Eric Dombrowski, CPRE, City of Palmdale Department of Parks & Recreation

Karol Komar, Tinley Park – Park District

Denise Moore, City of Orlando

Kevin Rowland, Charleston County Parks & Recreation Commission

MEETING ROOM: 1DE

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

TO AUTOMATE OR NOT TO AUTOMATE?

This interactive panel discussion will take an in-depth look at available systems in today's waterparks. Technological advances have led to the ability to fully automate many critical elements in a mechanical room. These include but are not limited to water quality and chemicals, flow rate and pumps, filtration and integration into building or site-wide energy modelling systems. These systems are billed as saving both operating and staff costs but have been implanted with varying levels of success. Our panelists will discuss their experience with the pros and cons of these systems as well as making recommendations based upon their specific experience.

Speakers:

Todd Foust, Martin County Parks and Recreation Department
Marc Henry, Western Water Features, Inc.

Kevin Kopeny, Universal Studios Hollywood

MEETING ROOM: 2A

WPB PARTY

WEDNESDAY, OCTOBER 18
HILTON WEST PALM BEACH POOL
7:30 P.M. - 10:30 P.M.





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

MANAGING MILLENNIALS

Do you find it difficult to evaluate stereotypes, assumptions and trends related to the younger generation in the workforce? If so, come hear about some leadership strategies for effectively developing young professionals to maximize their satisfaction and productivity. By the end of this session, you will be able to think critically about flawed stereotypes and unfair assumptions about the millennial generation. You will walk away with specific leadership strategies for effectively engaging, listening to, learning from, retaining and developing millennial employees.

Speakers:

Nicholas Licastro, Great Wolf Lodge - Concord

Jody Pair, Splash Kingdom Family Waterpark

MEETING ROOM: 2BC

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

CHEMICAL FACILITIES ANTI-TERRORISM STANDARDS PROGRAM OVERVIEW

To keep the water clean, waterparks and pools treat their water with a variety of chemicals, some of which are hazardous and can be used by terrorists for nefarious purposes. What are these hazardous chemicals common at waterparks and pools? What are the security measures that can be put into place to better secure these hazardous chemicals? This presentation from the U.S. Department of Homeland Security (DHS) will provide insight into the Chemical Facility Anti-Terrorism Standards (CFATS) program, hazardous chemicals common at waterparks and pools and security measures to better protect their community.

Speaker:

Byron Jones, U.S. Department of Homeland Security

MEETING ROOM: 2D

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

VOICE OF THE VISITOR

PGAV in conjunction with H2R and Bloolooop have embarked on a yearly survey of people who have visited an attraction in the current year or plan to visit in the upcoming year to study the visitor's viewpoint of attractions, reactions, expectations and trends. This can be used to provide an industry-standard dashboard that quantifies aggregate attractions' industry performance and provides an outlook on future visitation, specifically using insights gained directly from the point of view of the visitors themselves about why they choose to visit attractions—or not to visit. The presentation will showcase the highlights from the published book, *Voice of the Visitor*.

Speaker:

Jeff Havlik, PGAV Destinations

MEETING ROOM: 2EF

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

SAFETY COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

MEETING ROOM: 1BC

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

WPB PARTY AT THE HILTON WEST PALM BEACH POOL

Join us for food, drinks and music as we bring to an end the third day of the WWA Show. This networking event will give you the opportunity to finish up the conversations started on the exhibit hall floor or in educational sessions held earlier in the day. This event is included in both Symposium Packages.

This event is sponsored by Life Floor and Van Stone Conveyor.

LOCATION: HILTON WEST PALM BEACH POOL



THURSDAY
OCTOBER 19,
2017

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

KEYNOTE SESSION: MANAGEMENT LESSONS I LEARNED FROM MY CHILDREN

Have you ever noticed that leading employees in the workplace can be oddly similar to the experience of raising children? Referring to some of his life lessons learned raising three small children, Marlin D. Smith addresses several of the challenges that come along with managing people, as well as some of the common missteps that supervisors and managers make. Using humor and valuable life lessons, this session is a great recharge for new managers and professionals that coach people in leadership roles. You'll leave with a better understanding on how to create space for learning opportunities. You'll better understand the value of positive feedback, how to protect your employees and instill trust, how to share the vision for your facility's future and how to model appropriate behavior as a leader. This presentation is fast-paced and packed with great lessons and laughs. This Keynote Session is included in both Symposium Packages.

Speaker:

Marlin D. Smith, Mandrake HR Consulting, LLC

MEETING ROOM: BALLROOM B

KEYNOTE SESSION WITH MARLIN D. SMITH

THURSDAY, OCTOBER 19, 2017

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

BALLROOM B

"MANAGEMENT LESSONS I LEARNED FROM MY CHILDREN"

Have you ever noticed that leading employees in the workplace can be oddly similar to the experience of raising children? Referring to some of his life lessons learned raising three small children, Marlin D. Smith addresses several of the challenges that come along with managing people, as well as some of the common missteps that supervisors and managers make. Using humor and valuable life lessons, this session is a great recharge for new managers and professionals that coach people in leadership roles. You'll leave with a better understanding on how to create space for learning opportunities. You'll better understand the value of positive feedback, how to protect your employees and instill trust, how to share the vision for your facility's future and how to model appropriate behavior as a leader. This presentation is fast-paced and packed with great lessons and laughs.



MARLIN D. SMITH

DAILY SCHEDULE

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

LATEST IN SANITATION OPTIONS - THE BENEFITS, WHAT TO CHOOSE AND HOW TO MAINTAIN

Discover the costs and benefits of adding UV systems, and learn the recent MAHC rules and regulations related to UV systems. A panel of operators will present their system costs and budgeting strategies. Discussion will include maintenance requirements and maintenance costs. Green water purification options for your water will be reviewed along with its potential budget savings. Learn how parks produce chlorine and reduce the need for adding other chemicals as part of maintaining greener parks.

Speakers:**Mark Abdo, City of Largo Recreation, Parks & Arts Department****Todd Foust, Martin County Parks and Recreation Department****Sandra Greiner, Sun Splash Family Waterpark/City of Cape Coral****Scott Holtrey, Collier County Government****Alvaro G. Mendoza, Commercial Energy Specialists****MEETING ROOM: 2A**

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

IN THE MINUTES AFTER...

What are the order of events and activities that should happen immediately after a critical incident at your facility? The event might vary but the immediate steps taken are very similar. We will discuss and create a game plan for you to follow in those crucial minutes, hours and days after one of the worst phone calls of your career. In this session, you'll learn how to identify the critical path needed following a high level emergent incident at your facility. We'll discuss short-term and long-term strategies for successful management of the incident, and we'll share successes and failures with other attendees.

Speaker:**Eden Dowler, Midwest Pool Management****MEETING ROOM: 2BC**

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

50 MONEY MAKING IDEAS & HOW TO MARKET THEM

Looking for some new ideas to help drive your bottom line? Then this is the class for you! Discover 50 ideas to increase profits at your park or facility, including but not limited to special events, promotions and programs. But wait, that's not all. We're not just going to give you the ideas. We're going to show you how to market them to your guests to build awareness and make sure it's successful. Nobody wants to waste time planning and hosting an event and have no one attend because they didn't know about it. This class will feature speakers from a variety of parks—privately owned, municipal, large and small—that have already put these ideas to the test to ensure profitability. What's even better than a proven track record? You can take these ideas and implement them for the 2018 season as soon as you get home from West Palm Beach. So, join us today to start making money tomorrow!

Speakers:**Ashley Benson, Splash Kingdom Family Waterpark****Juan Encarnacion, Wet'n'Wild Las Vegas****MEETING ROOM: 2D**

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

ADDRESSING THE NEEDS OF TRANSGENDER GUESTS AND STAFF

Recreational venues, including waterparks, are often viewed as microcosms of society. In many cases, our waterparks are cultural melting pots, with guests and staff hailing from a wide variety of cultures and backgrounds. Waterpark operators must balance a goal of inclusiveness against practical implications in operating recreational facilities. This session will explore ever-changing attitudes, policies and laws surrounding transgender guests and



staff in the United States. In this session, you'll learn how to identify actual and perceived challenges affecting transgender employees and guests. We will discuss communications strategies for staff and guests surrounding use of facilities by transgender employees and customers and identify differences in laws that may apply in different circumstances, e.g. public facility vs. private facility vs. educational institution.

Speaker:

Shawn DeRosa, JD, RCRSP, DeRosa Aquatic Consulting

MEETING ROOM: 2EF

10:15 A.M. - 7:15 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. Registration must be completed by Sept. 28th. *Tuition for this course is \$279 and includes the class manual.*

Speaker:

Bob Bradley, Aquatic Consulting & Ed. Svcs.

MEETING ROOM: GARDENIA AT HILTON

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

TURN IT UP WITH TECH

This interactive roundtable discussion will explore technology options for transforming that tired attraction into a new and improved experience that will get your guests wanting to queue up time and time again. We'll cover topics from low tech approaches such as lighting, music and projection to high tech solutions with interactive elements and more! Hear from our facilitators who will share their experiences with a wide range of refurbishments, what they learned along the way and more. A variety of approaches will be analyzed—from low cost options to more elaborate solutions. Different technologies, their associated costs and the pros and cons of ongoing operations and maintenance for each will be discussed.

Speakers:

Bob Owens, Hyland Hills Water World

Craig Duncan, Ideal Software & Systems

MEETING ROOM: 2A

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

STRATEGIES FOR REVITALIZING YOUR GUEST SERVICE CULTURE

Are you getting the customer service results desired? Is your customer service training reaching each of the four, now five generations that make up your staff? Are you looking to find new approaches to engage your staff so they will want to deliver the highest level of customer service? If you answered yes, then this interactive session is definitely one you do not want to miss! Join us, as we will introduce strategies that you can implement into your current customer service training or learn an approach for a new program. You will walk away with some tips and strategies that you can start implementing tomorrow and that are going to make you reenergize and motivate your staff to the next level. Some of the many topics we will discuss are: engaging each generation including Generation Z, creating guest service mindfulness, implementing strategies to a healthy internal culture, how to get back to the basics and exploring the next steps to reach your success.

Speaker:

Nicole King-Smith, Ph.D., NK Enterprise Consulting, LLC

MEETING ROOM: 2BC

DAILY SCHEDULE

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

INCREASING YOUR ATTENDANCE & REVENUE THROUGH SPECIAL EVENTS

Learn the many ways that special events can help you build your facility's attendance and revenue from potentially new sources, including cause-related, mutually beneficial events. There will be events you will learn about that you have never done before at budgets you can afford no matter what your budget. This session will be very valuable to you especially during those lean years, by tying in outside organizations to help you promote the event to people you cannot reach normally. Not only will you learn what to do to get new people and new events to your park, but you will also learn about what you can do to get people to spend more while enjoying your park. A must attend session.

Speaker:

Susan Kruizinga, Wet'n'Wild Toronto

MEETING ROOM: 2D

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

DON'T GET BULLIED INTO IT!

As employers of many young adults, it's important to stay current with issues of their age. Bullying is a hot topic in schools and it can flow into the workplace. Employers can be held responsible for the actions of workplace bullying. This session will discuss why it is important to spot bullying as well as train staff and instill safeguards against it. Learn how to create an anti-bullying training program. Understand the importance of our role as employers. Examine a real world example of an employer being sued after a teen was bullied into suicide. Learn why this is different than the workplace harassment policies we already have in place.

Speaker:

David Andrews, Wet'n'Wild Palm Springs

MEETING ROOM: 2EF

FRIDAY
OCTOBER 20,
2017

8:00 A.M. - 5:00 P.M.

AQUATIC FACILITY OPERATOR (AFO) CERTIFICATION COURSE (DAY 2 OF 2)

See more course details on page 117.

Speaker:

Bob Bradley, Aquatic Consulting & Ed. Svcs.

MEETING ROOM: GARDENIA AT HILTON

