

SPEAKERS



MARK ABDO

Mark Abdo has been involved in aquatics for more than 30 years and has a bachelor's degree in leisure services from Eckerd College and master's in public administration from USF in Tampa. He also has a graduate certificate in nonprofit management from the University of South Florida. Since 2004, Abdo has been the Aquatics

Supervisor for the City of Largo and prior was the Executive Director of the Long Center, a unique public-private nonprofit partnership offering recreation, sports and educational programming and facilities. He has also worked for the cities of St. Petersburg and Sarasota. Abdo has been a Certified Park & Recreation Professional since 1981 and Founder and President of the Florida Aquatics Council, a Florida approved not for profit organization that has been providing training for aquatic professionals since 2006. Abdo is Past-President of the FRPA and the FRPA Foundation. He has presented at FRPA, NRPA, WWA, AOAP and the Florida Aquatics Council.



DAVID ANDREWS

David Andrews Jr. is the General Manager of Wet'n'Wild Palm Springs in Palm Springs, Calif. He is celebrating 20 years in the waterpark industry this year. Andrews began his career as a lifeguard at Ocean Breeze Waterpark in Virginia Beach. Having spent most of his career in Virginia Beach, Andrews worked his way up through

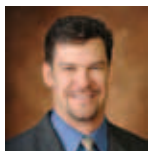
the ranks to Director of Operations. He accepted his position of General Manager at Wet'n'Wild Palm Springs after Premier Parks took over the park in late 2013. He has been a lifeguard instructor with Ellis & Associates for over ten years and is CPO certified. Andrews graduated with a B.S. in mathematics from Hampden-Sydney College and is currently working toward his MBA with Liberty University.



RUDIE D. BALDWIN, ESQUIRE

Rudie D. Baldwin is a founding partner of Amaro | Baldwin LLP. He has earned the reputation of being a hard-working litigator and a winning trial attorney. Baldwin is a sincere and effective advocate who primarily represents clients in the amusement, entertainment and action-sport industries. During his career, Baldwin

has represented a wide range of clients in products defect, personal injury, breach of contract, workers' compensation and construction defect matters. Baldwin has represented clients ranging from Six Flags Magic Mountain, Raging Waters, Boomers, SpeedZone, The Observatory, LSI Road Striping, Harbor Distributing and Flow Snowboards. Baldwin received his Juris Doctorate degree from Southwestern University School of Law in 2006, completing his degree in two years by participating in the rigorous SCALE program. The first 9 years of his practice was spent as a Senior Associate of Prindle, Amaro, Goetz, Hillyard, Barnes & Reinholtz LLP. In his spare time, Baldwin is an avid surfer and musician. He has played notable venues such as House of Blues, The Viper Room and Key Club. His band was named one of the "Hot 100 Unsigned Live Bands of 2014" in Music Connection Magazine.



CLAY BARNES

Clay Barnes has 30 years experience in the waterpark, sports & entertainment industries, beginning with his American Red Cross lifeguard certification at age 16. He has been a certified lifeguard, instructor or instructor trainer in American Red Cross, Ellis & Associates or NASCO since the age of 16. As such, Barnes has worked

at Walt Disney World's Typhoon Lagoon, River Country and Blizzard Beach, American Specialty Insurance and Risk Services and Waterville USA. During his professional career, he has worked as a lifeguard, manager, consultant, auditor, insurance inspector and assistant general manager, gaining experience in the operations, regulatory and risk management aspects of the waterpark industry. During his time as the Vice President of Risk Management

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at American Specialty, he authored the Slide Attendant Training Program, was on the Task Group that authored the original ASTM 2376 Standard Practice for Classification, Design, Manufacture, Construction, and Operation of Water Slide Systems, obtained an associate's in risk management degree and held numerous state inspector, NAARSO and AIMS certifications. Barnes is currently the Assistant General Manager at Waterville USA located in Gulf Shores, Alabama.



KARLLEE BARTON

Karllee Barton is a Product Safety and Government Affairs Chemist with Lonza's Water Treatment business, a leading global supplier of swimming pool and spa sanitizers and related products. He has a B.S. in biology from the University of Tennessee. Prior to joining Lonza in 2012, Barton worked at Cargill, troubleshooting technical issues

in food manufacturing. At Lonza, Barton continues technical troubleshooting for pools and spas. He provides technical support for Lonza's broad range of pool products and is a Certified Pool Operator. He is a lifelong aquatic enthusiast and has a passion for training industry professionals about water chemistry, aquatic regulations and helping people solve problems.



ERIK BEARD

Erik Beard is counsel in the Wiggin and Dana's Litigation Department with a practice focused on product liability, amusement / leisure counseling and litigation and general business litigation. He has represented and advised amusement parks, aquatic facilities, trade associations and industry suppliers with respect to the Americans

With Disabilities Act, amusement ride and aquatic safety matters, drowning investigation and in legislative and regulatory matters before the Connecticut Department of Public Safety. Having spent several years working for two of the largest amusement park operators in the world, Cedar Fair Entertainment Company and Universal Orlando, he has a unique hands-on, high-level day-to-day operating experience in this industry and is a frequent speaker at amusement industry events and trade shows. Beard serves on the Board of Directors of the New England Association of Amusement Parks and Attractions and on the Government Relations Committee of the International Association of Amusement Parks and Attractions. Beard independently authors "The Legal Roller Coaster," a blog specifically devoted to legal issues affecting the amusement and tourism industries (www.legalrollercoaster.com).



ASHLEY BENSON

Ashley Benson is the current General Manager of Splash Kingdom Waterpark in Shreveport, Louisiana. She began her career in the waterpark industry as an aquatics manager and has since overseen multiple other facets including food service, employment, operations, training and management. Benson also has been a lifeguard instructor

with Ellis & Associates and the American Red Cross, along with being ServSafe and CPO certified. She graduated from Minnesota State University, Mankato in 2008 with a bachelor's degree in international relations. In her spare time, she enjoys hiking with her two dogs.



CONNIE BLOWE

Connie Blowe has been a Cast Member with the Walt Disney World Company for more than 30 years. After graduating from the University of Florida, she began her Walt Disney World career as a Sales Hostess in the Magic Kingdom. Since then, she has held various roles throughout WDW Parks, Resorts and Downtown Disney, specializing in retail management. She is currently the Proprietor of Food & Beverage and Merchandise at Disney's Typhoon Lagoon Water Park.

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BOB BRADLEY

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

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



KATIE BRUNO, PH.D.

Katie Bruno, Ph.D., is a Digital Marketing Strategist with nearly 20 years of experience in the amusement and attraction industry. As the former CEO of WDDonline, she worked with a large number of waterparks, amusement parks and family entertainment centers to improve their digital marketing strategies. She has managed projects

from SEO/SMO and email marketing to website and mobile application development. Bruno is a frequent and popular speaker at conferences and meetings in both the amusement and travel and entertainment industries. Her combination of knowledge of the digital marketing landscape as well as a deep understanding of the amusement industry allows her to communicate complex technical ideas in a real world and accessible way.



CODY BUTCHER, CPRP, CPOI

Cody Butcher, CPRP, CPOI, is the Corporate Director of Waterparks for Great Wolf Resorts. His responsibilities include planning, organizing and directing activities associated with the year-round operation and maintenance of 14 indoor waterparks. Butcher held positions as Parks and Recreation Director for City of Prosser, Wash.;

Aquatics Director at Highlands Ranch Community Association; and worked in waterpark maintenance for Hyland Hills Water World. He is a Certified Pool Operator (CPO) Instructor and Certified Parks and Recreation Professional. Butcher is retired from over 21 years of service in the United States Army and Army National Guard where he served in the maintenance field.



JIM CAMPBELL

Jim Campbell has been a Cast Member with the Walt Disney World Company for 25 years. After graduating from Florida State University with a degree in leisure services and recreation, he began his Walt Disney World career as a Food and Beverage Host at the Magic Kingdom. He has held various leadership roles throughout WDW Parks, Resorts, Downtown Disney and both of the WDW WaterParks. He is currently the Proprietor of Merchandise and Food and Beverage at Disney's Port Orleans Riverside.

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JUSTIN CARON

Justin Caron has worked with over 130 municipalities and park and recreation districts and at over 25 colleges and universities as they studied, planned, programmed, designed and constructed new or renovated aquatic centers. He has been particularly active in assisting clients with feasibility, needs assessment and master plan studies

in the early stages of their projects to help them properly size, program and plan for a facility that is fiscally responsible. Caron received his MBA in 2009. One of the major focuses of his studies was accurately analyzing and predicting demographic and cultural changes and phenomena with regards to aquatic recreation. Caron is an accomplished speaker and author. He has presented multiple educational sessions at conferences for six national organizations and four regional organizations as well as having six articles published in national or international publications. Caron has also been a project manager for over 150 completed aquatic facilities in 22 states around the country and seven countries around the world and routinely makes presentations to city council's, park and recreation boards, public forums and at college campuses relating to aquatic issues.



JULIE CATONA

Julie Catona, Social Media & Digital Strategist for 3i Advertising/PR, has developed successful social media campaigns that have won awards on behalf of clients. More importantly, these campaigns have grown each client's social media fans and followers as well as built upon their opt-in databases and helped increase their revenues.

Catona has more than 8 years of digital media marketing experience and enjoys the excitement of the ever-changing social media and digital platforms. She also likes keeping clients in the forefront of the latest marketing developments. In her spare time, Catona enjoys spending time with her pets, doing Bikram Yoga, going to the beach, experimenting in stop-motion animation, painting & sculpting.



LOUIS CIRIGLIANO, JR.

In 2005, Louis Cirigliano, Jr., took over the operations of Breakwater Beach Waterpark. In 2009, Breakwater Beach was the recipient of the WWA's Kelly Ogle Memorial Safety Award. In 2010, 2011 and 2012 Breakwater Beach was chosen as one of the best family attractions in Ocean County, New Jersey by readers of the Asbury Park Press.

Breakwater Beach was also voted favorite family attraction in 2011 by readers of NJ.com in an online poll. Cirigliano proudly served on the WWA Board of Directors from 2011 until 2013 and was the association's treasurer from 2012-2013. He was promoted to Director of Operations of Casino Pier and Breakwater Beach on October 1, 2012 and was quickly put to the test after tragedy struck due to Superstorm Sandy. Cirigliano resigned from the board to concentrate on the recovery efforts as Casino Pier was the "face of the storm" on the Eastern seaboard. Their roller-coaster, "The Jet Star," fell into the Atlantic Ocean with 5 other major rides, with most of their pier and boardwalk damaged beyond repair. In 2014, 2015 and 2016 his properties (Casino Pier and Breakwater Beach) won favorite outdoor amusement in Ocean County from the readers of the Asbury Park Press. Cirigliano has been an instructor for the "WWA University: Ready, Set, Go! A Guide to Getting Started" course for several years, sharing his waterpark experiences and inspiring new waterpark operators. No stranger to public speaking, he has participated in many WWA educational programs as a presenter as well, and is a member of the Government Relations Committee for WWA. Cirigliano was honored with an Executive Board Award from WWA in 2016. Cirigliano is a proud graduate of Rutgers's University in 1986, and currently lives in Middletown, N.J. with his daughters Taylor & Allie.

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HALEY CONRAD, PE

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

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



JOANN CORTÉZ

Joann Cortéz is the communications director and spokesperson for Hyland Hills Water World in Denver, Colorado where she has worked since 1998. The park represents the nation's largest publically owned waterpark and is the largest revenue generator in the repertoire of facilities owned and operated by Hyland

Hills Park and Recreation District. As a special district, Hyland Hills also owns and operates dozens of parks and ball fields, community centers, an indoor sports arena, golf courses, miniature golf venue, a gymnastics center and an ice arena that are owned in partnership with an adjacent city. Cortéz currently serves on the WWA Marketing & Communications Committee, for which she was Chair for two years.



ALEXANDREA CROCKER

Alexandra Crocker started her career in aquatics in 2008 as a lifeguard. During the past nine years of her career, she has loved being able to work, play and live in the City of Henderson, the place she calls home. Crocker currently attends UNLV and is pursuing a bachelor's degree in public administration. She has served

on the Southern Nevada Drowning Prevention Coalition and NRPS Aquatics Committees, where she was the contact for multiple large scale/regional water safety education outreach efforts. She has a strong passion for educating the public on the importance of safety in, on and around the water. She has been involved in more than 50 community water safety events, while also playing an instrumental role in growing the innovation, quality and enrollment of aquatics' programs and events within southern Nevada.



DAVID J. DALY, ESQUIRE

David J. Daly is the managing partner of the law firm of Daly Cavanaugh LLP, a defense firm in Wellesley, Mass. Daly did his undergraduate work at the College of the Holy Cross in Worcester, Mass., and the Institute of European Studies in Paris, France. He received his Juris Doctor from Suffolk University in Boston. His

international experiences are many having served in the U.S. Peace Corps in Afghanistan and as counsel to Triad, a group of international companies based in the Middle East. Besides the defense, corporate and legislative work which Daly and his firm do for many members of the amusement industry, Daly is Past President and a member of the Board of Directors of the New England Association of Amusement Parks and Attractions, Inc. (NEAPPA); Past President and a member of the Board of Directors of the International Amusement and Leisure Defense Association (IALDA); he is also chair of the IALDA Membership Committee; Charter Board member of the National Retail and Restaurant Defense Association; and President of the Alliance of Massachusetts Amusement Businesses Association, Inc. He often participates as a speaker and presenter in seminars, conferences and meetings related to the industry.

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SHAWN DEROSA, JD, RCRSP

Shawn DeRosa, JD, RCRSP, is one of the nation's leading experts in aquatic risk management and a frequent speaker at industry events. The owner of DeRosa Aquatic Consulting, DeRosa provides training programs and consulting services to recreation providers across the globe, including the U.S., Canada, Mexico, Hong Kong and the

United Arab Emirates to name a few. A licensed attorney, DeRosa frequently serves as an expert witness on both plaintiff and defense matters. The developer of Practical Pool Management PLUS, a nationally-recognized pool operator certification program, DeRosa has been twice named one of top 25 people in the world of aquatics. Having been involved in aquatics for nearly 30 years, including the last eight as the Director of Aquatics at Penn State University, DeRosa's knowledge of facility management combined with his experience as a consultant, attorney and expert witness helps bring practical experience to all of his training programs.



JIMMY DILKS

Jimmy Dilks career is a mix of both food & beverage and sports. His path has taken him from The Cheesecake Factory, to San Jose Stealth, then San Jose SaberCats and finally to Aqua Adventure. Dilks has more than twenty years food and beverage experience, the last five as Aqua Adventure's F&B /Revenue Manager. Dilks' five years

in the sports/entertainment industry included relocating the San Jose Stealth to Washington. Dilks has bended his professional experience into the public sector driving Aqua Adventure's successful corporate and park programming offerings.



ERIC DOMBROWSKI, CPRE

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

B.S. in recreation management from California State University, Northridge. Dombrowski is a Certified Parks and Recreation Executive (CPRE) and a member of the California Parks and Recreation Society. Under his management, DryTown Water Park received WWA Wave Review Awards in 2009, 2011 and 2014. Dombrowski serves as the Chair of the WWA Public Sector Committee.



STEPHEN DONAHUE

Stephen Donahue is responsible for leading the corporate level sales and marketing initiatives that lay the foundation for maximum occupancy levels and diverse revenue generation. Donahue brings over twenty six years of varied experience in the hospitality industry. Having performed in a number of hospitality management positions for

companies on both the East and West coasts of the United States, Donahue's expertise lies in his ability to effectively lead and guide property level teams including boutique, convention and resort properties—both licensed brand and independent. Prior to joining Performance Hospitality, Donahue was Area Manager for a boutique hotel group where he oversaw the sales and operations of a portfolio of resorts, successfully meeting financial goals by creating and implementing revenue-producing programs with minimal expenditures. Donahue has extensive experience in consulting, acquisitions, new business development, repositioning, asset management, financial analysis, sales and marketing, repositioning of distressed properties and financial forecasting and planning. He is a graduate of Johnson and Wales University for Hospitality Management, as well as the Institute of Consulting and Real Estate Management. He also has an active membership with MPI, TMA and HSMAL.

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EDEN DOWLER

Eden Dowler has been actively involved in the aquatic field since 1995 when she started as a lifeguard and swim team coach. She has a B.S. in health promotion/wellness and an M.S. in sport administration/exercise science. She began her professional career as a certified athletic trainer but quickly moved into the recreation field supervising aquatic facilities. She currently is the Vice President operating the Kansas City office for Midwest Pool Management. She currently supervises the operation of 6 municipal waterparks and a dozen other municipal facilities and a staff of 900. She has had the opportunity to assist with design, operation plan and supervised opening of 7 state-of-the-art aquatic facilities and community centers. She is actively involved with the Association of Aquatic Professionals, currently serving as President, Missouri Parks and Recreation Association, Kansas Recreation and Parks Association and the Kansas City Metro Aquatics Council. She regularly speaks at workshops, state and national conferences and her sessions are often called inspirational, educational and most importantly FUN.



MARK DUKES

Mark Dukes joined The Walt Disney Company in 1996 as the General Manager of merchandise for Disney's Hollywood Studios (formerly Disney-MGM Studios) at Walt Disney World® Resort. For the next 12 years, he served as General Manager of merchandise at several locations including Magic Kingdom® Park; Disney Cruise Line®; Walt Disney World® Resort Hotels; and Disney Springs® (formerly Downtown Disney). In 2008, Dukes moved to ESPN Wide World of Sports (formerly Disney's Wide World of Sports) as the General Manager. In this role, he had oversight for all operations at the sports complex, as well as run Disney and Walt Disney World golf operations. After several years with ESPN Wide World of Sports, Dukes returned to Disney Springs, becoming the Director of Business Relations in 2014. During his time as Director, he was the communications and operations liaison for all existing and future third-party tenants as the property went through its largest expansion in history. In late 2015, Dukes transitioned to his current position, General Manager of Disney's Water Parks and Disney's Miniature Golf. This role includes responsibilities for Disney's Typhoon Lagoon Water Park, Disney's Blizzard Beach Water Park, Disney's Winter Summerland Miniature Golf and Disney's Fantasia Gardens Miniature Golf, as well as Mickey's Retreat, the Cast Member-exclusive recreation area located a few miles from Walt Disney World Resort. Prior to joining The Walt Disney Company, Dukes worked for Foot Locker, Inc., for 15 years. He started as a store manager and progressed to the position of Southeast Regional Vice President, where he was responsible for 200 stores, producing \$250 million in sales. Dukes currently serves on the board of directors for Experience Kissimmee and Boys & Girls Club of Central Florida.



CRAIG DUNCAN

Craig Duncan is the Account Executive-Amusement Software for Ideal Software & Systems, where he specializes in building relationships and consulting with business owners in the waterpark and theme park industry regarding how they can be more successful using state of the art POS systems. Duncan has more than twenty years of experience in the industry and has been an active member of both WWA and IAAPA for ten years. Duncan began his career as a lifeguard at Typhoon Lagoon and then moved his way to the vendor side of the industry including sales positions in tubes, mats, rafts, slides and aquatic play units. He is married and has four children and currently lives in Omaha, Nebraska.

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JAMES F. DUNN

As vice president of design and construction for Aquatic Development Group, James F. Dunn's responsibilities include conceptual design development, contract administration and project management of waterpark, aquatic center and specialty feature projects. He is involved in the design/build services from the initial phases of project development through final construction. Dunn is a registered architect in the state of New York and has more than 20 years of waterpark development and construction experience with responsibilities that range from specific system design to overall project planning and management. For the past decade, Dunn has been involved with the extensive research and development program of ADG's Whitten Filtration Division. He has helped pioneer some of the most progressive water filtration systems used in today's waterparks and aquatic venues. He has spearheaded the implementation of safe, effective water treatment systems used in every waterpark or commercial pool project that ADG designs and builds. He has managed the development of the design of such projects as Camelbeach Waterpark; Six Flags Fiesta Texas, San Antonio; Wet 'n Wild (Orlando, Florida and Brazil); Six Flags Hurricane Harbor, St. Louis, Mo.; Six Flags Great America, Gurnee, Ill.; Massanutten Resort, McGaheysville, Va.; and Geauga Lake, Aurora, Ohio. Dunn holds a bachelor's degree of professional studies in architecture from the University of Buffalo.



TARYN EISENMAN

Taryn Eisenman is currently the Assistant General Manager at SplashDown Beach Waterpark in Fishkill, New York. She has been in the amusement industry for 17 years, starting her career at Six Flags Great Adventure as a ride operator and then transitioned into waterpark operations when Hurricane Harbor New Jersey opened in 2000. In 2008, she transitioned again to indoor resort operations where she was the Resort Director at CoCo Key in Mount Laurel, N.J. Over this time, she has been involved in the initial opening of five waterparks and held various positions in the aquatics field, as well as human resources, training and development, marketing, retail, guest relations and food and beverage. She participated as an active committee member in NJAA. She also served on WWA's Waterpark Resort Committee and is currently serving as the Secretary of the WWA Government Relations Committee. She has a bachelor's degree in business majoring in marketing, and a MBA with a concentration in management. She is currently AFO and CPO certified, and has been an Ellis & Associates Instructor since 2006 and an Ellis Instructor Trainer since 2011.



JUAN ENCARNACION

Juan Encarnacion has spent the last 5 years in the waterpark industry at Wet'n'Wild Las Vegas. He has worked in multiple positions throughout the park including: Ticketing Supervisor, Group Sales Coordinator, Group Sales Executive, Ticketing Services Manager and currently is the Sales and Business Development Manager focusing on corporate, tourism, sponsorship and revenue development. He was part of the grand opening staff for Wet'n'Wild Las Vegas in 2013 and now heads up New Business and Revenue Development.



PETER A. FINGERHUT

Peter A. Fingerhut is Vice President of Marketing and Sales for Columbus Zoo and Aquarium, Zoombezi Bay, Safari Golf Club and the Wilds. Fingerhut's passion for business management and marketing has guided his 30+ year career. In the six years that he has been with the Columbus Zoo and Aquarium, the zoo's attendance has grown more than 25 percent and memberships have grown more than 40 percent. In 2009, the zoo was rated the #1 zoo in the nation by USA travel guide. Fingerhut has completely redesigned the website, restructured the Group Sales Department and completely restructured the advertising department,

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



PAT FINNEGAN

Pat Finnegan serves as Vice President of Business Development for Whitewater West Industries LLC. For more than 30 years, he has developed and managed waterparks that bring families together to create happy memories that will last a life time. Finnegan served as Vice President and General Manager at Chula Vista

Resort in Wisconsin Dells, and Director of Operations at Wet 'n Wild Orlando. As a seasoned business operations leader, he has expertise in guiding fundamental growth in the hospitality industry with a track record of driving process improvements in operational standards, resulting in increased revenue and efficiency. While studying hospitality management at South Dakota State University, he worked at White Water and Wet 'n Wild in Dallas during school breaks. Finnegan has presented many times at WWA, the Texas Public Pool Council and other industry shows. He has held various leadership roles within the WWA including serving on the Board of Directors and as Chair of the Children's Drowning Prevention Council and Vice Chair of the Safety Committee. Finnegan has been awarded the WWA Kelly Ogle Memorial Safety Award and Best Speaker Award.



BLAKE FORD

Blake Ford is the Director of Aquatics for Great Wolf Lodge-New England. Prior to joining Great Wolf, Ford was the Waterpark General Manager for the Water Park of America in Bloomington, Minn. Previously, Ford was the Director of Aquatics and Safety Coordinator for Blue Harbor Resort in Sheboygan, Wis. He worked there

since the property changed ownership in 2011. He has been in Aquatics since 2005 and has worked around the country. He is an Ellis & Associates Instructor and previously held instructor certification through American Red Cross. He is the Chair of the WWA Waterpark Resort Committee. He enjoys playing most sports and never misses a chance to play volleyball. If he has a chance to relax, you can find him on the couch watching a movie.



DOMINIC FOURNIER

Dominic Fournier has been a part of the team at Morgan's Wonderland for three years and has been involved with Morgan's Inspiration Island since before they broke ground on the new waterpark. In addition to being the Assistant General Manager, he is also the Programs Director, Volunteer Coordinator and a CPO.

Morgan's Wonderland (25 acres) and the new Morgan's Inspiration Island (3.5 acres) are a beacon in the world of individuals with special needs. Although new to the waterpark world, they are no strangers to accessibility; they are ADA every day. Both parks are also non-profit organizations. Prior to joining the team at Morgan's Wonderland, Fournier was a Captain in the Army and spent almost a decade in the corporate world.

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TODD FOUST

Todd Foust is the Special Facilities Administrator for the Martin County Parks and Recreation Department. Foust is responsible for the administration and operations of all the revenue producing facilities that are owned and operated by Martin County. These facilities include a waterpark and aquatics complex called Sailfish Splash Waterpark,

Indian RiverSide Regional Park that has an interactive fountain, Phipps Park Campground and beach concessions. Foust has been an Aquatic Facility Operator (AFO) for six years with experience managing the daily operations of a 10-acre waterpark that utilizes U/V and automated technology to sanitize and maintain the water quality in the county's aquatic facilities.

MATTHEW FROST

Matthew Frost has recently moved to Ft. Lauderdale, Florida from Atlanta, Georgia. He is currently a Protective Security Advisor (PSA) for the Department of Homeland Security for the South Florida Region. He studied criminal justice at the University of Wisconsin and police science at the Milwaukee Area Technical College. Frost is a 25-year veteran of the US Army and still proudly serves in the Army National Guard. During his 17 years of active duty, he has had the privilege to serve in the Army Intelligence Corps as an Electronic Warfare Specialist and the Military Police Corps as a Military Policeman, Physical Security Specialist, Infrastructure Analyst, Disaster Recovery Planner and an Anti-Terrorism Special Agent. In his civilian career, he enjoyed working as a Network Security Specialist and Network Engineer and refuses to provide desktop support... ever.



GAYLEE W. GILLIM, ESQUIRE

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

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



FRANCEEN GONZALES

Franceen Gonzales is the Executive Vice President for WhiteWater West Industries focused on helping parks to develop attractions and park concepts that are operationally efficient, enhance safety, maximize marketability and are environmentally friendly. She runs a sales team of 11 people, and is devoted to helping her team develop

projects using her experience and expertise as an operator. Gonzales was previously Vice President, Risk Management and Waterparks, for Great Wolf Resorts where she held responsibility for safety, risk management, waterpark operations and maintenance for the company's 12 waterpark resorts in North America. Prior to joining Great Wolf Resorts, Gonzales was Park Director for Hurricane Harbor at Six Flags Great Adventure. She has also held top management positions at Golfland Entertainment Centers Inc., Waterworld Safari in Phoenix, Arizona and Wet 'N Wild Waterworld in Texas. Gonzales served as the Chair of the WWA's Board of Directors and on the IAAPA Board of Directors. She sits on the American Society for Testing and Materials (ASTM) International Board of Directors and has served on numerous ASTM International committees. Gonzales currently serves on the Board of Directors of Amusement Industry Manufacturers and Suppliers (AIMS) and the National Swimming Pool

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Foundation (NSPF). A regular speaker at industry events, Gonzales has also written several industry articles, was named to the "Power 25" in 2011 and 2012 by Aquatics International Magazine and has received many industry honors and awards including WWA's Kelly Ogle Memorial Safety Award and WWA's Executive Board Award twice.



MARC GRAN

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

and over \$30 million in revenues. In 2004, Gran moved to Atlanta, Georgia to become the Marketing Manager for Six Flags White Water. There he was responsible for all aspects of marketing including group sales, promotions and public relations. From there, Gran took on the role of Sponsorship Director for Six Flags Atlanta properties selling the Six Flags Media Network programs to potential advertisers and partners. Gran's next step was to National Director of Sales for PARC Management, operator of 8 theme/waterparks throughout the country. He led the teams through training and their strategic direction. In February 2012, he decided to take his skills and experience to the sales training and consulting world where he facilitates a 3-day sales training course for the theme/waterpark industry that includes classroom learning, activities, role-playing practice and evaluation. Some of his clients include Premier Parks, Herschend Family Entertainment and Cedar Fair. From there he was hired full time by Herschend Family Entertainment to manage the Group Sales Department at Stone Mountain Park in Atlanta and continue to train and develop the Sales team at all their properties. In 2014, he was hired by Cedar Fair as the Corporate Sales Trainer and Manager of Group Sales and Events for Carowinds Theme Park & Carolina Harbor Water Park in Charlotte, N.C., where he currently resides with his family. Gran was honored as a Best Speaker at the WWA Show in 2016.



SANDRA GREINER

Currently Sun Splash Family Waterpark's General Manager, Sandra (or Sandie, as her colleagues know her) Greiner was hired by the City of Cape Coral, owner of Sun Splash, to utilize her prior banking, management and finance knowledge to bring the park alive, make money and bring good publicity to the City of Cape

Coral. In her first year, she increased revenue by 34 percent and decreased expenses by 9 percent. By her third year the waterpark was profitable, posting the best numbers since the park was opened in 1992. Sun Splash's main building was lost in a fire on July 7, 2016. Since then, she has been able to rebuild gift shop, café and guest relations areas to better serve her guests. Her goal is to always give the guest an "added value" experience so they keep coming back year after year.



CHAD GUNTER

Chad Gunter has been working in the field of Aquatics for more than 22 years. Gunter serves as the California Parks & Recreation Society Aquatic Section President Elect. He is a member of WWA's Public Sector Committee and is a Recreation Supervisor for the City of Folsom. Currently, he holds certifications as an American

Red Cross Instructor Trainer, Jeff Ellis & Associates Lifeguard Instructor; and he holds his NRPA Certified Parks and Recreation Professional certificate. The Folsom Aquatic Center is a year-round multi-use facility that has over 200,000 guests annually. Over the years, Gunter has supervised over 2,000 part-time staff and has developed a passion for presenting and enjoys sharing his knowledge and experiences from the pool deck to fellow Aquatic and Recreation professionals.

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PHIL HAGMANN

Phil Hagmann has over 35 years in the aquatics industry ranging from open water lifeguarding to flat water pools with the last nine years at the Aqua Adventure Waterpark. In addition, Hagmann has managed Park Ranger services, facility reservations and has significant experience operating cost center programs within a municipal structure.



KENNY HANDLER

Kenny Handler has operated and managed many of California's finest waterparks including Raging Waters, Six Flags Hurricane Harbor and The Wave Waterpark, and has consulted with more than 70 facilities throughout the United States. He has been in the waterpark industry for the past 4 decades. As a nationally recognized waterpark professional, Handler continues to mentor and provide assistance to a number of well-known facilities offering memorable and safe adventures to hundreds of thousands of guests each year. He has maximized his client's bottom lines by increasing their revenue and reducing their expenses. Handler has received national recognition for his marketing and success as an operator and general manager. Handler's achievements include: best in marketing commercials, radio ads, print media and promotional events from the WWA; winner of the first ever National Title for Lifeguard Competition, as well as numerous safety awards from Ellis & Associates. For the past decade, Handler has spoken at both national and regional conferences including: NRPA, WWA, CPRS, IPRA, FPRA and MPRA. Handler was instrumental in organizing the WWA's inaugural full day food & beverage school in 2012 and has continued his role as organizer, adviser and presenter for what is now known as the WWA University: In-Park Revenue School.



DAVID HARMON

David Harmon has been with DEL Ozone since 2001 as Field Service Engineer and for the last year as Director of Sales for Commercial Aquatics. Harmon's background of 13 years in the field commissioning and servicing DEL's extensive product line, as well as leading his team of factory direct technicians and contract service companies around the world, gives him a great skill set for finding ozone solutions for a wide variety of customers and applications. He and his team have commissioned and serviced DEL systems, many being multiple million gallon and multiple ozone generator projects, in North America, South America, the Middle East, Asia, Europe, Africa and Australia. Harmon has a B.S. in industrial technology from California Polytechnic State University, San Luis Obispo, Calif.



MARK C. HATCHEL, PLA, ASLA

Mark C. Hatchel, PLA, ASLA, is one of the most experienced commercial and municipal waterpark designers in the United States with more than thirty years of park design experience. He is a Vice President and Senior Project Manager with Kimley-Horn and Associates. Prior to joining Kimley-Horn, he served as Director of Architectural Services at Wet'n Wild International from 1993-1997 and as Vice-President of Design and Development, Schilteerbahn Waterparks/NBGS International from 1997-1999. His first municipal pool project was in 1980; since that time Hatchel has done more than 150 commercial and municipal waterpark projects ranging in budget from \$500,000 to over \$30 million throughout the United States and in Brazil, China, Mexico and Turkey. In 2008, Hatchel was named to Aquatics International's "Power 25." He has been a featured speaker at WWA and numerous parks and recreation conferences. Hatchel's projects have received numerous awards including industry leadership and innovation awards from the WWA's Board of Directors. In 2016, Hatchel was honored by the WWA Board

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with the Al Turner Commitment To Excellence Award. Since joining Kimley-Horn, Hatchel has completed over thirty-five aquatic projects during the past 12 years. He is a Certified Pool Operator and is currently leading a number of aquatic system master plan and aquatic design projects nationwide.



TINA HATCHER

Tina Hatcher is the President of 3i Advertising/ PR. In her 29-year marketing and public relations career, she has spent 26 of them working with waterparks and attraction venues. She specializes in developing brand/ image campaigns, traditional media, digital and social media platforms, public relations, promotions, special events and creating revenue generating programs for parks. Her work over the years has received WWA Wave Review and Addy Awards for creative and campaign conception. Hatcher serves on the WWA's Marketing & Communications Committee. Hatcher has been married for 22 years to her better half, Tom, has a 14-year old daughter and resides in South Florida.



JEFF HAVLIK

Jeff Havlik is a Vice President at PGAV Destinations, an international design firm that specializes in waterparks and theme parks, zoos and aquaria, cultural destinations, hotels and resorts and brand destinations. Havlik specializes in the master planning of parks and attractions, creative writing and storytelling that sets the basis for thematic design and guest experience and the analytical side of design that ensures capacity and operational efficiency. This balance of being creative, logical, fanciful and analytical has led Havlik to be "the tether to reality for the cacophony of creative people at PGAV, providing a foundation and framework of analysis, programming and planning that they use to build magical places." Havlik is a registered architect and has been at PGAV for 33 years.



STEPHANIE HEE-JOHNSTON

Stephanie Hee-Johnston started working for NRH2O Family Water Park at the age of 19 as the Marketing Intern. She began her full time career at NRH2O as the Group Sales Representative. In 2009, she was promoted to the Marketing Specialist and is now the Marketing & Admissions Coordinator where she oversees the sale of tickets and passes, special events and social media. Hee-Johnston also serves as the Chair for the Marketing & Communications Committee for the World Waterpark Association. Prior to joining NRH2O Family Water Park full time, Hee-Johnston worked in Group Sales at SEGA GameWorks in Grapevine, Texas. She has a bachelor's of business administration degree in marketing from the University of Texas at Austin.



SCOTT HEKE

Scott Heke is the President of WhiteWater's Service department, working hard to ensure every WhiteWater client has the support they need to run their business successfully. His in-depth understanding of waterpark maintenance comes from a hands-on background and 21 years of industry experience. Scott joined WhiteWater in 1996 and helped develop the ground breaking AquaPlay play structures, supporting the Company's launch into the Interactive Play System market. In 2002, Scott became the Steel Fabrication Manager, procuring all steel fabrication related materials, hiring of all steel fabrication employees and ensuring all steel manufactured product conformed to CWB standards. He was instrumental in the installation of 1000s of Whitewater's products around the world. He also led the implementation of the steel fabrication apprenticeship program through ITA. In 2005, Scott recognized the need for WhiteWater to provide its customers with ongoing services and replacement parts and eventually the department evolved into what is now the After Sales & Service team where he oversees the day to day operations. Scott

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and his team have retrofitted and revamped tired looking play structures and waterslides for waterparks all over the United States. They've added interactive features to a play structure at Kalahari Resorts in Ohio, recaulked slide joints at Dorney Park & Wildwater Kingdom in Pennsylvania and resurfaced a waterslide at Nickelodeon Suites Resort in Florida, to name only a few.



MARC HENRY

Marc Henry is the Project Manager and Service Manager for Western Water Features, Inc., in El Dorado Hills, Calif. His responsibilities include performing inspections to ensure pools and job sites are in compliance with federal, state and local health department standards and safety codes, including CAL OSHA. He helps manage and

execute projects from bidding to completion of the project, including project planning, reading plans, developing implementation strategies, among other services. He has worked closely with the City of Folsom, California, on their aquatics systems and the city's splash pads. He is a certified Aquatic Facility Operator (AFO) and is a frequently requested guest speaker at various northern California AFO courses.



LORI HERSEY

Lori Hersey is currently the General Sales Manager at Rapids Water Park in West Palm Beach, Fla., where she oversees the corporate and group sales teams. Since joining the park, her team has increased catered outing revenue by 20 percent and developed a sponsorship program that has exceeded its first year annual goals

working with regional and local sponsorship partners. Hersey's first attraction experience was at the age of 16 when she started in the games department at Six Flags Great Adventure while still in high school. After graduating from the University of Miami with a degree in marketing and communications, she ran the promotions department of a #1 rated Miami radio station. She received multiple community and corporate awards for sales and marketing promotions created under her direction, including on-going and weekly events with partner Atlantis the Water Kingdom. Hersey transitioned back to the attractions industry joining Atlantis as General Sales Manager. She was instrumental in guiding her team to consistent sales growth through park buyout programs with companies such as American Express and Office Depot. Shortly after joining the team at Atlantis, she was promoted to Director of Marketing and Sales. Hersey ran her own small ad agency with a client list that included several attractions for which she executed promotional project work. That list included Rapids Water Park, where she now holds the position of GSM. Hersey lives in South Florida with her husband, four kids and five cats. She sits on several community boards and, when the park is not open, spends her time doing volunteer work.



MATT HERZSTEIN

Matt Herzstein has 17 years recreation experience with the past nine years being a part of the management team at Aqua Adventure. Herzstein began his aquatics career as a Water Safety Coordinator before a short stint as a Pool Tech and Admissions Coordinator, until ultimately becoming the Operations Manager in 2011. He blends

his love for statistics and passion for spreadsheets to come up with analytics for everything. According to Herzstein: "Yes, it's possible to have a spreadsheet for everything!"



CLINT HILL

Clint Hill is currently the President of Hawaiian Falls. Hawaiian Falls currently owns and operates 5 waterparks in Texas. Hill has been in the waterpark industry for 14 years. He currently oversees 1,000+ employees annually and over 1 million guests. Hill currently holds several certifications within the waterpark industry and has had

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experience with NASCO and Ellis & Associates. Prior to joining the waterpark industry, Hill was a firefighter in North Texas. He also served in New Orleans during Hurricane Katrina as part of the rescue effort with FEMA.



SCOTT A. HOLTREY

Scott A. Holtrey was born and raised in Indiana. He has been around pools since before conception as his dad and uncle are both in the Swimming Hall of Fame. Holtrey began swimming competitively at the age of nine and continued throughout high school. After high school, he attended the University of Vincennes majoring in construction technology. In 2000, Holtrey moved to Florida. Following in the footsteps of his uncle, Holtrey became a USA Certified Swim Coach and a Red Cross Lifeguard. After coaching a high school team and a year-round team concurrently for four years, Holtrey made a career move to the waterpark and parks & recreation industry as Aquatic Director for a local branch of the YMCA then as the Supervisor of Aquatics and Irrigation with Collier County, Florida at Sun-N-Fun Lagoon Water Park. While working full-time and raising a family, he returned to school to graduate Cum Laude with his master's in business administration specializing in project management. Holtrey has been a Certified Pool Operator (CPO) since 2005 and is also certified as an Aquatic Facility Operator (AFO). Holtrey has volunteered with the World Waterpark Association for four years. He is a married father of three children ranging in age from 9 to 23 years old.



LEE HOVIS

Lee Hovis is the Director of Recreation and Operation for the Tolomato Community Development District. He is responsible for the operation of all Nocatee amenities and programs including a civic center, fitness center, waterpark, competitive swim club, multiple pools and parks as well as the community's cable television station and informational radio station. He has served as a member of the WWA's Board of Directors and served as the chair from 2002-2005. Hovis has been working in the waterpark industry since 1984 and serves on the WWA's Safety Committee and teaches the National Swimming Pool Foundation's Certified Pool Operator (CPO) courses for the association. He serves on the APSP-9 committee for waterpark safety standards, works with the International Code Council on Swimming Pool Codes and is an Instructor Trainer for the American Red Cross. Prior to joining the District, Hovis has held top management positions with Adventure Landing, Roaring Springs Waterpark, Water Country USA, Emerald Pointe Waterpark and Summer Waves Waterpark. WWA inducted Hovis into the Hall of Fame in 2011. When not working on waterpark issues, Hovis enjoys watching football and spending time with his family.



JEFFREY W. JOHNSON, ESQUIRE

Jeffrey W. Johnson is the founder of the Johnson Law Group. Johnson is rated AV by Martindale and has extensive litigation and jury trial experience in the areas of general tort liability and commercial litigation matters. He has been defending wrongful death, personal injury, premises liability and product liability for the retail and amusement industry since 1987. Johnson is admitted to practice before the Florida Bar. He is the President Elect of the Florida Defense Lawyers Association (FDLA), a member of the Defense Research Institute (DRI), Council for Litigation Management (CLM) and a member of the Board of Directors of the International Amusement & Leisure Defense Association (IALDA). He has spoken at meetings and conferences throughout the United States. He received his bachelor's of arts degree from Tulane University and his Juris Doctorate degree from the University of Miami School of Law. He is admitted to practice in all trial and appellate courts in the State of Florida, as well as the U.S. District Court (Southern and Middle Districts of Florida).

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NANCY JOHNSON

Nancy Johnson is the Marketing Manager for the Martin County Parks and Recreation Department. She joined Martin County in December 2012 and the Parks and Recreation Department marketing team in August 2015. Johnson holds a master's in marketing and market research from the Universidad de Valencia in Valencia,

Spain, and a bachelor's degree in business administration from the Universidad del Norte in Barranquilla, Colombia. At Martin County Parks and Recreation, Johnson oversees the marketing efforts dedicated to promoting the 77 facilities managed by the department, including revenue generating facilities such as the Martin County Golf Course, the Mansion at Tuckahoe (historical wedding/event venue), Sand Dune Café, Phipps Park Campground and Sailfish Splash Waterpark. The waterpark is currently in its sixth season of operations.



BYRON JONES

Byron Jones retired from the US Army after 20 years of service and holds a bachelor's degree in business management with a minor in criminal justice. He is a Chemical Security Inspector with the Department of Homeland Security (DHS), and is charged with regulatory enforcement of the Chemical Facilities Anti-Terrorism Standards

or CFATS. Jones has been with DHS since 2010 and works in Region IV of the National Protection and Programs Directorate (NPPD) Infrastructure Protection (IP), Infrastructure Security Compliance Division (ISCD), Field Office Branch (FOB) assigned to the Atlanta Office.



CJ JORDAN

CJ Jordan has been working within the cultural attractions space for the past five years. Prior to coming to Morey Consulting, he partnered with organizations to help establish effective digital marketing solutions and create ways for organizations to better engage with their audiences. As Director of Sales and Marketing with Morey Consulting, he

now works with attractions to identify key areas where they can become more efficient and effective to increase their overall revenue and market capture. He received his degree in insurance finance from the University of Alabama. He is based out of Birmingham, Alabama.



NICOLE KING-SMITH, PH.D.

Dr. Nicole King-Smith is a results-driven management consultant who currently trains hospitality professionals and organizations on how to get customer service results. Education is one of the many driving forces to King-Smith's success as she is the pioneer who successfully developed Keiser University's Associates of Arts

hospitality curriculum expanding it to four campuses throughout the state of Florida within three years. With more than 20 years of customer service experience, King-Smith has dedicated the last 12 years to the hospitality industry becoming an expert in understanding how organizations can achieve their desired results. Her passion and experience from starting at the bottom and working her way to the top in the hospitality arena, owning her own business and earning a Ph.D. studying generational diversity within hospitality management has awarded her some of her most recent accomplishments. In 2015, she received the Lee County Hospitality E-Award for the category of Business/Other services in addition to several other awards for her community involvements. King-Smith continuously serves in various leadership roles within businesses, professional and community organizations. She has proven her success within several Fortune 100 companies, SWFL Restaurant & Lodging Association, SWFL Diversity Council, NFL Alumni and mentored with the Soledad O'Brien and Brad Raymond Starfish Foundation and Women of Color Golf. King-Smith continues to thrive as a leader in the community, while pursuing her passion of educating individuals through consulting, training & development, speaking engagements, academic teaching and research publications.

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KAROL KOMAR

Karol Komar is the Facilities Manager for the Tinley Park - Park District. She has been active in the recreation industry for 21 years. Komar's career began with the district as the fitness center manager. In 2001, Komar was appointed to Facilities Manager, responsible for the new 70,000-square-foot Bettenhausen Recreation Center,

White Water Canyon, a 5 acre waterpark, in addition to overseeing the current fitness center. Since 2001, the original waterpark has gained a spray ground in 2007, a new slide in 2017 and the new fitness center and indoor pool opened in 2013. Komar is involved in all aspects of these properties including marketing, sales, maintenance, lifeguard, staff training, membership accusation and also their in-house concessions. In 2013, Komar and her staff were presented with the Executive Director's Award from the National Drowning Prevention Alliance. Komar was the recipient of the World Waterpark Association's Kelly Ogle Memorial Safety Award in 2014 and is currently the Secretary of the WWA's Public Sector Committee.



KEVIN KOPENY

Kevin Kopeny served as the VP/General Manager of Wild Rivers until its closure in 2011. He began working at Wild Rivers in 1988 and possesses more than 25 years of experience in the waterpark industry. Since the closure of Wild Rivers Waterpark, Kopeny has worked to develop his own consulting business. Kopeny's consulting company focuses on operational and design/build expertise. Kopeny's clients have retained his services over the past few years in many operational roles across the U.S., as well as internationally. Kopeny has either led or been involved in the development of multiple water related recreation venues. In 2014, Kopeny joined the team at Water Ventures leisure design as their company's Vice President. Since February of 2014, Kopeny has worked diligently to help Water Ventures provide project management services on multiple contracts, in both the municipal and the private sector. Kopeny has completed multiple design service and construction contracts for the firm and its clients. Kopeny has consulted on a number of projects, in both the public and private sectors and has always accepted requests to lend his experience to the industry.



SUSAN KRUIZINGA

Susan Kruizinga is a veteran executive of the marketing, sports and entertainment industries having spent six years working for Hawaiian Falls Waterparks, which included the start-up of three new waterparks in Dallas, Waco and Austin, Texas. In the fall of 2015, Kruizinga joined the team starting a new waterpark in the Houston area to create and implement a sponsorship program, in addition to developing the programming schedule for Typhoon Texas. Due to the success of that park, Kruizinga was recruited to join the Premier Parks team and assist in the rebranding and building of a waterpark in Toronto, Ontario, Canada and began this project in September of 2016. Prior to her waterpark experience, Kruizinga was with K1 International Sports Marketing & Events based in Arlington, Texas where, as Vice-President, she directed the day to day efforts for all marketing, event management and tour management contracts for multi-sport events. Prior to leading K1 Events, Kruizinga founded and built the London Sports Council in London, Ontario, Canada and served as its Executive Director. Through coordination with The City of London as well as the Chamber and CVB, Kruizinga developed backing for an initiative to increase the presence of sports and sport events at all levels of play to better serve the community and create additional economic impact for the city. Some of her projects included: development of the London Sports Hall of Fame and annual dinner, securing Ontario Winter and Summer Games and the creation of a kids' sport program. Kruizinga is a graduate of The University of Waterloo in Waterloo, Ontario, Canada where she received an honors B.A. in recreation.

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JIM KUNAU

Jim Kunau is a twenty year veteran of the theme and waterpark industry. Prior to working for Six Flags, Kunau was the Assistant General Manager at Kentucky Kingdom Amusement Park, the fastest growing theme park in North America. During his tenure with Six Flags, he worked in various park-level management positions including Water

Park and Marketing Directors. He completed his Six Flag career as Corporate Director of Entertainment and Marketing. Since leaving Six Flags, Kunau has remained in the industry as a consultant working with parks in Hot Springs, Ark., Birmingham, Ala.; and he is currently the General Manager at Hurricane Alley Waterpark in Corpus Christi, Texas.



CHRIS LANDGRAVE

Chris Landgrave is the Executive Director for the Lake County Parks and Recreation department in Lake Co. Indiana. Prior to assuming his current position, Landgrave was Superintendent of Business Development for the Lake County Parks & Recreation Department for two years, General Manager of Deep River Waterpark for 12 years

and Waterfront Supervisor at Whihala Beach County Park on Lake Michigan for 4 years. Landgrave graduated from Indiana State University in Terre Haute, Ind., with a degree in sports management. He currently lives with his wife and daughter in Crown Point, Ind. Landgrave serves as the Chair of the WWA's Education Committee. Landgrave was awarded a Special Recognition Award by the WWA's Board of Directors for significant accomplishment with their volunteer committees in 2010/2011. He also received the WWA Board's Al Turner Memorial Commitment to Excellence Award in 2015.



CATHY LAWSON

Cathy Lawson got her start in municipal aquatic programs and served in various roles including lifeguard, swim instructor, water safety instructor trainer and pool manager. Lawson moved to waterparks in 2009 as Operations Manager for Wet'n'Wild Phoenix, and has served as the Director of Operations for both Wet'n'Wild Phoenix and

presently, Wet'n'Wild Las Vegas. She is also an Instructor Trainer for Jeff Ellis & Associates and has served on faculty for their International Aquatics Safety School. Lawson graduated from Northern Arizona University with a B.S. in English education and taught high school English for fifteen years.



JUDITH LEBLEIN JOSEPHS, CPRA, RA

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

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

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behind the television camera. Her work was seen throughout her home state of New Jersey over the past 20+ years. She has also had a career on the radio and was a talk jock on Central Jersey 1450 WCTC for more than ten years. She has hosted numerous award and professional events as well. Leblein Josephs has added the title of author to her resume as she awaits the publication of her first book. "Aquatic Center Marketing: Going from Good to Great" will be published in early 2018 by Human Kinetics Publishing. Leblein Josephs has a knack for making learning a memorable and enjoyable event. She also serves on WWA's Education Committee.



BILL LENTZ

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



MICKY LEWIS

Mickey Lewis is currently the Corporate Director of Sales and Marketing for Splash Kingdom Family Waterparks. Splash Kingdom Family Waterparks have experienced tremendous growth to 5 waterparks currently in operation. Lewis has served in a marketing capacity in 4 different industries (beverage, restoration, holiday and waterpark) and uses this broad experience to create a unique marketing approach to the waterpark industry. Potential sponsors are attracted to Splash Kingdom Family Waterparks through a comprehensive marketing plan including in-park radio, social media, texting platform and bundled sales events at sponsor outlet.



NICHOLAS LICASTRO

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



NATALIE LIVINGSTON, CPRP

Natalie Livingston, CPRP, is a 22-year veteran of the aquatics industry. She is currently a Vice President of Oostman Aquatic Safety Consulting focusing on accident and drowning investigations, litigation support and consulting and training programs for aquatics operations. She was previously the General Manager of The

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Wave Waterpark in Vista, California for 10 years and has worked at both public and private facilities including Six Flags Hurricane Harbor, Knott's Soak City Buena Park and the City of Vista. Livingston studied education at Biola University and is currently a lifeguard Instructor Trainer. She is an AFO, CPO, Certified Park & Recreation Professional (CPRP) and serves on the WWA's Board of Directors. Livingston has been recognized with numerous safety awards including Manager of the Year for the City of Vista, Decade of Aquatic Excellence from Ellis & Associates, the Executive Board Award and Swim Awards from the WWA and Best Public Sector Waterpark and Best Lifeguard Management from Aquatics International. Livingston is passionate about aquatic safety and training and development. She currently resides in California with her husband and two kids.



HEIDI LOCKETT, OTR/L

Heidi Lockett, OTR/L, has been an Occupational Therapist for more than 31 years. For more than 21 years, she has specialized in the area of Pediatrics. Lockett has extensive experience providing occupational therapy to children of all ages with a variety of special needs including Autism Spectrum Disorders, Sensory Processing Disorders, ADHD,

Down Syndrome and many other developmental delays. Lockett is certified in Sensory Integration (SIPT Certified) and has completed an intensive Mentorship for Sensory Processing Disorders program with the STAR Institute. Lockett owned a pediatric private practice for 10 years from 2006-2016. Since April 2016, Lockett has been the Director of Occupational Therapy for Easter Seals Superior California, which serves the greater Sacramento and Stockton areas, and is the area's largest provider of pediatric therapy services. Lockett has collaborated with the City of Folsom Aquatics Center program since 2010 to train swim instructors to be able to successfully work with children who have Autism Spectrum Disorders.



GERRY MARCELO

Gerry Marcelo has a long-standing relationship with social media, as well as Internet publishing in general. After a career in TV marketing and promotion, Marcelo took his first steps into the "web" in the mid 1990s, developing one of the first affiliate TV websites in the country. He did the same for KVUE TV in Austin, Texas, launching the station's first website as well as social media accounts in early 2007. He served as a Director of Digital Media and as Digital Content Director for TV stations in Texas and Florida before joining the team at Discover the Palm Beaches in early 2017. He is in charge of Social Media strategies and content creation. He is also lead writer for the organization's blog.



BOB MARTIN

Bob Martin is the General Manager at the Island Waterpark in Fresno, Calif. He joined the park as the Director of Revenue & Facilities before the start of the 2017 season, and when Amber Watson left to pursue a great entertainment opportunity in Arizona, he replaced her as General Manager. He is looking forward to

managing the Island Waterpark celebrating it's 20th Anniversary. Martin was the General Manager of Wild Water Adventure Park in Clovis, Calif., from 2004 through the end of 2016. During his 13 years at Wild Water Adventure Park he focused on group sales, revenue, in-park spending and taking on challenges that come with a facility that has been operating for more than 4 decades. He developed a nationally recognized cabana program that never stopped growing in quantity and revenue. Martin spent the first half of his career coaching, scouting and managing professional football & hockey teams, as well as scouting college football for the NFL, the CFL and arena football leagues. Martin enjoys spending time with his wife of over 30 years, Blanche, and their two daughters and 11 grandchildren.

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DAN MARTIN

Dan Martin is the Managing Principal of Market & Feasibility Advisors, LLC (MFA) with offices in Chicago, Ill. and Austin, Texas and a network of collaborators from coast to coast. MFA was founded eight years ago, in 2009, with several former colleagues from ERA. Martin has directed and assisted on more than five hundred

feasibility, economic impact and master plan studies during more than 30 years with Market & Feasibility Advisors (MFA) and Economic Research Associates (ERA). His forte is projecting detailed market demand and financial outcomes. During his career, Martin prepared re-development strategies, feasibility, economic impact studies and master plans to help determine demand and the best mix of elements and operations for existing facilities and new developments. He always kept an eye on incorporating revenue-producing activities into high-quality facilities and operations. Martin's portfolio includes indoor and outdoor waterparks of all types, waterpark hotels, museums, zoos, theme parks, resorts, aquariums, sports facilities, theaters, visitor centers and public parks and recreation facilities in more than thirty states and provinces across North America and in Asia and the Middle East. He has an MBA from the University of Texas-Red McCombs School of Business in Austin, Texas and a B.S. in architecture from the Catholic University of America School of Architecture and Planning in Washington, D.C.



SASHA MATEER

Sasha Mateer is the Superintendent of Recreation and Special Facilities for the Lake County Parks Department in Crown Point, Indiana. Mateer began her career in 2000 when she joined Deep River as a lifeguard. She was later promoted to a lifeguard lead and eventually became the Water Safety Supervisor. In 2007, Mateer

took over as the Operations Manager for Deep River Waterpark and her responsibilities were widened to include the admissions, guest services and merchandise teams of Deep River. In 2014, she became the General Manager for Deep River Waterpark. Mateer has held certifications as an Ellis & Associates instructor, American Red Cross lifeguard instructor, AFO and ServSafe. She graduated from DePaul University in 2003 with a degree in biology. Mateer was the recipient of the 2010 Lake County Parks Department Employee of the Year award, as well as the 2013 Executive Board Award from the World Waterpark Association's Board of Directors. Mateer currently serves as the Vice Chair for WWA's Education Committee.



ALVARO G. MENDOZA

Alvaro G. Mendoza is founder and President of Commercial Energy Specialists (CES) located in Jupiter, Florida. Mendoza was born in Havana, Cuba in October 1954. His family was forced into exile in 1959 and settled in Florida. He holds a bachelor's degree in business administration with honors and a master's degree

in communications/marketing with high honors from University of Florida. After a brief newspaper sales and marketing career, Mendoza and his brother, Francisco, formed a residential/commercial solar contracting business, which was recognized as one of the top solar thermal/electric companies in the industry. In 1983, they formed CES in Jupiter, Florida in order to expand into other energy-related contracting services, including pool heating, pool covers, pool circulation and filtration systems, chemical controllers and chemical treatment systems. CES is recognized as one of the leading aquatic suppliers in the industry. Mendoza and a family of dedicated employees have continued to grow and refine CES's core competency of supporting commercial and municipal aquatic operations with quality mechanical solutions backed with remote control monitoring, on-site service and technical support. Mendoza helped pioneer and received a Federal Trademark Registration for Service Supported Distribution (SSD®) distributor/service center model, and for the patent pending Q5 Water Quality Standard®, a pioneering aquatic facility rating system that has been identified as a verifiable loss prevention program

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by leading insurance underwriters. He has been a board member of the Florida Solar Energy Industry Association, the United Pool and Spa Association (UPSA) and the Products Advisory Council for several major aquatic supply corporations. He served as the Secretary of the International Recreational Water Professionals (IRWP). He was the Swimming Pool Editor of the Florida Community Association Journal, and frequent contributor to various pool and swim school industry magazine. He has been Vice-President of the UPSA organization since 2009, and continues to serve as the chairman of the Educational Committee. Mendoza is a leading Aquatic Facility Operator (AFO) instructor since 1995, and has been a lecturer for many conferences since 1983.



STEVE MIKLOSI

Steve Miklosi began his career in 1975 designing food outlets for theme parks. In 1978, he managed his first amusement park, Bertrand Island in Lake Hopatcong, N.J. In 1981, he moved to Maggie Valley, N.C., to become a member of the management team at Ghost Town in the Sky. In 1990, he managed his first waterpark in

Wichita, Kan., Barnacle Bills Fantasea. In 2001, he became a managing partner in Breakers Water Park in Marana, Ariz., a suburb of Tucson. Actively involved in the community and the WWA, Miklosi is the Chair of the WWA Board of Directors. He served as Vice Chair of the WWA Education Committee, sits on the Board of Directors of the Marana Chamber of Commerce and is on the Planning and Zoning commission for the town of Marana.



DENISE MOORE

Denise Moore is a Pool Supervisor for the City of Orlando Families, Parks & Recreation. In this capacity, Moore oversees six pool facilities. Other areas under her responsibility include the development and coordination of aquatic special events, recruiting and training new lifeguards, teaching youth and adults to swim, instructing

water aerobics, facility inspections, reports and all areas including that of cash management functions relating to her five pools. She returned to the City of Orlando in 2005. Minorities drown at an alarming disproportionate rate in the United States every year and it is the driving passion for Moore to help as many people as possible conquer their fears and maximize their swimming potential. She started her career while a student at Florida Memorial College and worked summers at Dr. James Smith Community Center and Carter Street Community Center as a recreation lead doubling as a lifeguard. She graduated from Florida Memorial College and completed extra courses at the University of Central Florida. She holds a YMCA Lifesaving/Lifeguarding Certification, an American Red Cross Lifeguard Instructor Certification, American Red Cross Water Safety Instructor Certification, Arthritis Foundation Aquatic Program Leader/Instructor Certification, Tai Chi for Arthritis Instructor/Leader Certification, National Swimming Pool Foundation Pool/Spa Operator Certification, Exercise Safety Association Fitness Professional Aquatic Fitness Leader Certification and holds a B.A. in English, a minor in mass communications with emphasis in radio/television broadcasting from Florida Memorial College and is a member of Delta Sigma Theta Sorority. Moore is married and has one wonderful daughter. She sat on PTA/PTSA and SAC at Sadler Elementary and Memorial Middle School, where her daughter attended. Her hobbies include horseback riding, snow-skiing, reading, biking, fishing and watching all types of movies. Her most recent claim to fame is being a mounted volunteer for the Orlando Police Department riding and exercising OPD horses.



JOHN MOREY

John Morey directs all Morey Consulting projects, including project design, strategic analysis and final presentation. He specializes in start-up planning, audience acquisition and membership program design for visitor serving attractions. Since 1995, he has worked with more than 200 clients on more than 3,000 projects. Morey serves as the

Treasurer for the AAM CARE committee and served as the CARE Southeastern

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Representative between 2006 and 2009. He received a bachelor of arts in political science from the University of Wyoming. He is based out of Mt. Pleasant, S.C.



CHRIS NELSON

Chris Nelson leads FleishmanHillard's crisis management team in the Americas and helps corporate executive teams anticipate, prepare for and manage crisis situations, high-profile litigation and contentious public issues. In more than 20 years as a crisis management consultant, Nelson has guided clients through hundreds of high-profile crisis situations, including data breaches, product recalls, chemical spills, workplace violence, employee malfeasance, crises of investor confidence, corporate espionage and many others. He has assisted clients facing federal regulatory inquiries and enforcement actions, and he has created crisis plans and international training programs to improve his clients' preparedness. Nelson has also designed issues management programs to help clients avoid flashpoints created by activist attacks on a wide range of issues, and he has counseled clients about their communications around complex litigation, particularly in the areas of intellectual property, workplace and product liability. Before joining FleishmanHillard in 2012, Nelson headed Ketchum's North American crisis preparedness, issues management, crisis response and litigation communications capabilities. His team served a broad range of Ketchum clients worldwide, including Roche, Nokia, Wyeth, State Street and FedEx. Before Ketchum, Nelson worked at Burson-Marsteller New York, providing crisis management, issues management and public policy advice to clients such as Philip Morris and Kraft, Wyeth, Sears, Pfizer, Mead Johnson and Colgate-Palmolive. Earlier in his career, Nelson worked in the communications and public affairs department of The Ohio State University Medical Center and in the public relations department at Ashland Chemical. Nelson has contributed to many industry and professional publications and regularly speaks at industry conferences. He has served as a member of the board of directors of the Public Affairs Council and has lectured on issues management and crisis management at the Wharton School, the University of Maryland Graduate School of Journalism and Ohio Northern University. He currently teaches a graduate course on crisis management at Columbia University. Nelson holds a bachelor's degree in journalism with a cognate in economics from The Ohio State University.



NICHOLAS NEUMAN

Nicholas Neuman, Principal and Project Development, is responsible for project development at WTI. His primary role is to develop and expand the commercial, entertainment and design/build sectors of the business. His experience working internationally with developers, architects and design teams for large water-entertainment projects gives WTI a solid understanding of cultural influences on concept development, design/engineering, project management, on-site construction and operations of waterpark facilities. Neuman has spoken at various industry events, including WWA's North American conferences; and in 2012 he was named one of Aquatics International's "Power 25," as one of the industry's most influential people in the waterpark and aquatics industry. Neuman currently serves on the WWA's Board of Directors.



MICHAEL OOSTMAN

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

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BOB OWENS

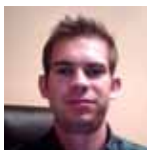
Bob Owens is Water World Manager at Hyland Hills Water World and has been with the park since 1984. Water World is the largest publically owned waterpark in the United States and is located in Federal Heights, Colorado. Owens has overseen guest services, revenue and IT programs for the park since 1993.



CHRISTOPHER OZIMEK

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

team in 2008 and directed the marketing and sales plan for the opening of Schlitterbahn Kansas City Waterpark. After four seasons at the Kansas City park, Ozimek lead the marketing and sales endeavors at Schlitterbahn Waterpark Galveston Island for two seasons, then assumed the role of corporate director of marketing and sales for Schlitterbahn Waterparks and Resorts in August 2013. Ozimek serves on the WWA's Marketing & Communications Committee.



JODY PAIR

Jody Pair is the General Manager of Splash Kingdom Waterpark in Canton, Texas. Before joining the waterpark industry in February of 2016, Pair worked at a Christian Camp and Conference Center for five years. He worked in a number of departments including managing the Retreats Department and the Activities Department. Pair

has a passion for working with young adults and equipping them with skills to help them succeed in the workforce.



GEORGE PANTON

George Panton is currently Marketing and Product Development Manager for Water Safety Products, Inc., a Florida corporation and international supplier of lifeguard uniforms and lifeguard safety equipment since 1989.

Panton's introduction to the aquatic industry began with a position as Beach Lifeguard for Brevard County Ocean

Rescue in 2003 which continued for five summers. This experience included the First Responder course and USLA open water lifeguard training. During his college years, Panton enjoyed in-store retail and regional sales for such brands as Oakley eyewear. He graduated in 2010 from the University of Denver with a B.A. in marketing and art. Shortly after graduation, Panton took a position leading the pre-opening Souvenir Photography program at the world's largest indoor theme park, Ferrari World Abu Dhabi in the UAE. In 2012, he was promoted to be the first official merchandise manager for the pre-opening team at Yas Waterworld Abu Dhabi. There, he concentrated on interactive retail experiences, including the world's first SplashQuest game and waterpark pearl dive experience. Since returning to the U.S. in 2013, Panton has visited over 50 waterparks on behalf of Water Safety Products. As marketing and development manager, his responsibilities have included sales, organizing advertising efforts and assisting with the development of award-winning products. He has also continued his personal growth in the aquatics industry by attending trainings such as Disney Institute, as well as four years of lifeguard training and certification with both Ellis & Associates and NASCO.



R. WAYNE PIERCE, ESQUIRE

R. Wayne Pierce is the "adventure lawyer." During 35 years, all of the major industry trade groups, most of the top chains and specialty insurers, countless entrepreneurs and numerous industry causes have trusted Pierce's skills and leadership to solve their preventive, business and litigation needs. Pierce is the only lawyer elected to the

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World Waterpark Association's Hall of Fame, a recognition of his accomplishments as a "pioneer or innovator who played an integral role in the development of the water leisure industry and the WWA." He has also been elected to the Outdoor Amusement Business Association's Hall of Fame, and serves as general counsel for the International Association of Trampoline Parks. He served on the WWA's Board of Directors and chaired its Strategic Planning Committee from 2003-2010. He was selected for Aquatic International's "Power 25," as one of the most powerful professionals in the entire waterpark field and the only lawyer who represents operators. He is the only lawyer to receive the World Waterpark Association's 1995 Best Speaker Award and the coveted Kelly Ogle Memorial Safety Award in 1997. He served as legal counsel for and was a principal force behind some of industry's most critical initiatives, including the Waterpark Best Practices Council, the Waterpark Safety Forum, the Children's Drowning Prevention Council and the World Waterpark Association's insurance program.



JAMES PROBUS

James Probus founded Fiberglass Systems in 1988.



WINTER PROSAPIO

Winter Prosapio joined Schlitterbahn Waterparks and Resorts in 2013 as Corporate Director of Communications and Government Relations. She has worked in a lead communications role for organizations as diverse as the San Antonio Public Library and the Texas Credit Union League as well as Fiesta Texas (now Six Flags Fiesta Texas) in its inaugural season. At Schlitterbahn, Prosapio leads corporate communications, digital content strategy, PR, Media Relations and Government Relations for the company including four waterparks, three resorts and a country club. Her accomplishments at Schlitterbahn include wildly successful ride launches, major PR asset transformation and modernization, award-winning digital content expansion and innovative integration in multiple departments on multiple levels. Prosapio has a B.S. degree in political science from the University of Texas El Paso, is an active volunteer in her community and is a published author and humor columnist.



TIFFANY QUILICI

Tiffany Quilici currently serves on the WWA's Board of Directors, which she joined in November 2013. Quilici is the Marketing and Group Sales Director for Roaring Springs Waterpark, Wahooz Family Fun Zone and Pinz Bowling Center near Boise, Idaho. Quilici has been recognized for her contributions to the waterpark industry with the WWA Board's Al Turner Memorial Commitment to Excellence Award, and has been selected multiple times as Best Speaker by her peers. Prior to joining Roaring Springs Waterpark, she was a television journalist. Quilici has three children, ages 26, 13 and 11, and two chocolate labs, Hershey and Nestle who are her loyal hiking companions.



JUAN RICHARDS

Juan Richards is the West Coast Client Manager for Jeff Ellis & Associates, Inc. Richards has been in the theme park/waterpark industry for more than 20 years. Richards works closely with more than 250 municipalities, corporate and private waterparks, and water resorts throughout the U.S. and in various countries abroad, in the evaluation and implementation of Standard Operating Procedures (SOPs). Richards has led or assisted with conducting and administering countless International Lifeguard Training Program® (ILTP®) courses and instructor

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courses over the past 15 years. He has contributed to textbooks published by Jeff Ellis & Associates, Inc. and has provided articles for a variety of industry publications. Richards currently provides oversight of E&A's Auditing program, Instructor Training and the Annual Ron Rhinehart International Aquatic Safety School, held every January in Phoenix, Arizona. He is also an active participant in IAAPA & WWA. Beginning his career in 1997, Richards began working at Walt Disney World's Blizzard Beach and Typhoon Lagoon along with Disney's Wilderness Lodge. Richards was also a recipient of Disney's Partners in Excellence Lifetime Achievement Award in 1999. This is Walt Disney World's most prestigious employee honor. After his time at Disney, Richards moved west to work for Palace Entertainment with stops along the way at Raging Waters, San Jose, Sacramento and Los Angeles. During that time, he served in the roles of Operations Director, Assistant General Manager and General Manager. Richards has worked with various organizations in California since his move there including but not limited to: Cal-Dosh, CPRS and local/state health departments. Richards currently resides in Sacramento, California.



KASSIE RIZZO

A computer nerd at heart with a marketing background, Kassie Rizzo quickly found herself developing and exponentially growing the social and digital efforts with Kalahari Resorts & Conventions for the past 5+ years. Starting as a coordinator on a team of one, Rizzo has grown into a director role with several team members

engaging and impacting national efforts. From Facebook being solely an organic channel to managing a seven-digit budget, Rizzo has experienced a few challenges, learned from plenty of self-made mistakes and developed a love of ever-lasting constant change.



MIKE ROSS

Mike Ross is the Owner of Ross Accounting and CEO of Mike Ross Entertainment, Inc. He is a graduate of Fresno State University, where he played college basketball under the tutelage of Jerry Tarkanian. While playing basketball for the Bulldogs, Fresno State was ranked as high as #12 in the Associated Press in 1997 and 1998. Upon complet-

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

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KEVIN ROWLAND

Kevin Rowland began his career in the waterpark industry at the age of 15 when he started working as a lifeguard for the Charleston County Park and Recreation Commission at Splash Island. Seventeen years and many adventures later, Rowland's journey has seen him manage all three of Charleston County's waterparks:

Splash Island, Splash Zone and Whirlin' Waters. Rowland currently manages all operations of Whirlin' Waters Adventure Waterpark and has held that position since 2008. As the Whirlin' Waters Manager, Rowland oversees a staff of more than 200 employees and strives to provide innovative training for them all. Rowland's lifeguard rescue videos have garnered significant attention from the media, celebrities and those in the aquatics industry. They have been viewed millions of times and featured on programs such as "Good Morning America," "The Today Show," "Fox and Friends" and numerous other media outlets. He is the 2015 recipient of the WWA Board's Kelly Ogle Memorial Safety Award.



BRIAN SANDS

Brian Sands has worked on assignments in the real estate and development industries for 23 years, with particular expertise in the areas of leisure/culture and mixed-use development. He has led hundreds of assignments located throughout the U.S., Latin America and the Caribbean, Europe and the Middle East. His

work has focused broadly on real estate and business economics and planning (e.g., existing operations analysis, concept and site evaluation, market research, demand potential, preliminary physical planning, earned revenue and financial feasibility analysis, land/lease valuations, economic/fiscal impact), with uses including a wide-range of commercial attractions (e.g., waterparks, theme parks, observation wheels and decks, specialty attractions), cultural attractions (e.g., museums, visitor centers, performance venues), hospitality properties (hotels, resorts, amenities), retail-dining-entertainment and related uses. Sands coordinates global production of the TEA/AECOM Theme Index and Museum Index, the definitive annual report on attendance trends at the 175 largest theme parks, waterparks and museums worldwide. He is responsible in AECOM's south region for business development in the leisure and cultural sector, as well as supporting growth in the Latin American and Caribbean markets. Recent or ongoing assignments include the following: a proposed \$500 million resort/attraction in Mexico; the Zoo Miami Entertainment Area (20th Century Fox's proposed \$1 billion destination theme park, waterpark, hotel and related); identifying and evaluating potential new attractions at major resort properties operated by a leading global hotel/resort operator; ongoing support for the Observation Deck at One World Trade Center, NYC; a proposed \$225 million resort near Montreal; and the potential \$485 million expansion of a major resort/attraction in Brazil.



DAVID J. SANGREE, MAI, CPA, ISHC

David J. Sangree, MAI, CPA, ISHC, is President and Founder of Hotel & Leisure Advisors, LLC a national hospitality consulting firm. He is a graduate of Cornell University School of Hotel Administration and is a member of the Appraisal Institute, the International Society of Hospitality Consultants and is a Certified

Public Accountant. Sangree's expertise is in analysis of hotels, resorts, indoor waterpark resorts, waterparks, amusement parks, conference centers, ski resorts, casinos and golf courses. He performs market and financial feasibility studies, impact analysis, appraisals, financial analysis, operational reviews and site selection for hospitality and leisure properties. He has performed studies on more than 2,000 existing and proposed hotels and leisure properties in more than 50 states and provinces. He has performed more than 600 studies of indoor and outdoor waterparks since 1999, and he maintains databases of statistical information concerning performance figures of all types of indoor

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and outdoor waterparks and resorts with waterparks. Sangree was named one of Aquatics International Magazine's "Power 25" in 2008 and received the Executive Board Award from the World Waterpark Association in 2016. Both awards profiled Sangree as one of the first consultants serving the waterpark resort industry and credited him with shaping some of the latest industry trends through his expertise and experience in the waterpark resort market. Sangree has appeared on Good Morning America and CNBC on special reports concerning resorts and waterparks and has written numerous articles for a wide range of publications.



LANCE SCHEETZ

Lance Scheetz has 9 years of municipal waterpark experience ranging from Revenue Sales Manager to Marketing Manager, with the last three years serving as Aqua Adventure General Manager. Scheetz's professional experience blends more than 25 years of private sector work, which includes Marketing Director and VP of two

west coast professional sports teams, with Aqua Adventure's public sector designation. The combination of public and private work experience along with Aqua Adventure's unique team experience delivers results.



JOHN SEEKER

John Seeker currently resides in Colleyville, Texas, with his wife of 38 years, Patti, and their two sons, Zachary and Peyton. Following a stint in the US Army and a tour of duty in Vietnam, Seeker took advantage of his GI Bill to earn a bachelor of fine arts degree in photography from the prestigious Brooks Institute. Following graduation in

1970, he joined Sea World San Diego as the staff photographer. For the next four years, Seeker would travel the globe, photographing whales, dolphins, sea lions, walrus and an assortment of other sea creatures. It was during this period that he would encounter the man who would forever alter his path—entrepreneur and Sea World founder, George Millay. When George left Sea World in 1975, Seeker would follow him to Seven Seas in Arlington, Texas where he worked as Marketing & Sales Manager. But Millay was not a man to content himself with past or present glories. He had his eye on an entirely new concept. And once again, Seeker would uproot his life to follow his mentor. It was in Orlando, Florida in March 1977 when a new industry was born with the opening of Wet 'n Wild. Over the next two decades, Millay would build parks in Texas, Las Vegas, Brazil and Cancun, Mexico, and Seeker would remain by his side, advancing to Corporate Senior VP, Marketing and Sales. In 1998, Millay would sell the company to Universal Parks and Recreation and Seeker would find himself traveling a new career path. After several years as VP Marketing with Ogden Entertainment and Alfa Smart Parks, Seeker would join forces with his long time Advertising Agency to become Account Supervisor for Wet 'n Wild Orlando, Raging Waters, Splish Splash, Water Country, Emerald Pointe and Mountain Creek Waterpark. Changes in agency ownership, however, added layers of management and built-in costs that were contrary to an industry that required quick response, common sense thinking and controlled spending. So once again, the influence of an entrepreneurial mentor would see Seeker trade the security of a successful career for the opportunity to run his own show. In 2004, along with three partners and a hand-picked staff, Seeker opened Turnstile Inc. Advertising. Today, Turnstile is fortunate to work with leadership brands like Palace Entertainment, with 10 waterparks, 9 theme parks and 22 family entertainment centers; Apex Parks Group and Six Flags. His agency remains non-traditional, with his approach hands-on and his track record among the industry's most successful. Though the influence of Millay remains at his core, Seeker considers himself truly fortunate to have worked (and played) with some of the best people in the industry.

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GEORGE SELLS, AIA

George Sells, AIA, is Director of the Water Technology, Inc., Creative Studio. During his nearly 30 years in the themed entertainment industry, his visionary approach to developing immersive, unique and innovative concepts has been instrumental in shaping the enjoyable experiences for waterpark and theme park visitors around the globe. As a registered architect, Sells also ensures operational and constructible sensibilities are infused into each waterpark solution generated by WTI.



CHRIS SEYLER

Chris Seyler is the Waterpark Director for Kalahari Resorts Poconos. Seyler started as a lifeguard at the Kalahari Resort in Ohio in 2008. He held several positions there including head guard, supervisor and Operations Manager. In 2012, he joined Soaring Eagle Waterpark & Hotel as the Aquatics Manager. In 2017, he rejoined Kalahari as the Waterpark Director for the Poconos property. Throughout his waterpark career, Seyler has continued to expand his knowledge and experience and has earned numerous certifications including AFO, CPO, Jeff Ellis & Associates Lifeguard and Instructor, American Red Cross Lifeguard and Instructor and NASCO Lifeguard and Ropes Course Inc.



SCOTT SILAR

Scott Silar has more than 20 years of hospitality experience in the amusement industry. He is currently the Aquatics Manager at Hersheypark, where he oversees the recruitment, hiring and training of more than 250 lifeguards, and the ongoing safe operation of more than 16 attractions. Silar sits on the Waterpark Committee of the Pennsylvania Amusement Parks Association and is an instructor with the National Assoc. of Amusement Ride Safety Officials (NAARSO). Silar is certified as a Jeff Ellis & Assoc. Lifeguard Instructor Trainer, and is certified as an EMT, Pennsylvania State Ride Inspector II, Certified Pool Operator, Aquatic Facility Operator and National Weather Service SkyWarn Certified Storm Spotter. Silar is a Lifetime Member of the Hershey Vol. Fire Dept. and in his spare time devotes time to Project Fellowship with the Milton Hershey School, and is on the Steering Committee for Junior Achievement of Central Pennsylvania.



KELLY SMILEY

Kelly Smiley has been with Wild Island Family Adventure Park for 13 years starting in park services in 2005. In 2010, she was promoted to Group Sales Manager and in 2014, she moved into her current position as Admissions and Operations Manager. She has continued to remain involved in many areas including staff hiring and recruiting, lifeguard trainings and assisting in operating the facility's family entertainment center in the offseason. She is a Jeff Ellis & Associates Lifeguard Instructor, certified ServSafe food manager and has a degree in biology.



MARLIN D. SMITH

Marlin D. Smith is a dynamic HR professional that is passionate about helping employees and companies find common ground for success. As founder of Mandrake HR Consulting, LLC, he has a solid background in leadership, safety and employee culture from more than 15 years in human resources leadership. He believes that the key to a successful employer/employee relationship is commitment: on the part of the employer to provide the best environment for employee to thrive, and on the part of the employee to bring the whole of their skills to the table to fulfill their given roles. When both parties bring their best, it's amazing what can happen! Smith has been a featured speaker and presenter with the

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Society for Human Resource Management for several years, presenting most recently at the 2015 National Conference in Las Vegas, and the 2016 National Conference in Washington, D.C. At both he presented sessions on diversity in the workplace and outlining key management lessons. Due to his ability to mix humor, relatability and strong content, he consistently receives high marks from session attendees. A graduate of the University of Chicago (AB'97), Smith is also a Dale Carnegie graduate. He and his family reside in Charlotte, North Carolina.



BRETT STEINBRUECK

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

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



ALLISON STOCK, PH.D., MPH

Dr. Allison Stock, MPH, is an internationally known toxicologist and epidemiologist with 22 years of toxicological, epidemiological, regulatory and environmental experience. Stock has a doctorate in toxicology and in epidemiology from the University Of Texas School Of Public Health. She also holds a master's degree in public

health in occupational and aerospace medicine from UT. She is a former Epidemic Intelligence Officer with the U.S. Centers for Disease Control and Prevention. Her background is supported by experience in the federal and state government and industry (small and Fortune 500 companies). Stock specializes in human health risk assessments combining both toxicological and epidemiological data. She has expertise in petrochemicals, oil and gas, environmental permitting, property transfer, environmental, social and health impact assessments, inhalation toxicology, renal toxicology, toxicological and epidemiological risk assessment, foodborne outbreaks, rapid needs assessments, emergency response, ambient and indoor air monitoring, occupational health and safety plans and stakeholder communications. Stock has served on both federal and industry working groups on air pollution issues such as particulate matter (PM2.5), benzene, carbon monoxide and low sulfur diesel exhaust. Stock has also served as an expert witness and as the corporate representative for litigation support. She also has extensive experience in the evaluation of human health impact studies following environmental, occupational and pharmaceutical exposures.



ANGELA SUMMERS

Angela Summers is a Recreation Services Manager for the City of Henderson, NV (Public Works/Parks and Recreation Department). She was born and raised in Northern California and started her recreation profession as a lifeguard for the Greater Vallejo Recreation District. During her 15+ year career, she has worked for recreation facilities in California, Hawaii, Japan and, most recently, in Nevada. She has managed various areas including: aquatics, outdoor recreation, senior services, youth programming and special events. Summers is a nationally recognized motivational speaker and has presented at various conferences across the country for the past 10 years. Her areas of focus include promoting positive leadership, strengthening workplace culture and relationships and inspiring today's "new age" workforce. She supervises more than 250 employees, many of whom are of the millennial generation; through her passion (and humor) she shares positive insights that help recreational professionals not only survive the millennial

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invasion, but also learn to embrace it. Summers is incredibly passionate about Parks and Recreation and the enormous benefits it brings to both community and individual growth.



RON SUTULA

Ron Sutula has more than 39 years of management experience in the waterpark and theme park entertainment industry. He has directed the opening of six successful parks, including two Wet 'n Wild waterparks and Schlitterbahn Galveston Island. Sutula began his career at Marriott's Great America Theme Park in Illinois.

He rose through the ranks to become Director of Park Operation at Marriott's Playland Park in New York State. He joined the Funtime Inc. organization in the early 1980s, working at Darien Lake and Wyandot Lake theme parks as Operations Director. In 1985, he embarked on a 12-year stint as Vice President of Operations at Wet 'n Wild, Orlando, Fla. When Wet 'n Wild expanded to Brazil, Sutula opened the park and served as Vice President and General Manager for the first two years in Sao Paulo. He returned to the United States to manage the construction and operation of Wet 'n Wild in Broward County, Fla. As part of the Ogden Entertainment Parks Group, he also formulated standards, policies and procedures for 13 Ogden properties located in the United States, Brazil and Mexico. Sutula served as Director of Resort Operations for Universal Studios in Orlando for five years, where he was responsible for the overall operation of the 840-acre facility and the supervision of more than 1,200 employees. He joined the Schlitterbahn family in 2005 as General Manager to oversee all operations of the Schlitterbahn Galveston Island Waterpark, which has received the Golden Ticket award as the world's best indoor waterpark for the past seven years. He is responsible for development, direction and management of the waterpark. Sutula served on the Board of Directors for the World Waterpark Association for eight years, and received the Executive Board Award in 2008 and is a WWA Hall of Fame member.



KATIE THIE

Katie Thie began her career with The Walt Disney Company in 2003 as a lifeguard at Disney's Wilderness Lodge Resort. She progressed into leadership and has held various roles within Walt Disney World including the following locations: Disney's Water Parks, Magic Kingdom® Park, Walt Disney World Transportation and

Disney Springs® (formerly Downtown Disney). Thie's first leadership role began in 2004 and over the next three years, she focused on the lifeguard, attractions and main entrance teams at Disney's Typhoon Lagoon Water Park. In 2007, Thie transitioned to Magic Kingdom® Park, where she joined the park operations team on Main Street, U.S.A. Her responsibilities included oversight of the park entry, guest traffic during parade and fireworks and The Walt Disney World Railroad. After three years at Magic Kingdom® Park, Thie moved to Walt Disney World Transportation in 2010, leading the bus operations team at Downtown Disney. From there, Thie transitioned to Traffic Planning Manager for Walt Disney World® Resort. In this role, she focused on global roadway expansion strategy. In 2015, with the reimagining of Downtown Disney to Disney Springs®, Thie came back to Operations to lead planning efforts for the expansion of the parking lots and newly constructed parking garages as well as the custodial strategy for the entire property. In 2016, Thie returned to her roots at Disney's Water Parks, where she currently steers the leadership team as the Proprietor at Disney's Blizzard Beach Waterpark.



KARI TJADER

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

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assist with planning and facilitating hiring events and five grand openings and provided assistance in many management positions. From there, she went on to become Director of Water Resort Operations for CoCo Key Hotel and Water Resort in Orlando, Fla., where she was responsible for recruiting, hiring, training, staffing and managing day-to-day operations. Tjader became an Instructor-Trainer for Ellis & Associates and has been certified as a Jeff Ellis Swimming Program Coordinator and current CPO, ServSafe Food Safety Manager Instructor and Proctor, Tips Trainer and CARE Instructor. In 2014, Tjader left CoCo Key to become a Training Manager for Safety Skills Training in Dubai, UAE. She returned to the U.S. in 2016 to oversee four food and beverage outlets, a resort retail store and the waterpark operation as the Director of Operations-Water Resort Food & Beverage for CoCo Key Hotel & Water Resort. In July 2017, Tjader moved on to Reunion Resort in Kissimmee, Florida as the Director of Club Pools and Waterpark overseeing the resort's world class amenities including the waterpark and food and beverage operations. Tjader serves as the Vice Chair on WWA's Waterpark Resort Committee.



NICOLE VAN WINKLE

Nicole Van Winkle has served in the aquatics industry for more than a decade, focusing much of her career on creating and evaluating revenue generating programs and facilities. In addition to her municipal recreation experience, Van Winkle works with Counsilman-Hunsaker, a private company, assisting municipalities across the nation with opening and evaluating their aquatic facilities. Currently, Van Winkle is the Recreation Manager for the City of Colton and has been a speaker for several national and international conferences. Most recently, Van Winkle was awarded Aquatics International's prestigious Power Ten: Top 10 Most Influential People in the Aquatics Industry award in 2017 and the World Waterpark Association's 2015 Executive Board Award.



EUGENE VANDERWALT

Eugene Vanderwalt is the Director of Waterpark Operations at Blue Harbor Resort in Sheboygan, Wisconsin, and has been with the resort since the beginning of 2016. He started his aquatics career in 2007 at Six Flags Great America in Gurnee, Illinois as a lifeguard. Within a short time, he moved up to become a Lead Guard, and then supervisor. In 2009, he became an Ellis & Associates Lifeguard Instructor, which began his passion for training lifeguards. With admirable role models and encouragement, he took the role as Assistant Director of Aquatics at the Waterpark of America in Bloomington, Minnesota in 2014. There he was exposed to more of the operational side of indoor waterparks which helped him develop in areas like budget planning, operational planning, how to work in a hotel/resort setting and how everyone co-exists to be successful. In 2016, he accepted the opportunity to run his own waterpark and therefore moved to Sheboygan, Wisconsin. Vanderwalt enjoys seeing the waterpark business do well by exceeding budget plans, encouraging his staff to push themselves to greater heights and, most of all, creating a fun and welcoming work environment. Vanderwalt knows that nothing in life comes easy and, if you surround yourself with positive and driven people, you can achieve anything.



LEWIS WEMPLE

For almost the past two decades, ADG has been lucky to call Lew Wemple their own. Focusing on business development and project management, he has spent much of that time bringing ADG's wave generation business to the forefront, both in the U.S. and world-wide markets. With a background in manufacturing and engineering, Wemple's technical expertise and in depth understanding of ADG's advanced wave equipment systems have enhanced many pivotal projects for ADG clients in leisure recreation, high performance and specialty waves. Some of the more unique projects that Wemple has worked on over the years include the seal and sea lion exhibits at the National Zoo in Washington D.C., the waterpark

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development project at Pampanga in the Philippines and the largest wave pool ever built for the motion picture industry that featured custom ocean effects for the film, "Life of Pi."



LAKE WHITE

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



JOHN WHITMORE, MAOM, CPRE, AFOIT, AFO

John Whitmore's, MAOM, CPRE, AFOIT, AFO, career in aquatics spans more than 30 years, during which he has worked with public and private agencies managing multiple aquatic and recreation facilities. He has authored many articles on pool management, maintenance and pool chemistry. He served as the lead author of the Aquatic Facility Operator (AFO) PowerPoint presentation, instructor manual and instructor training materials. Whitmore is a veteran presenter at local, state and national conferences. His programs have won two Excellence in Aquatics awards: one in Colorado and one in Texas. He was also awarded the National Recreation and Park Association (NRPA) Distinguished Recreation Professional in 2011. He holds an M.A. in organizational management and a B.A. in recreation administration. Whitmore is one of six AFO Instructor Trainers and the primary reviser of chapters 2, 4, 5, 31, 32, 33 and 34 for the 7th edition of the AFO Manual.



HOLLI WILSON

Holli Wilson is the Group Sales and Marketing Coordinator for Splash Kingdom Family Waterparks. Her responsibilities include developing relationships with businesses and organizations to increase group sales revenue, managing social media and planning/organizing in park events. Wilson began her Group Sales and Marketing career at Holiday Inn Express & Suites while working on her B.S. degree at the University of Texas. She graduated cum laude with a concentration in communications.



JANET WILSON-IRVING

Janet Wilson-Irving began her career in the amusement industry 25 years ago starting in the early '90s as a Corporate Sales Coordinator at Knott's Berry Farm located in Buena Park, California. Eventually, she worked her way up through the ranks and became a Sales Representative responsible for thousands of corporate picnics, consignments and private events. It didn't take long for her to fall in love with the idea of "selling fun." In 1999, she was approached by Palace Entertainment for a new opportunity as Director of Sales. From there she was able to create and develop new programs which lead to the introduction to the company's first consignment and teambuilding programs which helped increase brand awareness in a fast growing and competitive market. Her 15 years tenure with Palace Entertainment allowed her to continue to develop as she upheld several positions including National Sales Trainer for both the waterpark and family entertainment centers and Director of Sales overseeing and mentoring 40 locations nationwide. Wilson-Irving joined the Apex Parks

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Group in September 2014 as the Director of Sales & Marketing, which includes a diverse portfolio consisting of 13 family entertainment centers, 2 waterparks (Big Kahuna's in Destin, Florida and Sahara Sam's Oasis in West Berlin, New Jersey) and 2 theme & waterparks (Indiana Beach Boardwalk Resort in Monticello, Indiana and Fantasy Island located in Grand Island, New York). Wilson-Irving enjoys the challenge of finding new ways to grow and develop both group sales & marketing and feels passionate about upholding pricing integrity and keeping the sales team motivated. She is also a proud mom of two and has most recently earned the new title of "Nonna," grandma in Italian.



ASHLEY WOLFE

Ashley Wolfe has been the Operations Manager at Roaring Springs Waterpark since 2013. She started in 2006 as a lifeguard and has served in various roles including aquatics technician, park services supervisor and operations coordinator. She is also an Instructor Trainer for Jeff Ellis & Associates and has served on the faculty for their International Aquatics Safety School. Wolfe has a bachelor's degree in psychology from the College of Idaho and played basketball there. She is currently working on her master's degree in mental health clinical counseling with a specialization in trauma and crisis from Walden University. She has a minor in education and was a student teacher for a local high school for a semester and then at the College of Idaho for the second semester. She serves on the WWA's Education Committee and enjoys education and continues to pursue learning in every capacity of personal and professional life.



TIFFANY WOODWARD

Tiffany Woodward is the Director of Marketing and Water Park Sales at Country Springs Hotel in Waukesha, WI. Prior to her position at Country Springs Hotel, Woodward worked for Wave Renovations and Jackson Street Hospitality as the Director of Sales and Marketing. She has been involved with the development, opening and operations of twelve water resort properties in nine states. Woodward is a member of the WWA's Marketing and Communications Committee, for which she served as chair. In 2011, she was awarded a Special Recognition Award by the WWA's Board of Directors for significant accomplishment with their volunteer committees in 2010/2011.



RICH YOUNG

Rich Young has more than 31 years of municipal, public pool and waterpark experience, including operating and maintaining many public and commercial pools in addition to several waterpark facilities with maintenance, operations and programming responsibilities. In addition, he has been a sales and service representative for several major manufacturers of commercial pool equipment and distributors. For the past 20 years he has worked as a licensed contractor and consultant having worked on many public/commercial facilities and waterparks throughout the western United States and abroad. Young has taught the Certified Pool Operator (CPO) course for the National Swimming Pool Foundation for more than 14 years and has been an Aquatic Facility Operator (AFO) instructor for the National Recreation and Park Association since its conception and recently was the managing editor for the 6th Edition of the AFO manual. He is the technical advisor and a board member for the Professional Pool Operators of America. Young has been published dozens of times in industry periodicals, often speaks at national and regional conferences and is the General Manager of Aquatic Commercial Consulting.