

SUNDAY,

OCTOBER 21, 2018

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

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

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

Speakers:

Brad Anderson, City of Englewood

Bob Bradley, Aquatic Consulting & Ed. Svcs.

LOCATION: CONFERENCE ROOM 7

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

AQUATIC FACILITY OPERATOR (AFO) CERTIFICATION COURSE (DAY 1 OF 2)

This 2-day program is presented in conjunction with the National Recreation and Park Association (NRPA). Demystify the science and art of water-quality maintenance and pool management while earning your AFO certification in this comprehensive program for pool and park managers. Participate in lectures, view audio-visual presentations and analyze a variety of technical and reference materials. AFO certification is accepted by all agencies that require certification. Test and certifications are issued by the NRPA. Registration must be completed by Sept. 28th. *Tuition for this course is \$279 and includes the class manual.*

Speaker:

Robert Kappel, ProMinent Fluid Controls

LOCATION: CONFERENCE ROOM 10

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

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

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

Speaker:

Lee Hovis, Tolomato Community Development District

LOCATION: CONFERENCE ROOM 13

DAILY SCHEDULE

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

ELLIS LIFEGUARD INSTRUCTOR LICENSING PROGRAM (DAY 1 OF 3)

Jeff Ellis & Associates (E&A) will conduct this Lifeguard Instructor Licensing program at a location off-site at a local client facility. Ellis & Associates clients are invited to attend. Non-clients may attend pending Training Center Status (Non-clients please email juan.richards@jellis.com for information regarding Training Center Details and registration.) *Tuition for this course is \$425 for original training or \$325 for renewal training.*

LOCATION: OFF-SITE

MONDAY,

OCTOBER 22, 2018

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

AMERICAN RED CROSS LIFEGUARDING INSTRUCTOR TRAINER REVIEW COURSE

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

LOCATION: OFF-SITE

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

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

For more information, see Day 1 description.

LOCATION: CONFERENCE ROOM 7

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

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

For more information, see Day 1 description.

LOCATION: CONFERENCE ROOM 10

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

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

For more information, see Day 1 description.

LOCATION: CONFERENCE ROOM 13

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

ELLIS LIFEGUARD INSTRUCTOR LICENSING PROGRAM (DAY 2 OF 3)

This day is also the Renewal Instructor Training date. For more information, see Day 1 description.

LOCATION: OFF-SITE



TUESDAY, OCTOBER 23, 2018

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

WWA ANNUAL GOLF TOURNAMENT & LUNCHEON AT DESERT PINES GOLF CLUB

Featuring the award-winning design of iconic golf course architect Dye Design, Desert Pines Golf Club features more than 4,000 mature pine trees lining the fairways with grass running from tees to pins. White sand bunkers protect large, undulating, bent grass greens fashioned after those at Augusta National Golf Club. From its spectacular layout reminiscent of golf in the Carolinas, to its luxurious clubhouse—which pays homage to golf's greatest legends—Desert Pines offers locals and travelers alike a memorable experience just 15 minutes from the famed Las Vegas Strip. The WWA tournament will kick off with an 8:00 a.m. “shotgun start,” with a luncheon immediately following the conclusion of the tournament. A shuttle bus will pick up at the East Entrance of the Westgate Las Vegas Resort & Casino at 6:20 a.m. Look for signage that references Ride Share Pick Up. The shuttle bus will depart promptly at 6:30, so please plan to be waiting for the bus at that time.

LOCATION: OFF-SITE

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

WWA UNIVERSITY: WATERPARK MAINTENANCE SCHOOL



This workshop features top industry experts presenting topics designed to help waterpark operators improve their periodic, routine and preventative maintenance programs. You will have the opportunity to challenge a panel of experts to help solve even your toughest operational issues. Whether you are experienced in waterpark operations and looking to up your technical



GOLF TOURNAMENT

TUESDAY, OCTOBER 23

DESERT PINES GOLF CLUB

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

DAILY SCHEDULE

knowledge or you are a seasoned maintenance/engineering professional who is still getting your feet wet in waterparks, you'll find content that will help increase your knowledge and understanding of the many unique facets of maintaining a waterpark. Tuition for this workshop is \$169.

Moderators: Jim Basala, Lake County Parks & Recreation
& Lee Hovis, Tolomato Community Development District

Speakers:

Clay Barnes, Speciality Insurance Group

Cody Butcher, Neuman Group

Mike Fowler, Pentair Aquatic Systems

Lee Hovis, Tolomato Community Development District

Dustin Kauffman, ProMinent Fluid Controls

Robert Kappel, ProMinent Fluid Controls

Bob Landis, BoMar Soft Playgrounds, International

Robin Ritz, InCord Play

Brett Steinbrueck, BECS Technology, Inc.

LOCATION: BALLROOM D

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



WWA UNIVERSITY: FUEL YOUR IN-PARK REVENUE WITH MARKETING STRATEGIES

Is your in-park revenue lacking the "get up and go" power it needs to be successful? You might be missing the necessary marketing strategies needed to fuel those ideas. Join us as we dive into topics relating to in-park revenue and share fresh ways to market programs that drive revenue in your park. We will be exploring a variety of topics related to special events, group sales, food and beverage and retail. Along with some great content, you'll also enjoy a boxed lunch during our networking lunch hour. Get to know some of your fellow waterpark professionals who are leading the way in their parks in group sales, retail, food and beverage, marketing and more! Tuition for this workshop is \$169 and includes the networking lunch. This workshop is sponsored by Dippin' Dots and Convergence.

Moderators: Chris Ozimek, Crayola Experience & Marisol Ramirez, Schlitterbahn Riverpark & Resort

Speakers:

Alexandra Barilla, Cowabunga Bay Water Park

Connie Blowe, The Walt Disney Company

Chris Duxbury, NRH₂O Family Water Park

Lindy Frye, Wet'n'Wild Las Vegas

Ken Handler, Global Management Amusement Professionals

Sasha Hartloff, Roxy

Stephanie Hee-Johnston, NRH₂O Family Water Park

Jim Kunau, Port Royal Ocean Resort

Cathy Lawson, Wet'n'Wild Las Vegas

Bob Martin, Island Waterpark

Mike McDonald, Golfand SunSplash

Mark Moore, Gulf Islands Waterpark

Mike Reilly, Quiksilver

Lance Reynolds, US Foods

Steve Rodgers, Golfand SunSplash

David Thompson, Typhoon Texas Houston

Lori Thompson, Consultant

Cade Vereen, Typhoon Texas Austin

LOCATION: BALLROOM E



**SCAN THE QR CODE
& DOWNLOAD THE
WWA SHOW APP!**

Enter event code:
WWA Show 2018



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

EXECUTIVE & SENIOR OFFICIALS ALL HAZARDS PREPAREDNESS WORKSHOP

This full day workshop is presented by the Texas A&M Engineering Extension Service, and funded by the Department of Homeland Security the Federal Emergency Management Association. This course provides a forum for attendees to understand strategic and executive-level issues related to all-hazard disaster preparedness, to share proven strategies and best practices, and to enhance coordination for those responsible for emergency preparedness, response and recovery. This workshop emphasizes planning, operational coordination and public information and warning, while integrating extensive group discussion and a table-top exercise utilizing a scenario developed specifically for waterpark facilities. An active shooter incident at a waterpark will be the primary scenario. Participants complete the session by developing an action plan to improve the preparedness posture of their organization. As the action plan develops, participants will discover how to apply the process to formulating an action plan for other waterpark-specific scenarios such as: sudden, imminent dangerous weather; violence between groups of guests; or other large scale hazards that could potentially overwhelm a facility's typical operational resources. This course falls under a DHS/FEMA grant fund so it comes at zero additional cost to those who have registered and paid for the WWA Symposium Package. Course pre-registration is required, and limited space is available. A maximum of 2 representatives from a specific facility will be allowed to participate. Workshop topics include:

- Planning for success through utilization of the National Preparedness System, the preparedness cycle, identifying the role senior officials play in the planning process and gaining an understanding of the importance of having plans in place that are adequate, feasible and all-hazards based.
- Effective operational coordination with emphasis on the importance of having coordinated operational structures and the integration of all critical stakeholders. This includes a table-top exercise designed specifically for the jurisdiction(s). The exercise incorporates community response, public information and community resilience and recovery.
- Developing a broad action plan, based on lessons learned from the workshop, to guide future personal, departmental and jurisdictional emergency preparedness planning.

LOCATION: BALLROOM F

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

WWA UNIVERSITY: WATERPARK DESIGN, DEVELOPMENT & EXPANSION WORKSHOP



The workshop brings together leading industry development experts, licensed design professionals and facility operators to discuss the most important topics relating to waterpark development and expansion. You'll hear from experienced operators who have been through the development process and successfully navigated the challenges. Learn their secrets and what they'll do differently on their next project. Then, don't miss the opportunity to network with these professionals and fellow developers at the reception immediately following the workshop, exclusively for workshop participants. *Tuition for this workshop is \$169. This workshop is sponsored by PGAV Destinations.*

LOCATION: BALLROOM G

DAILY SCHEDULE

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



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

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

Moderator: Judith Leblein Josephs, CPRA, RA, JLJ Enterprises LLC

Speakers:

Louis Cirigliano, Jr., Casino Beach Pier

George Deines, Counsilman-Hunsaker

Sasha Mateer, Lake County Parks & Recreation

George Panton, Water Safety Products, Inc.

LOCATION: CONFERENCE ROOM 11

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

WWA ADVANCED WATER QUALITY CERTIFICATE COURSE

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

Speaker:

Rich Young, Aquatic Commercial

LOCATION: CONFERENCE ROOM 7

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





SAI STARGUARD ELITE LIFEGUARD INSTRUCTOR WORKSHOP (RENEWAL)

Learn how experiential learning theory can streamline your lifeguard training sessions, while maximizing skills development and retention, lifeguard confidence and lifeguard professionalism. This will be a blended learning experience combining an online course with an instructor-trainer led session for StarGuard Instructors seeking renewal credentials. This course is for renewals only. Please contact sara@sai-intl.org for more information. Tuition for this course is \$180.

Speaker:

Lake White, Starfish Aquatics Institute

LOCATION: CONFERENCE ROOM 5

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

ELLIS LIFEGUARD INSTRUCTOR LICENSING PROGRAM (DAY 3 OF 3)

For more information, see Day 1 description.

LOCATION: OFF-SITE

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

WWA UNIVERSITY: WATERPARK DESIGN, DEVELOPMENT & EXPANSION WORKSHOP RECEPTION (WORKSHOP ATTENDEES ONLY)

LOCATION: BALLROOM C

5:15 P.M. - 6:00 P.M.

PUBLIC SECTOR COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: BALLROOM E

5:15 P.M. - 6:00 P.M.

SAFETY COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: BALLROOM F

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

WATERPARK RESORT COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: BALLROOM D

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

COMMITTEE MEMBER RECEPTION (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: BALLROOM C

DAILY SCHEDULE

WEDNESDAY,

OCTOBER 24, 2018

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

ENGAGING YOUR GUESTS ON SOCIAL MEDIA

In today's digital world, social media isn't a "nice to have," it has got to be a fundamental part of your engagement strategy. But how do you know which channels to use and what strategies to deploy? Join Mickey Lewis, Corporate Director of Sales and Marketing for Splash Kingdom Family Waterparks, and Jim Moseley, Director of Marketing & Communications for CMC-Neptune, to learn what works, what doesn't work and what the jury is still out on when it comes to social media marketing. For those of you just developing your social engagement strategies or you find yourself in the first year or two of working to build up your social media engagement, then this session is the perfect one you.

Speakers:

Mickey Lewis, Splash Kingdom Waterparks

Jim Moseley, CMC-Neptune

LOCATION: BALLROOM D

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

WHAT TO DO WHEN FOODBORNE ILLNESS POPS UP IN YOUR FACILITY

Each year, one in every six of us is exposed to a foodborne illness resulting in 128,000 hospitalizations and more than 3,000 deaths. Food poisoning, or exposure to a foodborne illness, has many permutations. Most of us are familiar with cases where multiple outbreaks of illness happen across the country due to E. coli or norovirus. Learn the causes of foodborne illness, how to protect your guests and what to do when there has been a claim of foodborne illness at your facility.

Speakers:

Gaylee W. Gillim, Esquire, Kentucky Kingdom and Hurricane Bay
Allison Stock, Ph.D., MPH, Rimkus Consulting Group, Inc.

LOCATION: BALLROOM E

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

THE HITCHHIKER'S GUIDE TO AFTER THE AMBULANCE LEAVES: PREPARING FOR WHAT GUARD CLASS DIDN'T TEACH YOU

As lifeguards, we are extensively trained in how to respond to an emergency and give flawless care. But what happens when the ambulance leaves? You will learn how to prepare you, your facility and your staff for how to react and what to expect in the coming minutes, hours and days following a major medical emergency. Just remember rule #1 is: don't panic!

Speaker:

Chris Norman, Cowabunga Bay Water Park

LOCATION: BALLROOM F



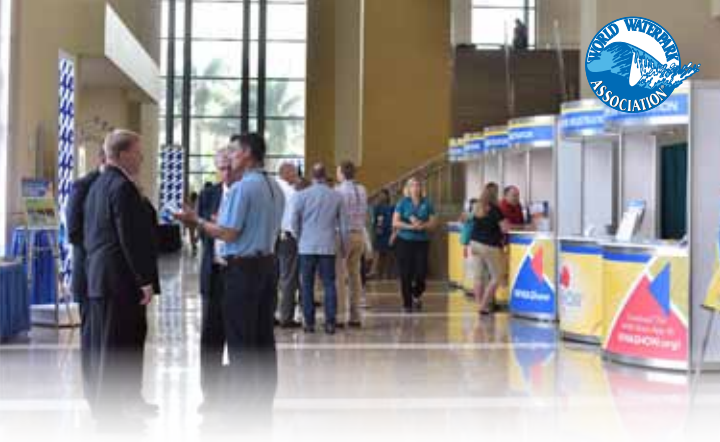
SEE IT. LEARN IT. LOVE IT.

SHARE IT. Follow us on Twitter

@WWA and instagram @WWASHOW to see

the latest show updates and fun photos.

Share your favs using #WWASHOW.



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

DEVELOPING TALENT AND BUILDING A STRONG LEADERSHIP BENCH

Great leaders develop their teams and recognize the value of talent retention. In this competitive job market, it's important to not just hold on to the best talent but to help them grow and achieve the next level on their career journey. Join Mark Dukes, GM Disney's Water Parks and Connie Blowe, Proprietor Disney Water Park Operations, to learn some of their methods of developing, managing and leading their teams to build a strong leadership bench.

Speakers:

Connie Blowe, The Walt Disney Company

Mark Dukes, The Walt Disney Company

LOCATION: BALLROOM G

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

DESIGNING FOR OPERATIONAL EFFICIENCY AND SUSTAINABILITY

How do you balance thrill and safety while offering users a memorable experience with each park visit? Together, we can look at key design decisions that impact long-term sustainability and operational efficiency at any aquatic facility. This session will use real life examples of waterparks and aquatic centers that have found success in designing for operational efficiency as well as highlighting potential risk factors in design. Whether it is selecting the right amenities, choosing the best layout or investing in sustainable water treatment, these facilities have all found varied success because of the critical, front-end decision-making process.

Speakers:

Cody Butcher, Neuman Group

Nicholas Neuman, Water Technology, Inc.

LOCATION: CONFERENCE ROOM 11

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

FISCAL RESPONSIBILITY - HOW TO MEET REVENUE & COST RECOVERY OBJECTIVES

This session is designed to explore revenue and cost recovery objectives from two perspectives: administration and facility operation. You will gain a better understanding of how financial analysis can be used to influence decision-making in a business environment. Our discussion will highlight how to maintain sustainable public finances by gaining knowledge in cost recovery and revenue analysis and how to preserve an appropriate level of public investment via program innovation and patron retention.

Speakers:

Adam Blackmore, City of Henderson Parks & Recreation

Paul Foltz, City of Henderson Department of Public Works, Parks & Recreation

LOCATION: CONFERENCE ROOM 7

DAILY SCHEDULE

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

SURVEY SAYS! - WHAT DRIVES YOUR GUESTS TO VISIT (OR NOT) & HOW DOES IT TRANSLATE TO ATTENDANCE, MEMBERSHIP & REVENUE

In this two part session, PGAV Destination's *Voice of the Visitor* and the World Waterpark Association's Benchmarking Survey will be presented. While *Voice of the Visitor* quantifies aggregate attractions' industry performance and provides an outlook on future visitation specifically from the point of view of the visitors themselves, the WWA Benchmarking Survey showcases the results of those visitors' views on attendance, membership and revenue at members' waterparks. The session will show the change over last year's surveys, identify trends, discuss the mindset of guests and how it affects the performance of waterparks and highlight techniques used to identify a waterpark's potential. Attendees will learn their guests' opinions on a variety of subjects that affect their decision to visit and what attributes are most important to them, as well as to identify their audience, membership and revenue potential and ways to maximize that potential. This in depth session will allow a waterpark to better prioritize its goals and better allocate resources to accomplish those goals.

Speakers:

Peter A. Fingerhut, Columbus Zoo and Aquarium

Jeff Havlik, PGAV Destinations

CJ Jordan, Morey Consulting

LOCATION: BALLROOM D

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

ANSWERS FOR OPERATORS: LEGAL PERSPECTIVES ON YOUR ISSUES

A panel of attorneys from the International Amusement & Leisure Defense Association (IALDA) will address a range of topics from questions submitted by operators. Examples include handling staff discipline, employee use of social media related to issues at your facility, managing guest service issues caused by other guests and implementing policy changes or remedial measures after an incident. Come hear lawyers who defend operators give their advice!

Speakers:

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

Rudie D. Baldwin, Esquire, Amaro Baldwin LLP

Joseph L. Brownlee, Esquire, Moyes Sellers & Hendricks, Ltd.

Jeffrey W. Johnson, Esquire, Johnson Law Group

Louis Lopez, Esquire, Moyes Sellers & Hendricks, Ltd.

LOCATION: BALLROOM E

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

ACTIVE SHOOTER PREPAREDNESS - DEPARTMENT OF HOMELAND SECURITY

Preparing employees for a potential active shooter incident is an integral component of an organization's incident response planning. Because active shooter incidents are unpredictable and evolve quickly, preparing for and knowing what to do in an active shooter situation can be the difference between life and death when every second counts.

Department of Homeland Security is hosting this session to enhance preparedness against active shooter incidents through:

- Developing an Emergency Action Plan with guidance from expert instructors
- Identifying strengths, weaknesses and gaps in physical security and planning considerations
- Learning how to prevent active shooter incidents by recognizing behavioral indicators on the pathway to violence
- Understanding the history of significant active shooter incidents through survivor stories and expert perspectives

The session will describe how to incorporate key elements of successful incident management into planning efforts, such as:

- Developing communication and incident plans for employees
- Building relationships with local first responders
- Coordinating with first responders before, during and after an incident
- Integrating public affairs into incident management

Speaker:

Gonzalo H. Cordova

LOCATION: BALLROOM F

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

TRENDS IN WATERPARK FOOD & BEVERAGE

Hear about the latest trends in food and beverage from industry experts. Discover ideas to help you increase your food and beverage per caps while increasing your guest satisfaction. Learn why and how the use of technology can greatly improve your food and beverage outlets and result in higher spend, better speed of service and more efficient operations.

Speakers:

Scott Carothers, Wild Island Family Adventure Park

Lance Reynolds, US Foods

LOCATION: BALLROOM G

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

THE RENOVATION AND UPGRADE OF WATERPARK RIDES AND ATTRACTIONS

This session will look at the need and the process of upgrading the attraction content of waterparks, with particular emphasis on the unique challenges facilities face with the related operational shut-down restrictions, limited space availability, building/planning controls and the potential impact on



OPENING GENERAL SESSION

WEDNESDAY, OCTOBER 24, 2018

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

BALLROOM A

Join hundreds of your fellow WWA attendees for this annual gathering that kicks off the opening of the Trade Show Floor. During this hour-long event, you'll hear updates from the WWA's Board of Directors, honor Hall of Fame inductees and Board Award winners and review the most recent industry news from 2018.

DAILY SCHEDULE

environmental services and water treatment systems. This subject takes on increasing significance as the worldwide market moves into its second and third generation of guests with new and higher levels of guest expectation against a background of aging facilities. Sandcastle Waterpark's successful multi-stage renovation and their multi-year increases in revenue and guest satisfaction will be featured topics in this discussion.

Speakers:

Roger Currie, Neuman Aqua Ltd.

John Child, Sandcastle Waterpark UK

LOCATION: CONFERENCE ROOM 11

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

SMALLER PARK MEETING

Back by popular demand! Designed especially for smaller facilities, this old-fashioned town-hall meeting format encourages audience discussion of unique problems and solutions. Smaller park operators need to seemingly be masters of all trades and make a profit at the same time. Larger facilities have also expressed an appreciation for the open format discussion of issues and the exchange of ideas that this session encourages.

Speaker:

Stephen Sims, E.D.D., ATC, SomerSplash Waterpark

LOCATION: CONFERENCE ROOM 7

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

OPENING GENERAL SESSION

Join hundreds of your fellow WWA attendees for this annual gathering that kicks off the opening of the Trade Show Floor. During this hour-long event, you'll hear updates from the WWA's Board of Directors, honor Hall of Fame inductees and Board Award winners and review the most recent industry news from 2018.

LOCATION: BALLROOM A

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

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

The Trade Show will take place October 24 & 25. Here, you'll gain access to 100,000 square feet of the newest, most innovative waterpark-related goods and services. Don't miss visiting both exhibit halls where you'll be able to source and secure everything you need from top level professions, including quality products and vital services.

LOCATION: PAVILION & PARADISE EXHIBIT HALLS

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

TRADE SHOW LUNCH DAY 1

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

LOCATION: PARADISE EXHIBIT HALL

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

PUBLIC SECTOR COMMITTEE LUNCH & LEARN

Join members of WWA's Public Sector Committee, as well as other attendees who operate municipal waterparks and spray parks, for an hour-long lunch and learn event. Come ready to chat with like-minded professionals and share ideas and challenges in an informal setting. Look for signage on tables



ANNUAL REUNION PARTY

WET'N'WILD LAS VEGAS
WEDNESDAY, OCTOBER 24
7:30 P.M. - 10:30 P.M.

in the buffet areas located in aisles 1200-1300 and 1700-1800 of Paradise Hall. All are welcome!

LOCATION: PARADISE EXHIBIT HALL

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

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

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

LOCATION: WWA BOOTH #1113-1214

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

CHAT WITH COMMITTEE MEMBERS - GOVERNMENT RELATIONS AND PUBLIC SECTOR

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

LOCATION: WWA BOOTH #1113-1214

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

WELCOME RECEPTION ON THE TRADE SHOW FLOOR

After shopping the Trade Show floor, take some time Wednesday afternoon to mingle with your fellow attendees in an informal setting while enjoying a refreshing beverage. Get the conversations started, then continue them at the Annual Reunion Party later that evening. This event is open to all who have a badge that gains them entrance to the trade show floor. *This event is sponsored by Water Technology/Neuman Group/Neuman Aqua.*

LOCATION: EXHIBIT HALL

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

ANNUAL REUNION PARTY AT WET'N'WILD LAS VEGAS

Harness the power of networking by meeting and chatting with your fellow show attendees during this first evening's party at the WWA Show hosted by Wet'n'Wild Las Vegas. You'll mingle with hundreds of innovators who are taking the industry to the next level, all while enjoying behind-the-scenes time at this beautiful waterpark venue. This event is included in registration for the Symposium Package and the Spouse-Companion Package. Shuttle transportation is provided to and from the park from the Westgate Las Vegas Resort & Casino. See page 77 for more information. *This event is sponsored by ProSlide Technology.*

LOCATION: WET'N'WILD LAS VEGAS

DAILY SCHEDULE

THURSDAY,

OCTOBER 25, 2018

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

COMMITTEE MEMBER BREAKFAST (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: BALLROOM C

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

SMALL BUDGET, NO BUDGET MARKETING

Are you an aquatic professional who is looking for resources to increase your marketing reach and social media presence? In this session, we will explore tools to fit smaller budgets, especially those set for municipal waterparks and aquatic centers. Come find a few new ideas to implement in the upcoming season. You'll walk away with new applications for social media content creation. You'll also gain a clearer understanding of how to create an inclusive brand through voice, recognizable components and consistency. You'll return to your facility with helpful resources to help you trim budget costs while still supporting your marketing endeavors. If you are a public sector attendee, this would be a great session to attend.

Speaker:

Jen Post, City of University Park

LOCATION: BALLROOM D

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

THE ART OF DE-ESCALATION - STRATEGIES FOR MAINTAINING A CALM STATE DURING CHALLENGING SITUATIONS

This session is designed to teach people the common factors and cycles of conflict and provide them with de-escalation strategies and techniques. In addition, you will leave having a clear understanding of how to identify and defuse escalating behavior. Learn the common factors of conflict, how to break the conflict cycle and strategies and techniques for the art of de-escalation from members of Clark County's Gang Intervention team.

Speakers:

Alex Bernal, Clark County Parks and Recreation (Gang Intervention Team)

Helicia Thomas, Clark County Parks and Recreation (Gang Intervention Team)

LOCATION: BALLROOM E



KEYNOTE SESSION

WITH MARK SCHARENBROICH, CSP, CPAE

THURSDAY, OCTOBER 25, 2018

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

BALLROOM A

NICE BIKE: MAKING CONNECTIONS THAT MOVE PEOPLE

Mix thousands and thousands of black leather, bandana wearing, tattoo bearing Harley-Davidson riders with a 100th Anniversary and one beige rental car and the end result will be the perfect metaphor for connecting with others: "Nice Bike." Nice Bike acts as a powerful catalyst to help build stronger, more unified teams. The message inspires audience members to be more engaged and passionate about connecting with others. Join Emmy award-winning speaker, Mark Scharenbroich as he takes you for a fun ride on how to be effective at making meaningful connections in both your professional and personal life. His Nice Bike principle is supported by three strong actions: Acknowledge, honor and connect. Scharenbroich has spent his career working in both industry and education discovering how some of the best organizations and team leaders build a culture that encourages people to perform at a higher level through greater engagement. Part motivational speaker, part thought-provoker and pure comedic entertainer, Mark Scharenbroich will inspire, teach and engage you with Nice Bike. *This Keynote Session is included in the Symposium Package. This Keynote Session is sponsored by IALDA and WhiteWater.*



MARK SCHARENBROICH,
CSP, CPAE

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

WHEN DROWNING DOES NOT MEAN DEATH

Drowning is the process of respiratory impairment as a result of submersion or immersion. What happens when someone drowns but doesn't die? This session will explore non-fatal drowning (sometimes incorrectly called "dry," "delayed," or "secondary"). Photos and videos of actual drowning patients will be presented, as well as practical information on what to do at your facility to manage non-fatal drowning situations.

Speaker:

Justin Sempsrott, MD, FAAEM, Lifeguards Without Borders

LOCATION: BALLROOM F

DAILY SCHEDULE



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

THE TRUE COST OF ADDING AN ATTRACTION

Ever decide to add an attraction to your park only to have the final project costs go way over what you were anticipating? Beyond purchasing the ride, the true costs for engineering, design and installation can often leave you feeling surprised and overwhelmed—especially when you aren't aware up-front of all the factors that go into getting your ride up and running. In this session we will examine all the aspects that go into adding a new attraction to your park: from setting realistic real-world budgets and timelines, to analyzing ride options and available space needs, to engineering and design, through to construction start-up and the complete project build.

Speaker:

James F. Dunn, Aquatic Development Group

LOCATION: BALLROOM G

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

WATERPARK RESORT ROUNDTABLE

Looking to learn more about a waterpark resort-related topic that has not yet been covered elsewhere? Join your industry colleagues for an in-depth discussion of the unique issues affecting your operation. Why recreate the wheel when we can lean on each other to learn best practices? Enjoy dynamic discussions and collaborate with industry leaders to gain further knowledge about topics that you bring to the floor.

Speakers:

Blake Ford, Great Wolf Lodge New England

Kari Tjader, Liftopia

Ashlie Sharp, Splash Lagoon Indoor Water Park

LOCATION: CONFERENCE ROOM 11

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

CREATIVE RECRUITING & RETENTION TO COMBAT THE LIFEGUARD SHORTAGE

Waterpark professionals across the country struggle season after season, year after year to fully staff their lifeguard positions and to identify where to start in building a framework to attract their ideal team members. In this session, we'll explore the current "shortage" issue and we'll discuss how building a clear brand and embracing social media tools can feed recruitment. You'll leave this session with practical and implementable ways to identify, recruit and retain great lifeguards.

Speakers:

Nichole Bohner, City of Round Rock Parks and Recreation Department

George Deines, Counsilman-Hunsaker

LOCATION: CONFERENCE ROOM 7



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

SUPPLIER & EXHIBITOR MEETING

LOCATION: BOARDROOM

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

KEYNOTE SESSION: NICE BIKE: MAKING CONNECTIONS THAT MOVE PEOPLE

Mix thousands and thousands of black leather, bandana wearing, tattoo bearing Harley-Davidson riders with a 100th Anniversary and one beige rental car and the end result will be the perfect metaphor for connecting with others: "Nice Bike." Nice Bike acts as a powerful catalyst to help build stronger, more unified teams. The message inspires audience members to be more engaged and passionate about connecting with others. Join Emmy award-winning speaker, Mark Scharenbroich as he takes you for a fun ride on how to be effective at making meaningful connections in both your professional and personal life. His Nice Bike principle is supported by three strong actions: Acknowledge, honor and connect. Scharenbroich has spent his career working in both industry and education discovering how some of the best organizations and team leaders build a culture that encourages people to perform at a higher level through greater engagement. Part motivational speaker, part thought-provoker and pure comedic entertainer, Mark Scharenbroich will inspire, teach and engage you with Nice Bike. *This Keynote Session is included in the Symposium Package. This Keynote Session is sponsored by IALDA and WhiteWater.*

Speaker:

Mark Scharenbroich, CSP, CPAE

LOCATION: BALLROOM A

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

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

The Trade Show will take place October 24 & 25. Here, you'll gain access to 100,000 square feet of the newest, most innovative waterpark-related goods and services. Don't miss visiting both exhibit halls where you'll be able to source and secure everything you need from top level professions, including quality products and vital services.

LOCATION: PAVILION & PARADISE EXHIBIT HALLS

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

MARKETING & COMMUNICATIONS COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: BALLROOM G

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

EDUCATION COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: CONFERENCE ROOM 5

TRADE SHOW HOURS

WEDNESDAY, OCTOBER 24
12:30 P.M. - 6:30 P.M.

THURSDAY, OCTOBER 25
11:00 A.M. - 3:30 P.M.

DAILY SCHEDULE

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

CHAT WITH COMMITTEE MEMBERS - PUBLIC SECTOR AND SAFETY

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

LOCATION: WWA BOOTH #1113-1214

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

TRADE SHOW LUNCH DAY 2

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

LOCATION: PARADISE EXHIBIT HALL

2:00 P.M. - 2:45 P.M.

GOVERNMENT RELATIONS COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: BALLROOM G

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

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

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

LOCATION: WWA BOOTH #1113-1214

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

IMPROVING RIDER EXPERIENCE USING TECHNOLOGY

This interactive roundtable discussion will explore technology options for transforming that tired attraction into a new and improved experience that will get your guests wanting to queue up time and time again. We'll cover topics from low tech approaches such as lighting, music and projection to high tech solutions with interactive elements and more! Hear from our facilitators who will share their experiences with a wide range of refurbishments, and what they learned along the way.

Speakers:

Jeff Havlik, PGAV Destinations

Adam McIntyre, Weber Group, Inc.

Scott Stefanc, Vortex Aquatic Structures International

LOCATION: CONFERENCE ROOM 11

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

MARKETING ROUNDTABLE: THE LATEST BEST PRACTICES REVEALED

Using a roundtable format, this session will allow you to meet with industry experts, as well as like-minded industry peers, in small groups for more intimate discussion time. You'll leave this session with new ideas that will enable you to get the most out of your marketing. You'll hear interesting perspectives on the toughest marketing challenges we face and you'll have access to some of the best marketing minds in our industry. Table topics will include: promotions and events, digital media, social media, group sales (including sales techniques and birthday parties) and pricing strategies.

Speakers:

Julie Catona, 3i Advertising

Lindy Frye, Wet'n'Wild Las Vegas

Shelly McCormick, Splash Dayz Waterpark

Mark Moore, Gulf Islands Waterpark

Jim Moseley, CMC-Neptune

Justin Schuvie, Hyland Hills Park & Recreation District

LOCATION: BALLROOM D



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

INCIDENT REPORTING: WHY THE DEVIL IS IN THE DETAILS

Properly documenting the details of an incident at your waterpark greatly impacts your future success. Not only will complete and proper documentation allow your risk management, insurance and legal teams to understand the specifics of the situation, but it also allows facilities to put in place processes and procedures to help prevent future incidents. Learn what important details are necessary and why; and what systems you can put into place to best equip and train your staff to successfully collect and document incidents at your facility.

Speakers:

Rafael Ovelar, Great Wolf Lodge Garden Grove
Wendy Rosales, Great Wolf Lodge Garden Grove
Kent Sanders, Haas & Wilkerson Insurance

LOCATION: BALLROOM E

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

THE OTHER SEASON: CREATING AN EXCEPTIONAL WORKFORCE THAT DRIVES REVENUE

What separates good theme parks, waterparks and FECs from great ones? What will maximize your competitive advantage? Your team is what makes your business stand out. Even if you have the best attractions, your customers will choose the competition if they do not feel valued. Your revenue plan is dependent on meeting attendance goals, which often relies on your team's ability to generate repeat customers by providing quality service. Learn how with minimal financial and human resources, you can create a workforce that "wow's" your guests through exceptional hospitality and promotes your organizational values. Begin this topic discussion by reading the How-To column in the September issue of *World Waterpark Magazine* covering "Who to Hire." Then, move onto parts 2 and 3 of the Organizational Effectiveness Triad: "How You Train Who You Hire" and "What You Expect From Who You Hire" by attending this breakout session.

Speaker:

Shawn Welch, Typhoon Texas

LOCATION: BALLROOM F

DAILY SCHEDULE

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

EFFICIENT MAINTENANCE MANAGEMENT

Do you feel like you have no time because it's all spent on handling daily maintenance? In this session, we'll review common daily, seasonal and preventative maintenance tasks. We'll also review training techniques for teaching your staff how to follow through and troubleshoot maintenance items at your facility. Learn daily, seasonal and preventative maintenance tasks that can be performed by part-time staff.

Speaker:

Kevin Post, Counsilman-Hunsaker

LOCATION: BALLROOM G

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

AN OPERATOR'S PERSPECTIVE: PRACTICAL WAYS TO SERVE GUESTS WITH DISABILITIES

This session will discuss the American's With Disabilities Act from an operator's perspective on the ADA, as well as offer ways facilities outside the U.S. handle guests with special needs. Operators from parks specializing in providing accommodations will discuss practical ways to create win-win situations with your guests, developing long-lasting customer relationships and supporting an inclusive brand image.

Speakers:

John Child, Sandcastle Waterpark UK

Scott Silar, Hershey Entertainment & Resorts

LOCATION: CONFERENCE ROOM 7

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

CCTV & VIDEO SURVEILLANCE - HOW ARE YOU DOING AS BIG BROTHER?

Most facilities use CCTV and video surveillance, yet few define the use, placement, review and retention of recordings on these devices. Protect yourself and your facility by knowing the legal considerations surrounding their use, and "lessons learned" by those who use them. Discussions of best practices and "reasonable expectation of privacy" will be included.

Speakers:

Michael Oostman, Oostman Aquatic Safety Consulting

Chris Swartz, Wild Wadi Waterpark

Cory Wynn, Wet'n'Wild Palm Springs

LOCATION: BALLROOM E



PLAY THE CLICK GAME & WIN PRIZES!

Download the WWA Show App and earn points by playing the Click Game. Drawings for fun prizes will be held on Oct. 24 & 25 on the Trade Show Floor. See page 91 for details on the show app.



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

A BLOODY GOOD TIME: INTERACTIVE IN-SERVICE TRAINING

This interactive session will give you new ways of implementing realistic scenarios in your current in-service training program. We will share the tools necessary to take your in-service and training to the next level by using moulage (the application of mock injuries) and other innovative training techniques and give you examples to take back to your organization.

Speaker:

Stephanie Darimont, American Red Cross

LOCATION: BALLROOM F

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

THE ROYAL TREATMENT: DEVELOPING VIP PROGRAMS AT YOUR PARK

When our job is to create special memories how can we create an extra special experience? Discover how to develop a VIP Guest Program at your park and how to deliver it to guests. Learn all about the ways a VIP can command a premium price and add to your brand and bottom line.

Speaker:

Melissa Lockwood, Yas Waterworld Abu Dhabi

LOCATION: BALLROOM G

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

SUCCESS & SUCCESSION IN AQUATIC OPERATIONS

Succession planning is necessary for any operation or operator that wishes to succeed tomorrow. Learn the three major steps for building a team that will properly fit the needs of your current operation as well as prepare your organization for planned expansions, and fortify your organizational chart for inevitable top level leadership changes.

Speakers:

Joshua Martinez, Great Wolf Lodge Illinois

Ryan Smith, Camelback Lodge & Aquatopia Indoor Waterpark

Ryan Vaden, Wilderness at the Smokies

LOCATION: CONFERENCE ROOM 7

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

NON-TRADITIONAL GROUPS AND OTHER SALES IDEAS

We dare you to think outside the box! Though corporate and social events are the bread and butter of any group sales department, there are plenty of opportunities for your sales team to access networks of people and create group events without businesses and organizations having to pay out of pocket. Additionally, the session will focus on group events that don't quite fit the mold—from upscale cocktail parties to "splash-tastic" nuptials—and cover some unique ways to make special events and promotions successful.

Speakers:

Desi Dean, Cowabunga Bay Water Park

Marisol Ramirez, Schlitterbahn Riverpark & Resort

LOCATION: CONFERENCE ROOM 11

DAILY SCHEDULE

VIVA LAS VEGAS

Grab your favorite WWA friends—new and old—and hit the bright lights of Las Vegas for an unforgettable night on your own!

5:00 P.M. - 6:15 P.M.

LESSONS LEARNED: HYLAND HILLS WATER WORLD - WE'VE SEEN A THING OR TWO

Hyland Hills Water World, owned and operated by Hyland Hills Park and Recreation District just outside Denver, was established in 1979 through the efforts and vision of WWA Hall of Famer and then Hyland Hills Executive Director, Greg Mastriona. Water World is one of the largest and most innovative waterparks in the world. Hear present and former Water World team members share the do's and don'ts of the waterpark business based on almost 40 years of hard work, imagination, inspiration, dedication, trial and error and just a lot of fun.

Speakers:

Joann Cortéz, Hyland Hills Park & Recreation District

Yvonne Fischbach, Hyland Hills Park & Recreation District

Steve Loose, Hyland Hills Water World (retired)

Greg Mastriona, Hyland Hills Park and Recreation District (retired)

Bob Owens, Hyland Hills Water World

Justin Schuvie, Hyland Hills Park and Recreation District

LOCATION: BALLROOM D

6:15 P.M. - 7:00 P.M.

TECHNOLOGY & INNOVATIONS COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: CONFERENCE ROOM 5

FRIDAY, OCTOBER 26, 2018

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

KEYNOTE SESSION: CUSTOMER EXPERIENCE IS THE NEW COMPETITIVE ADVANTAGE - WHAT WORKS, WHAT DOESN'T & WHY IT MATTERS MORE THAN EVER

The greatest source of lost revenue for your business is the prospect you never knew about. They clicked away without buying, drove past without stopping in or hung up on your voice mail system. Worse yet, you have no idea who they were, or how many there were. So, how do you earn and keep customers when patience is short and alternatives are only a short drive or a click away? In this hard-hitting and entertaining presentation, popular Customer Experience and Marketing expert David Avrin, CSP, will shine a light on the monumental shift in purchasing behavior and expectation, while showing your team everyone's role in eliminating barriers, engaging prospects and creating Customer Experiences worth sharing. In this inspiring session, you will learn:

- How to see all the choices available from the customers' perspective
- How stories of lost opportunities at every level reach the masses and why it matters
- How missed moments and maddening policies are contributing to lost sales and negative reviews
- Why differentiation trumps competency and connection earns sales

This Keynote Session is included in the Symposium Package. This Keynote Session is sponsored by IALDA and WhiteWater.

Speaker:

David Avrin, CSP

LOCATION: BALLROOM A

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

CRISIS MANAGEMENT: HOW TO RESPOND TO BOTH THE REAL & FAKE NEWS ABOUT YOUR VENUE

News, whether REAL or FAKE delivered both digitally and by traditional means, greatly impacts how your attractions are perceived by the general public and your patrons. Media management is essential when promoting and protecting our organizations and our industry. Learn tips from seasoned media managers on how to best handle a situation or a crisis. We'll also explore a fake news case study that received a lot of local media attention. Hear how it was handled and review key takeaways.

Speakers:

Chandra Edwards-Cottingham, Wet 'N' Wild Waterworld

Lisa B. Rau, Herschend Family Entertainment Corp, Silver Dollar City

LOCATION: BALLROOM D



DAILY SCHEDULE

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

NOT YOUR TYPICAL LIFEGUARD CANDIDATE

Are you finding difficulty filling your roster with enough qualified candidates? Learn how stepping away from traditional hiring models can reap big rewards. Hear how large waterparks have found success with hiring lifeguards that in the past haven't been considered typical. Discover how hiring 15 year old's, seniors and international staff can help solve your staffing problems. Also, hear the latest changes governing the employment of 15 year old's, and what changes may be on the horizon. Learn best practices, considerations and contingencies for staffing these nontraditional candidates.

Speakers:

Thatcher Robertson, Kalahari Resorts & Convention Center

Scott Silar, Hershey Entertainment & Resorts

LOCATION: BALLROOM E

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

WATERPARK MAINTENANCE - BEYOND THE WATER

The job description for Pool Operators is beginning to evolve, requiring increasingly in-depth maintenance experience and knowledge in plumbing, electrical, HVAC and long-range preventive maintenance (PM) planning. This session explores the basics of evaluating or re-vamping a maintenance plan, concentrating on increasing longevity, cost reduction and efficiency. Identifying maintenance tasks that are overlooked and best practices for training pool maintenance technicians will be discussed.

Speaker:

Jesse Benavidez, Typhoon Texas

LOCATION: CONFERENCE ROOM 11

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

DON'T LET YOUR TEAMS & YOUR PROFITS GO SLIP-SLIDING AWAY: INJURY PREVENTION & MANAGEMENT

This fun, interactive lecture will focus on creating a proactive, shared organizational mindset centered around injury prevention and management through the establishment of habits and behaviors and combining those with systems. The results will demonstrate outcomes of lower injury incidence in teams and guests, increased retention, decreased costs and increased profitability.

Speaker:

Nicholas Saller, DSI Work Solutions, Inc.

LOCATION: CONFERENCE ROOM 7

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

PICTURE THIS - FROM CELL PHONES TO DRONES

This session will help you to effectively incorporate photography into your brand from the best use of cell phone photos to shooting your own PSA's and commercials. The presentation will touch on valuable apps to enhance your photos, tips for mastering the art of cell phone photography, how to fly your own drone footage or prepare for a professional shoot. Practical information will be provided that will serve those with minimal budgets as well as making those working with contract professionals better prepared. You'll see techniques to improve your cell phone photography; you'll learn how to catalogue your photos for effectiveness; and you will walk away with ideas on how to market your facility through photography and closed circuit TV production.

Speakers:

Jamie Colucci, City of Summit

Judith Leblein Josephs, CPRA, RA, JIJ Enterprises LLC

LOCATION: BALLROOM D

KEYNOTE SESSION WITH DAVID AVRIN, CSP

FRIDAY, OCTOBER 26, 2018

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

BALLROOM A

CUSTOMER EXPERIENCE IS THE NEW COMPETITIVE ADVANTAGE - WHAT WORKS, WHAT DOESN'T & WHY IT MATTERS MORE THAN EVER

The greatest source of lost revenue for your business is the prospect you never knew about. They clicked away without buying, drove past without stopping in or hung up on your voice mail system. Worse yet, you have no idea who they were, or how many there were. So, how do you earn and keep customers when patience is short and alternatives are only a short drive or a click away? In this hard-hitting and entertaining presentation, popular Customer Experience and Marketing expert David Avrin, CSP, will shine a light on the monumental shift in purchasing behavior and expectation, while showing your team everyone's role in eliminating barriers, engaging prospects and creating Customer Experiences worth sharing. In this inspiring session, you will learn:



DAVID AVRIN, CSP

- How to see all the choices available from the customers' perspective
- How stories of lost opportunities at every level reach the masses and why it matters
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DAILY SCHEDULE

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

THE COMPETITIVE EDGE

The competitive edge focuses on a paradigm shift in how to select and hire your lead staff (senior guards and managers). It explores a working model through interactive elements for the participants to examine an intriguing model to move to in order to have the best lead staff for your operations which focuses on a competitive basis and utilizes quantifiable measurements to determine the results. Identify the practical skills required for lead staff, and how to integrate those skills into an objective based testing system.

Speakers:

Peter Beireis, City of Newark and Beireis Aquatic Safety Services

Nicholas Cuevas, City of Newark

LOCATION: BALLROOM E

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

60 AQUATIC FACILITY IDEAS IN 60 MINUTES

Join this collaborative session and share your ideas with others in the industry. Participants will come away with a large list of ideas including special events and programming ideas that will help your facility generate revenue and/or improve efficiency. Each participant will receive a handout outlining more than 60 ideas. This session is designed to provide you with ideas that are ready to implement at your facility.

Speaker:

Kara Moss, CPRP, Gurnee Park District

LOCATION: CONFERENCE ROOM 11

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

HOW YOUR FACILITY CAN BE A DROWNING PREVENTION HERO IN YOUR COMMUNITY

Drowning still remains the leading cause of unintended, injury-related deaths among children 4 and under. This session will build on the World's Largest Swimming Lesson (WLSL) to share best practices in establishing and promoting partnerships with local and national water safety organizations to benefit your community. Session takeaways will include simple ways to reach out into the community to become a hero by helping to prevent drowning through education. It will provide tools to enhance your organization's water safety education, including community events, classroom outreach, web and social media.

Speaker:

Lori Thompson, Consultant

LOCATION: CONFERENCE ROOM 7

