



SATURDAY, OCTOBER 05, 2019

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. 26th. *Tuition for this course is \$279 and includes the class manual.*

Speaker:

Bob Bradley, Aquatic Consulting & Educational Services (ACES)

LOCATION: FIESTA 8

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

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

The Pool & Hot Tub Alliance's (formerly the National Swimming Pool Foundation) 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 for the traditional format, \$309 for the blended format.*

Speaker:

Lee Hovis, Tolomato Community Development District

LOCATION: FIESTA 10

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 \$425 for original training or \$325 for renewal training.*

LOCATION: OFF-SITE

DAILY SCHEDULE**SUNDAY,
OCTOBER 06, 2019****8:00 A.M. - 6:00 P.M.****STARGUARD ELITE LIFEGUARD INSTRUCTOR DEVELOPMENT COURSE (DAY 1 OF 2)**

The StarGuard ELITE Lifeguard Instructor Development Course (IDC) is designed to prepare StarGuard instructors to provide a quality education program for lifeguards, using experiential activities based upon adult learning principles, and an emphasis on understanding and utilizing effective facilitation skills. The Instructor Development process includes an online self-study course and a face-to-face course conducted by SGE faculty. Instructor candidates will review proper rescue techniques that can be used in a variety of aquatic settings and the most effective ways to educate new and experienced aquatic rescue personnel. This course is designed to train new StarGuard Instructor candidates, cross-over existing lifeguard instructors from another agency, reauthorize StarGuard instructors and upgrade Instructor status. If you have questions about this course, please email info@starguardelite.com. Tuition for this course is \$375 for new and crossover instructors and \$125 for renewing StarGuard instructors.

LOCATION: OFF-SITE**8:30 A.M. - 6:00 P.M.****AQUATIC FACILITY OPERATOR (AFO) CERTIFICATION COURSE (DAY 2 OF 2)**

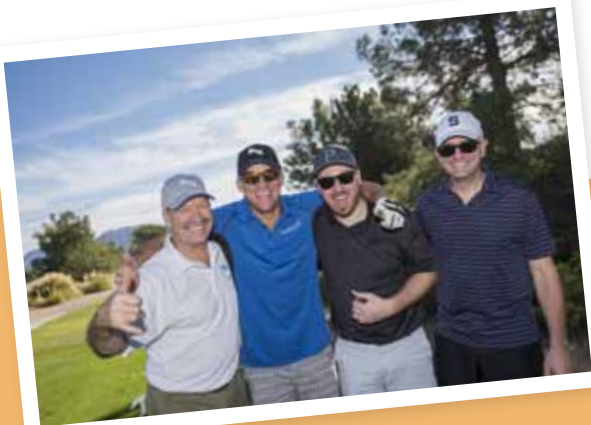
For more information, see Day 1 description.

*Speaker:**Bob Bradley, Aquatic Consulting & Educational Services (ACES)***LOCATION: FIESTA 8****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.

*Speaker:**Lee Hovis, Tolomato Community Development District***LOCATION: FIESTA 10****9:00 A.M. - 9:00 P.M.****ELLIS LIFEGUARD INSTRUCTOR LICENSING PROGRAM (DAY 2 OF 3)**

For more information, see Day 1 description.

LOCATION: OFF-SITE



MONDAY, OCTOBER 07, 2019

7:00 A.M. - 2:00 P.M.

WWA ANNUAL GOLF TOURNAMENT & LUNCHEON AT DISNEY'S PALM GOLF COURSE

During Summer 2013, Disney's Palm Golf Course was completely redesigned by Arnold Palmer Course Design. The extensive work included building entirely new green complexes, newly shaped tees and a completely new bunker design that has modernized this historic golf course. This 18-hole championship course features shimmering lakes, tropical sands, palm trees and sloping greens. The tournament will kick off with an 8:30 a.m. shotgun start. A shuttle will pick up at the Convention Center Porte Cochere outside the Coronado ballrooms J & K at Disney's Coronado Springs Resort. The shuttle bus will depart promptly at 7:00 a.m., so please plan to be waiting on the bus by that time. A luncheon will immediately follow the event. See page 102 to review names of all our great golf sponsors.

LOCATION: OFF-SITE

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

STARGUARD ELITE LIFEGUARD INSTRUCTOR DEVELOPMENT COURSE (DAY 2 OF 2)

For more information, see Day 1 description.

LOCATION: OFF-SITE

WWA ANNUAL GOLF TOURNAMENT & LUNCHEON

**Monday, October 7 | 7:00 a.m. - 2:00 p.m.
Disney's Palm Golf Course**

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 workshop 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, CPPR, RA, JLJ Enterprises LLC

Speakers:

Louis Cirigliano, Jr., Casino Pier and Breakwater Beach

George Deines, Councilman-Hunsaker

Sasha Mateer, Lake County Parks & Recreation

George Panton, Water Safety Products

LOCATION: CORONADO B

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

WWA UNIVERSITY: WATERPARK DESIGN, DEVELOPMENT & EXPANSION WORKSHOP

The WWA University: Waterpark Design, Development & Expansion Workshop brings together leading industry development experts, licensed design professionals and facility operators to discuss the most important topics relating to waterpark development and expansion. You'll hear from experienced operators who have been through the development process and successfully navigated the challenges. Learn their secrets and what they'll do differently on their next project. 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: YUCATAN

9:00 A.M. - 5:00 P.M.
WWA UNIVERSITY: CREATING A UNIQUE CUSTOMER EXPERIENCE FOR INDIVIDUALS & GROUPS NEW

There's revenue for every season and special event. Learn how to create events and offers to get customers to come back as well as help drive group sales. Explore strategies to bring on sponsorships as well as increase retail and food and beverage sales for these events. This full-day workshop will feature a panel of experienced professionals from a variety of waterpark and aquatic center venues, including outdoor, public and resort. You'll not only leave this workshop having heard about dozens of new ideas that you can implement as soon as you get back to your facility, but you'll take home a workbook with even more ideas and key takeaways. *Tuition for this workshop is \$169. This workshop is sponsored by Dippin' Dots.*

Speakers:
Cierra Adams, CoCo Key Hotel and Water Resort
Alexandra Barilla, Cowabunga Bay Water Park
Thom Blair, Zoombezi Bay & Columbus Zoo & Aquarium
Natalie Dunlap, SharedLABS
Tina Hatcher, 3i Advertising
Stephanie Hee-Johnston, NRH₂O Family Water Park
Beth Wheeler, Breaker Bay Waterpark at Blue Harbor Resort
Tiffany Woodward, The Ingleside Hotel
LOCATION: CORONADO F
9:00 A.M. - 5:00 P.M.
WWA ADVANCED WATER QUALITY CERTIFICATE COURSE

Some have described the WWA's Advanced Water Quality Certificate Course as an AFO or CPO course on "steroids," as the information far exceeds the basic knowledge offered about operating typical swimming pools in the certification classes. Let's face it, waterparks place a very high workload on most all of the water treatment systems including water collection, re-circulation, filtration, chemical control and chemical feed that demands operators and supervisors maintain a higher level of water treatment knowledge. The AWQ course explores, in depth, the hows and whys of sanitation and oxidation, the two most important treatment processes in park water along with expanded discussions of the outboard treatment system of filtration, ozone and UV. 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 Consulting
LOCATION: FIESTA 10
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


DAILY SCHEDULE

1:00 P.M. - 5:00 P.M.

WWA UNIVERSITY: WATERPARK MAINTENANCE SCHOOL

The WWA University: Waterpark Maintenance Workshop will feature top industry experts presenting topics designed to help waterpark operators improve their 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 with waterpark operations and looking to up your technical 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 course is \$69.*

Moderators:

*Bob Bradley, Aquatic Consulting & Educational Services (ACES)
Lee Hovis, Tolomato Community Development District*

Speakers:

*Clay Barnes, Specialty Insurance Group
Billy Hamilton, Universal Orlando EHS
Robin Ritz, InCord Play*

LOCATION: FIESTA 8

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

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

LOCATION: MONTERREY 1

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

SAFETY COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: CORONADO D

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

WATERPARK RESORT COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: FIESTA 10





TUESDAY, OCTOBER 08, 2019

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. This year's topics will include new ideas in revenue generation.

Speakers:

Geno Kloiber, Springs Water Park at The Ingleside Hotel

Anthony "TJ" Pollack, Campus Cooks

Dana Staniunas, Massanutten Resort

LOCATION: MONTERREY 1

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

HOW TO IN-HOUSE YOUR COMPANY'S SEO

There's a lot of confusing misinformation floating around the Internet when it comes to search engine optimization. Do keywords still matter? What's a rich snippet? Why setup Google Webmaster Tools? Should I trust this nice prince from Nigeria looking to help me generate backlinks? We've all read the same blog articles and attended the standard search engine optimization seminar. This is something different. We're going to debunk the myths and give you actual strategies that you can put to work immediately. In this session, you'll learn how to measure organic traffic, competitors' rank and opportunities for growth. And you'll develop a framework for a content marketing strategy that can improve search rank.

Speakers:

Jason Bornfriend, 829 Studios

Peter Ross, 829 Studios

LOCATION: CORONADO B

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

DRAMA QUEENS, BLAMERS & NARCISSISTS, OH MY!

Do you ever have to deal with giant egos, or blamers or people who find drama in every little thing? Do you have to work with anyone who always sees the negative in any situation? Or someone who is hyper-sensitive and always gets their feelings hurt? Sadly, not every person in an organization is nice, pleasant and easy-going. So you've got to know how to manage and understand difficult personalities. In this session, we'll identify how to deal with giant egos, blamers, finger-pointers, drama queens and kings, as well as negative and overly sensitive people.

Speaker:

James Barnes, Village of Wellington

LOCATION: FIESTA 7

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

STRATEGIES TO DEFEAT A BOGUS WATERPARK CLAIM

How do you successfully prepare your employees to avoid trial traps set by plaintiffs? A panel of IALDA attorneys will explore the "reptile brain strategy" used by plaintiffs to obtain large damage awards and how to approach claims with a new mindset.

Speakers:

Rudie D. Baldwin, Esquire, Amaro Baldwin LLP

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

LOCATION: YUCATAN

DAILY SCHEDULE

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

HOW WATERPARK THRILLS CAN PAY YOUR COMMUNITY PARK BILLS

Forward-thinking communities looking to offer their residents new aquatic amenities are planning much more than a basic pool or splash pad; they are designing mini waterparks. And while it may seem like a tall order, building a municipal waterpark can not only be feasible, but also profitable. Learn how the proper design, operating functions and programming capabilities of a mega aquatic center can bring in extra revenue that supports even more opportunities for your community.

Speakers:

Josh Martin, Martin Aquatic Design & Engineering

Jonathan "JT" Toavs, Martin Aquatic Design & Engineering

LOCATION: CORONADO F

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

THE ICC'S INTERNATIONAL SWIMMING POOL & SPA CODE – WHAT IT MEANS FOR YOUR NEXT PROJECT

The ICC's International Swimming Pool & Spa Code has already been adopted in 32 states and 264 local jurisdictions around the country, with more coming on-line all the time. It's likely your next project, whether a ride expansion or a new build facility, will be subject to the construction and installation requirements of the ISPSA; so come and learn the key requirements of this code before you get started. This session will focus on the importance of the ISPSA to the future of the pool and spa industry, the key areas of importance to waterpark operators, its relationship to existing standards PHTA-9 and PHTA-16 (successor standard to the Virginia Graeme Baker Pool & Spa Safety Act), the efforts undertaken to normalize the code with the MAHC and ASTM standards and, most importantly, what you can do to ensure your new project is compliant.

Speaker:

Carvin DiGiovanni, The Pool & Hot Tub Alliance

LOCATION: CORONADO D

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

THE PATH TO BETTER MEASUREMENT

Analytics and attribution is a very hot topic and yet it is so poorly understood. The resulting frustrations are due to the lack of a clear framework that can help define the problem. If someone were to ask, "What is the single biggest mistake you see marketers and business owners make with regard to Google Analytics?" Working without purpose would likely be the answer. Analytics is a data tool and the interpretation of that data is the art of being less wrong. Analytics will never be 100 percent accurate but we can be less wrong and use the data to make better decisions about our businesses. In this session, you'll gain an understanding of the differences between analytics, attribution and accountability in marketing; you'll learn how to assess your attribution needs; you'll hear the 3 core principles needed to rethink measurement strategies; and, finally, you'll know where you can start to put this into practice in your business.

Speaker:

Klint Rudolph, The Xcite Group

LOCATION: FIESTA 7

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

T-MINUS 10 MONTHS UNTIL OPENING

Opening a new attraction? Re-opening a one- to 30-year-old attraction? Are you working with new owners, managers, operators and/or maintenance team? Wherever you are in the process, we want to make sure your rides are ready. From commissioning a new ride to winterizing an old stand-by, we want to make sure you have all of your tubes in a row, your fiberglass is ready, your team is prepared and your operations are set.

Speakers:

Andrew Maurek, ProSlide Technology Inc

Melissa Timco, Baynum Painting, Inc.

LOCATION: CORONADO B

TRADE SHOW HOURS

Tuesday, October 8 | 12:30 p.m. - 6:30 p.m.

Lunch served 12:30 p.m. - 2:30 p.m.

10:00 A.M. - 11:15 A.M.
THE YEAR OF THE LEAK - MAINTENANCE DISASTERS, SUCCESSES & SOLUTIONS ROUND TABLE

This session is not to be missed by anyone who works with or touches the maintenance of his or her waterpark. If you are new to the industry, bring your challenges. If you are an industry veteran, bring your expertise and solutions. This session will begin with some maintenance humor then turn into a round table discussion of maintenance topics big and small.

Speakers:
Karol Komar, Tinley Park-Park District
Shawn Roby, Tinley Park-Park District
LOCATION: CORONADO F
10:00 A.M. - 11:15 A.M.
HOT TOPICS: AVOIDING LEGAL LANDMINES!

A group of experienced trial attorneys will discuss several "hot topics" of interest to all facility operators and managers, including website accessibility (ADA); do's and don'ts of employment interviews; and slips, trips and falls in your waterpark or aquatic venue.

Speakers:
Michael Amaro, Esquire, Amaro Baldwin LLP
Gaylee W. Gillim, Esquire, Kentucky Kingdom and Hurricane Bay
Jeffrey W. Johnson, Esquire, Johnson Law Group
Alicia M. Smith, Esquire, Marshall Dennehey Warner Coleman & Goggin
LOCATION: YUCATAN
10:00 A.M. - 11:15 A.M.
THE VALUE OF PLAY - CREATING ATTRACTIONS THAT IMPROVE LENGTH OF STAY & INCREASE REVENUE

Today's parks are filled with exciting rides and attractions to meet the tween and adult population segments. But patrons under 10 have, arguably, the most influence on their family's discretionary income. If your park does not have amenities and attractions that appeal and engage this age group, you could be losing out on revenue. Come learn how to plan attractions that will increase your bottom line.

Speakers:
Rob Decker, Robert A Decker Design & Planning
Ryan G. Snyder, Infinite Kingdoms
Scott Stefanc, Vortex Aquatic Structures International
LOCATION: MONTERREY 1


OPENING GENERAL SESSION

Tuesday, October 8 | 11:30 a.m. - 12:30 p.m.
Coronado H

DAILY SCHEDULE



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 2019.

LOCATION: CORONADO H

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

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

Here, you'll gain access to 100,000 square feet of the newest, most innovative waterpark-related goods and services. Don't miss visiting the water leisure industry's best marketplace where you'll be able to source and secure everything you need for your waterpark, aquatic center or waterpark resort from top level professionals, including quality products and vital services.

LOCATION: VERACRUZ EXHIBIT HALL

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

TRADE SHOW LUNCH DAY 1

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

LOCATION: VERACRUZ EXHIBIT HALL

ANNUAL REUNION PARTY

Tuesday, October 8

7:30 p.m. - 10:30 p.m.

Disney's Typhoon Lagoon Water Park

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. To join this group, look for signs on tables located in the buffet and seating areas located toward the back of the trade show floor. All are welcome!

LOCATION: VERACRUZ 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 to meet with WWA Committee leaders! They are looking forward to chatting with you on a variety of topics.

LOCATION: WWA BOOTH 223-324

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

CHAT WITH COMMITTEE MEMBERS - GOVERNMENT RELATIONS AND PUBLIC SECTOR

Take advantage of another time slot to stop by the WWA Booth to meet with WWA Committee leaders! They're looking forward to chatting with you on what matters to your team.

LOCATION: WWA BOOTH 223-324

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

WELCOME RECEPTION ON THE TRADE SHOW FLOOR

After shopping the trade show floor, take some time Tuesday 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: VERACRUZ EXHIBIT HALL

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

ANNUAL REUNION PARTY AT DISNEY'S TYPHOON LAGOON WATER PARK

Harness the power of networking by meeting and chatting with your fellow show attendees during this first evening's party at the WWA Show to be hosted by *Disney's Typhoon Lagoon Water Park*. You'll mingle with hundreds of innovators who are taking the industry to the next level, all while enjoying behind-the-scenes time in one of the world's most attended waterparks. This event is included in registration for the Symposium Package, the Spouse-Companion Package and the Child Package. Shuttle transportation is provided to and from the park from *Disney's Coronado Springs Resort*. See page 61 or the WWA Show App for more information on shuttles. *This event is sponsored by ProSlide Technology and EDSA.*

LOCATION: DISNEY'S TYPHOON LAGOON WATER PARK



DAILY SCHEDULE

WEDNESDAY, OCTOBER 09, 2019

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

PUBLIC SECTOR COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: FIESTA 10

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

WHEN BAD THINGS HAPPEN TO GOOD OPERATORS

Just because you're a good waterpark operator, doesn't mean you're immune to the crazy guest, a power outage with 5,000 people in your park or the 3,000-person special event gone awry. This session will detail real-life incidents from operators across the country with lessons learned and, most importantly, preventative tips to minimize these types of situations and ensure your team is well-prepared in the event they do happen.

Speakers:

Evan Barnett, Typhoon Texas Waterpark

George Deines, Counsilman-Hunsaker

Chris Nawracaj, Lake County Parks & Recreation

Thatcher Robertson, Kalahari Resorts & Convention Center

LOCATION: YUCATAN

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

ALCOHOL IN A PUBLICLY OWNED WATERPARK - WHY NOT?

Have you ever thought of offering alcohol at your publicly-owned waterpark like some private parks do? This presentation will discuss the process from obtaining community support to preparing your presentation for the appropriate government branch for approval. The panel will lead you through best practices for implementation, procedure creation, staff training and community acceptance. The panel will share with you the journey of how three public waterparks exceeded their revenue expectations and lessons learned in the process.

Speakers:

Sandra Greiner, Sunsplash Family Waterpark/City of Cape Coral

Bob Owens, Hyland Hills Water World

Steve Vaughn, Castaway Cove Waterpark

LOCATION: MONTERREY 1

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

BEST PRACTICES FOR MANAGING YOUR LEGAL AFFAIRS & STAYING OUT OF TROUBLE

Participants will be able to identify, prioritize, develop and implement an action plan and best practice protocols for a successful preventative law program that will minimize risk. Topics to be highlighted will include: legal and regulatory compliance programs, proactive government relations, litigation management protocols and policies and record retention policies.

Speaker:

R. Wayne Pierce, Esquire, The Pierce Law Firm, LLC

LOCATION: CORONADO F

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

HOW TO SPELL CUSTOMER SERVICE WITH A "P"

This presentation will discuss the 15 different ways to approach, train or understand customer service and guest recovery delivery methods. Attendees will engage in an active dialogue on guest service best practices, new or tried-and-true training techniques. They will learn how to better understand not only their staff members' outlook and approach to serving their guests, but possibly their own.

Speaker:

Adam Blackmore, City of Henderson Parks & Recreation

LOCATION: FIESTA 7

8:45 A.M. - 9:45 A.M.
SUCCESS THROUGH INTEGRATED MARKETING

Learn strategies, techniques and best practices to stay on top of today's marketing trends. Most successful campaigns complement their digital marketing with traditional marketing to create a cohesive brand experience online, offline and onsite. This session is your resource on all current marketing data, including national statistics and trends in TV viewing habits, outdoor boards, radio, social media, digital marketing and more. Learn how to strategically drive traffic by creating conversation, supplementing digital buzz with traditional media and how to maximize your advertising budgets and exposure through the tactical use of news releases and leveraging media relationships strategies. After this session, you will understand the benefits of combining traditional advertising and marketing with digital and will receive actionable ways to maximize advertising dollars by effective contesting and utilizing barter and other techniques for creating buzz in the marketplace.

Speakers:
Jennifer Brillante, C & D Advertising
George Carpenter, C & D Advertising
Katie Wojdyla, Enchanted Forest Water Safari
LOCATION: CORONADO B
8:45 A.M. - 9:45 A.M.
SHATTERING PATTERNS: THE KARTRITE RESORT & INDOOR WATERPARK

Learn how the resort design team for The Kartrite Resort & Indoor Waterpark veered away from existing indoor waterpark models to craft an exhilarating and distinctive guest experience by shattering pre-conceived notions of what an indoor waterpark should be. Hear firsthand what happens when the team approaches the project from a new point of view. See the results and discover what they learned along the way.

Speakers:
James F. Dunn, Aquatic Development Group
Meg Roback, Architectural Design Consultants, Inc.
LOCATION: CORONADO D
9:00 A.M. - 9:45 A.M.
SUPPLIER & EXHIBITOR MEETING
LOCATION: ACAPULCO


DAILY SCHEDULE

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

KEYNOTE SESSION: FULLY STAFFED - FINDING, DEVELOPING & KEEPING GREAT PEOPLE IN YOUR WATERPARK

Consider what many lifeguards, waterpark attendants, wait staff and park operations people have in common. They are the type of front-line employee that is in high demand, and in dangerously short supply. The list of unfilled positions has never been longer, and the rate of employee turnover in these types of positions has created an ever-growing mass of head-scratching waterpark owners and managers desperately looking for answers. If you have had enough of the "I can't find good people" syndrome and want to get off the hire-fire treadmill, join the revolution of business owners, operators, leaders and managers who proudly proclaim, "We are FULLY STAFFED." During this inspiring Keynote address by Eric Chester, you'll discover the secrets and proven strategies that savvy employers are using to win the war for skilled workers to achieve the desired status of being FULLY STAFFED. Key takeaways will include:

- Increasing recruiting efforts by learning 5 tactics to find the best available talent — full-time, part-time or seasonal — in the water leisure industry.
- Stabilizing application flow even when compensation is less than what is offered elsewhere.
- Determining 'better fits' to ensure those workers that are hired are safe bets for long-term employment, as well as ensure great seasonal workers return year after year.
- On-boarding new employees to make a lasting impression and cement their commitment from day one.
- Creating, developing and reinforcing the "7 pillars of an on fire workplace culture," i.e. Compensation, Alignment, Atmosphere, Growth, Acknowledgment, Autonomy and Communication to improve productivity, ignite performance and reduce employee turnover, i.e. 'churn.'

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

Speaker:

Eric Chester, The Center for Work Ethic Development

LOCATION: CORONADO H

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

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

Don't miss this second day to browse 100,000 square feet of the newest, most innovative waterpark-related goods and services. This is the place where you can source and secure everything you need for your waterpark, aquatic center or waterpark resort from top level professionals, including quality products and vital services.

LOCATION: VERACRUZ EXHIBIT HALL

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

CHAT WITH COMMITTEE MEMBERS - PUBLIC SECTOR AND SAFETY

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

LOCATION: WWA BOOTH 223-324

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

EDUCATION COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: MONTERREY 1



Eric Chester

KEYNOTE SESSION

FULLY STAFFED - FINDING, DEVELOPING & KEEPING GREAT PEOPLE IN YOUR WATERPARK

Wednesday, October 9

10:00 a.m. - 11:00 a.m.

Coronado H

**11:15 A.M. - 12:15 P.M.****MARKETING & COMMUNICATIONS COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)**

LOCATION: YUCATAN

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: VERACRUZ EXHIBIT HALL

1:30 P.M. - 2:15 P.M.**TECHNOLOGY & INNOVATIONS COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)**

LOCATION: WWA BOOTH 223-324

2:00 P.M. - 2:45 P.M.**GOVERNMENT RELATIONS COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)**

LOCATION: FIESTA 10

2:15 P.M. - 3:00 P.M.**CHAT WITH COMMITTEE MEMBERS - EDUCATION, MARKETING & COMMUNICATIONS AND TECHNOLOGY & INNOVATIONS**

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

LOCATION: WWA BOOTH 223-324

3:30 P.M. - 4:45 P.M.**SMALLER PARK MEETING**

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.

*Speakers:**Christine Palma, The Funplex**Stephen Sims, Ed.D., ATC, SomerSplash Waterpark*

LOCATION: CORONADO F

3:30 P.M. - 4:45 P.M.**HOPE IS NOT AN OPERATING STRATEGY: LESSONS FOR OPERATORS FROM INVESTIGATIONS & LEGAL CASES**

Join us for video case studies and discussions to learn from real-life events related to aquatic safety. This session is geared toward all levels of operators from new leadership to executives. Understand the impact of decision-making at a deeper level, learn keys to emergency response, learn pro-active tools operators and executives can apply and discuss takeaways from current legal cases.

*Speakers:**Natalie Livingston, CPRP, Oostman Aquatic Safety Consulting**Ashley Wolfe, Oostman Aquatic Safety Consulting*

LOCATION: CORONADO B

TRADE SHOW HOURS

Wednesday, October 9 | 11:00 a.m. - 3:30 p.m.

Lunch served 12:00 p.m. - 2:00 p.m.

DAILY SCHEDULE

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

DEVELOPING A TEAM-FOCUSED PROCESS FOR MAINTENANCE RESOLUTION

Empower your team to assist in the resolution of maintenance concerns pertaining to facilities and attractions. Discover how implementing processes that engage not only your top level leadership, but your whole team can help easily identify, document and resolve maintenance items throughout your park more efficiently. Learn how a cooperative, collaborative effort can help improve safety and keep your park looking great and operating at its best.

Speakers:

Barrett Byers, Hydro Adventures

Tyler Currie, Daytona Lagoon

LOCATION: CORONADO D

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

2019 WATERPARK MARKETING BEST PRACTICES...REVEALED!

Connect with people who speak your language, understand your challenges and want to help you. During this open format, you'll be able to meet and network with marketing experts from the WWA Marketing Committee, as well as industry professionals working in all different types of facilities to discuss hot topics in waterpark marketing. We've put together round table discussions for in-depth conversations on topics like social media, group sales, events and promotions, partnerships, small park marketing and much more. Don't miss out on this once-a-year opportunity to pose your questions, share your best practices and network with other top marketers in the industry.

Speakers:

Alexandra Barilla, Cowabunga Bay Water Park

Shawn Bowman, IdeaSeat Marketing and Advertising

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

Tina Hatcher, 3i Advertising

Stephanie Hee-Johnston, NRH₂O Family Water Park

Susan Kruizinga, Wet'n'Wild Toronto

Jenna Stevenson, AqP, City of Baytown

Holli Wilson, Splash Kingdom Family Waterparks

Tiffany Woodward, The Ingleside Hotel

LOCATION: YUCATAN

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

BUILDING MEANINGFUL RELATIONSHIPS AT WORK!

Many of us have heard that you need to separate your personal and professional life. However, building meaningful relationships that focus on trust, great communication and loyalty can significantly improve your culture at work. This session focuses on building lasting relationships that will improve employee morale and foster an environment where people come to work because they want to, not because they have to.

Speaker:

Angela Summers, City of Henderson Parks & Recreation

LOCATION: FIESTA 7



**3:30 P.M. - 4:45 P.M.****HINDSIGHT IS 20/20: DECADES OF INNOVATIONS & UPDATES**

We have all heard the adage "hindsight is 20/20," meaning, "it is easy to know the right thing to do after something has happened, but it's hard to predict the future." Whether as operators or guests, we have collectively survived the pools and parks of yesteryear, but do we know where aquatic trends are going? In this session, we will showcase and compare what we were designing 10, 20 and 30 years ago against some of our current designs and innovations. We will review technology and mechanical updates and upgrades that can be implemented into current facilities for back-of-house improvements along with accessibility and inclusivity advancements. We will discuss the aquatic amenities that have endured the test of time, and those "golden principles" that we are constantly designing into new and renovated facilities. Attendees will leave this session with a grasp of where we have been and where the future will take us.

Speakers:*Cody Butcher, Neuman Group**Reed Gonzalez, Water Technology, Inc.**Nicholas Neuman, Water Technology, Inc.***LOCATION: MONTERREY 1****5:00 P.M. - 6:00 P.M.****TALES FROM SUMMER PROM: UTILIZING RECOGNITION EVENTS & CREATIVE STRATEGY FOR TEAM RETENTION**

This session will explore how recognition programs and creative strategy can help you connect to your potential workforce. Discussion will include how to use social media, training, recognition and team events to build a unique and effective recruitment and retention program. Real life examples, their results and best practice strategies will be shared. This session will identify ways to gain buy-in with your team to convert them into your best recruitment tool!

Speakers:*Nichole Bohner, City of Round Rock Parks and Recreation**Michelle Weydert, City of Round Rock Parks and Recreation***LOCATION: CORONADO F****5:00 P.M. - 6:00 P.M.****CONTROL PANEL: HOW MODERN CONTROLLERS & AUTOMATION CAN SAVE MONEY & INCREASE SAFETY**

This session will feature a panel of industry experts including representatives from a large waterpark, as well as leading manufacturers and designers. Discussion will focus on how controllers are currently being used and opportunities to use them to their full potential, which can lead to cost savings and increase the safety of operations. The session will conclude with plenty of interactive time for questions and answers with the audience.

Speakers:*Justin Brown, Universal Orlando Resort**Justin Caron, Aquatic Design Group**Dustin Kauffman, ProMinent Fluid Controls**Brett Steinbrueck, BECS Technology, Inc.***LOCATION: MONTERREY 1****5:00 P.M. - 6:00 P.M.****THE INGREDIENTS THAT ALL GREAT LEADERS HAVE**

Leadership guru John Maxwell says, "Everything rises and falls on leadership." That means that the success of this season depends directly on you and your leadership team. Unfortunately, for many of us, our personal leadership training and development has been very limited and mainly regulated to improvement in our position and park responsibilities. For many aspiring leaders, like yourself, you either don't know where to begin in this leadership journey or you somehow got off the path. You want to develop those leadership skills further but you're not sure how. In this session, you'll learn what are the key ingredients or characteristics that separate great leaders from merely the good ones and you'll get a blueprint on how you can become the best version of yourself so that you can lead others to become the best versions of themselves.

Speaker:*Shawn Welch, Typhoon Texas Waterpark***LOCATION: FIESTA 7**

DAILY SCHEDULE

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

INCREASE BRAND ROI WITH A MULTI-LANE MARKETING PLAN

When you want to keep your brand top-of-mind...when you want more people to come in more often and spend more when they're there...when you want invaluable word-of-mouth recommendations—especially in the social and review realms, you have to start with a brand position that sets you apart and keeps your brand value flowing nicely into revenue. This interactive session addresses the challenges of getting recognition among the fray of messages out there. You'll discover how to know you are uniquely positioning your brand vs. the competition for that entertainment dollar and to recruit an engaged, loyal workforce. You'll learn how to leverage your database and social media presence to communicate your brand voice and drive measurable consumer action. You'll hear how to keep your finger on the pulse of marketing spending to know what works and where your spending should be for optimum ROI.

Speakers:

Tyler Catania, Zaiss & Company

Gary Foley, Gillian's Wonderland

Wendy Wiseman, Zaiss & Company

LOCATION: YUCATAN

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

ACCOMMODATING & UNDERSTANDING GUESTS WITH AUTISM & OTHER COGNITIVE DISORDERS

Your customer DNA is changing. 1 in 59 children in the U.S. are diagnosed with autism, and the number is rising. Not only will training and certification increase safety and enhance guest experiences for many families who visit parks and may not identify themselves, it also opens up parks to a huge untapped market. Families and individuals are willing to travel to certified destinations and attractions where they know they will be welcomed and are looking for options where they feel understood. Sometimes the smallest changes can make the biggest impact. Other parks have seen triple digit increases in out-of-market visitors, 50 percent increases in online ticket inquiries, improved employee morale and more community engagement. The need is there and these families can't be ignored.

Speakers:

David Heaton, Aquatica Orlando

Meredith Tekin, BCCS, International Board of Credentialing & Continuing Education Standards

LOCATION: CORONADO B

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

DIFFERENT STROKES FOR DIFFERENT FOLKS (COST CONSIDERATIONS FOR SMALL & MEDIUM SIZE WATERPARKS)

Small and medium sized municipal and private sector waterparks are often under-funded. This session will focus on what current projects are costing and implementation strategies for right-sizing and budgeting for smaller facilities.

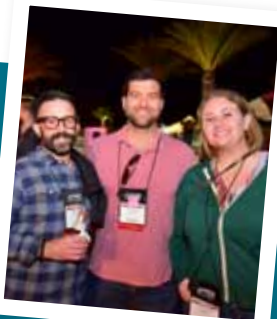
Speaker:

Mark Hatchel, PLA, ASLA, Kimley-Horn

LOCATION: CORONADO D

ISLAND H2O LIVE! PARTY

Wednesday, October 9
7:00 p.m. - 10:00 p.m.





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

ISLAND H2O LIVE! PARTY

Go inside one of Orlando's newest waterpark hot spots—Island H2O Live! at Margaritaville Resort Orlando. You'll enjoy food, beverages, music and tours, all while making a few new friends during this lively networking event. This event is included in registration for the Symposium Package, the Spouse-Companion Package and the Child Package. Shuttle transportation is provided to and from the park from Disney's Coronado Springs Resort. See page 62 or the WWA Show App for more information on shuttles. This event is sponsored by Aquatic Development Group (ADG) and WhiteWater.

LOCATION: ISLAND H2O LIVE!

THURSDAY, OCTOBER 10, 2019

7:30 A.M. - 8:45 A.M.

COMMITTEE MEMBER BREAKFAST (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: MONTERREY 1

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

KEYNOTE SESSION: CREATING A CUSTOMER SERVICE REVOLUTION

Become the brand people cannot live without by creating a customer service revolution. Learn how numerous companies have made customer service their biggest competitive advantage, are dominating their industries and are making their brand stand out in meaningful ways. During this insightful Keynote address by Jessica Bound, you'll hear how you can help your employees have a better understanding of the customer, both external and internal, and how you can create compassion and empathy for all customers within your entire team. This Keynote Session is included in the Symposium Package. *This Keynote Session is sponsored by IALDA and WhiteWater.*

Speaker:

Jessica Bound, The DiJulius Group

LOCATION: FIESTA 6



Jessica Bound

KEYNOTE SESSION

CREATING A CUSTOMER SERVICE REVOLUTION

Thursday, October 10
9:00 a.m. - 10:00 a.m.
Fiesta 6

DAILY SCHEDULE

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

DOUBLE YOUR GROUP SALES WITHIN 6 MONTHS

Within every organization's existing book of business, there is a hidden harvest of groups. In the heat of the moment, you as a group sales person can become focused on the one sale you just closed and not on the big picture. This session will teach you how to uncover opportunities every time you close the deal. We'll apply skills learned in the banking world through detailed profiling of every customer, how to uncover opportunities through every deal and how to gain the trust of your customer in a few short minutes. In a self-centered world it is easy to become focused in on ourselves. But our success is really based on making our client the hero of their group for choosing our parks. This can't happen unless we're focused on why they should choose our park to write their story. Come learn how to harvest low-hanging fruit within your existing book of business; learn how to build relationships that matter immediately through the old concept of it's better to give than receive; and learn how to build a team that will always be selling the park and not themselves.

Speaker:

Randall Hudson, Epic Waters Indoor Waterpark

LOCATION: CORONADO D

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

CREATIVE IN-SERVICE IDEAS FOR MAXIMUM STAFF ENGAGEMENT

In-service doesn't always need to be dreaded! This collaborative presentation will cover creative in-service activity ideas that go outside of the normal skills practice and will help keep your staff more engaged in the process. Learn how to develop a murder mystery party for training for an EAP scenario that will allow teams to move past the initial accident and practice what happens after EMS leaves the scene. Some additional in-service topics that will be covered will include conditioning, team building, skills practice, drills and conducting scenarios.

Speakers:

Jessica Ralles Laguna, Clark County Parks & Recreation

Taylor Roby, Campus Recreation at the University of Texas at San Antonio

LOCATION: CORONADO F

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

PUT A STOP TO FRAUD & THEFT

Ever notice a specific pattern of parties at your turnstiles with a high volume of online tickets? Maybe you've even seen repetitive bogus claims like "I spent over \$200 on food in your park and someone threw it all away when I went to get napkins," or cashiers that are repeatedly over/under on their tills. In this session, you will learn some ways to spot, deal with and prevent both guest fraudsters and team member theft.

Speakers:

John Pham, Typhoon Texas Waterpark

David Thompson, Typhoon Texas Waterpark

Cade Vereen, Typhoon Texas Austin

LOCATION: YUCATAN

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

RECREATION PROGRAMMING FOR WATERPARK RESORTS: ENHANCING YOUR MAGIC

Is your waterpark resort focusing on the importance of experiential travel and doing enough to provide guests with memorable experiences? Join this interactive session that will guide you through an examination of recreation components and provide opportunities to discover new ways to effect overall guest experience by adding well-thought-out offerings.

Speakers:

Lauren Gossett, Disney's Contemporary Resort & Bay Lake Tower

Nicole Hudson, Walt Disney World Resort

LOCATION: CORONADO B

**11:30 A.M. - 12:30 P.M.****FROM THE FRONT LINE TO THE BOTTOM LINE: MANAGING YOUR FRONT-LINE STAFF FOR SUCCESS**

Front-line management is by far the most complicated aspect of management within waterparks. Too often, the front-line operations are the last areas where we invest our time, money and efforts. Today's challenges of tight budgets and difficulties finding staff only compound the challenges managers face. Yet, it is more important than ever to invest in the front line. This session will challenge you to critically review your front-line operations to determine if they are helping or hurting your bottom line.

Speakers:*Chavonda Cochran, Bolingbrook Park District**Kimberly Smith, Bolingbrook Park District***LOCATION: CORONADO F****11:30 A.M. - 12:30 P.M.****MANAGING YOUR ONLINE REPUTATION**

Learn how to manage and improve your online presence on TripAdvisor and Google, along with other review sites by hearing from those who are focused on this on a daily basis. This session will include how to make critical improvements to your company's posted information and how best to respond to reviews. You'll hear insights into what TripAdvisor and park operators have learned about consumer behaviors when leaving reviews, as well as findings regarding reputation management. This session will also share measures TripAdvisor takes to make sure fraudulent review don't get posted and the path a review takes to confirm the integrity of the content. TripAdvisor's "pop" score, or popularity ranking, will be examined and the three key factors involved in the algorithm that make an organization move to the top of a TripAdvisor page.

Speakers:*Winter Prosapio, The Atkins Group**Mandy Smith, TripAdvisor***LOCATION: YUCATAN****11:30 A.M. - 12:30 P.M.****GET YOUR VOICE HEARD - TIPS ON DOING YOUR OWN ADVOCACY**

Attendees will be provided real life examples of advocacy work done by two individuals on behalf of both individual companies and trade associations. During this session an overview of the layers of government that has the potential to affect the waterpark industry (legislative and regulatory) will be provided and participants will learn best practices to navigate government at the local, state and federal level. Learning objectives include: reminding attendees that their voice is more powerful than they realize; tips for writing committee testimonies and other means of outreach to elected officials and government employees; and looking at future initiatives that legislators and regulators may be considering.

Speakers:*Jennifer Hatfield, The Pool & Hot Tub Alliance**Ed Hodgdon, Funtown Splashtown USA***LOCATION: CORONADO B****11:30 A.M. - 12:30 P.M.****CREATING A SAFETY-FIRST CULTURE AT YOUR ORGANIZATION**

Safety goes beyond the day-to-day operations of your lifeguard staff. It takes a comprehensive safety program to drive a facility-wide safety culture, not only for your guests but for your employees as well. Reducing the risk of injury to guests and employees has the potential to flow more revenue to the bottom line. This session will give you a framework to bring back to your facility and adapt to your operation.

Speaker:*Blake Ford, Great Wolf Lodge New England***LOCATION: CORONADO D**

DAILY SCHEDULE

1:00 P.M. - 5:00 P.M.

DISNEY'S TYPHOON LAGOON WATER PARK PICNIC

You got to see *Disney's Typhoon Lagoon Water Park* behind-the-scenes during the evening networking event. Now enjoy time to play in the park during this optional event! You'll have the opportunity to wrap up your time with your fellow WWA attendees while enjoying a tasty picnic lunch. Then, grab your towel and swim gear and hit the amazing attractions at one of the world's most attended waterparks, *Disney's Typhoon Lagoon Water Park*! From "Humunga Kowabunga" to "Crush 'n' Gusher," you'll have time for you and your family to experience some of the most exciting waterpark attractions in the world. The cost for this optional event is \$30 and includes lunch and entrance to the waterpark. *This event is sponsored by Launch Logic & Van Stone Conveyor.*

LOCATION: DISNEY'S TYPHOON LAGOON WATER PARK

As to Disney properties/artwork: © Disney



DISNEY'S TYPHOON LAGOON WATER PARK PICNIC

Thursday, October 10

1:00 p.m. - 5:00 p.m.

Disney's Typhoon Lagoon Water Park