



SUNDAY

OCTOBER 17, 2021

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. Register by Oct. 1st. Tuition for this course is \$279 and includes the class manual.

Speaker:

Bob Bradley, Aquatic Consulting & Educational Services (ACES)

LOCATION: 209

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'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 \$300 traditional format, \$314 blended format.

Speaker:

Lee Hovis, Tolomato Community Development District

LOCATION: 208

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

ELLIS & ASSOCIATES 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. Please contact Steve Miller at steve.miller@jellis.com for additional information concerning this class. Tuition for this course is \$425 for original training or \$325 for renewal training.

LOCATION: OFF-SITE

DAILY SCHEDULE

MONDAY

OCTOBER 18, 2021

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: 209**

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: 208**

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

**ELLIS & ASSOCIATES 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

**VOTE FOR
BEST SPEAKER
USING THE WWA
SHOW APP!**

*See page 69 for details
on how to download
the app.*



TUESDAY

OCTOBER 19, 2021

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 electronic file 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.

Speakers:

Judith Leblein Josephs, CPRA, RA, JLJ Enterprises LLC

Louis Cirigliano, Jr., Casino Pier & Breakwater Beach

George Deines, Counsilman-Hunsaker

Sasha Mateer, Lake County Parks & Recreation

George Panton, Water Safety Products

Brian Szydoski, Kalahari Resorts & Conventions

LOCATION: 205

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

ELLIS & ASSOCIATES LIFEGUARD INSTRUCTOR LICENSING PROGRAM (DAY 3 OF 3)

For more information, see Day 1 description.

LOCATION: OFF-SITE

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

WWA UNIVERSITY: WATERPARK DESIGN, DEVELOPMENT & EXPANSION WORKSHOP

The WWA University: Waterpark Design, Development & Expansion Workshop is an optional event that 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 fellow attendees during an hour-long reception that will begin after the workshop concludes. Tuition for this workshop is \$169.

This workshop is sponsored by Safe Slide Restoration.

LOCATION: 214A



DAILY SCHEDULE

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 U.S. Department of Homeland Security, the Federal Emergency Management Agency. 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 including violence between groups of guests. Participants complete the session by developing an action plan to improve the preparedness posture of their organization. As the plan develops, participants will discover how to apply the process to formulating an action plan for other waterpark-specific scenarios that could potentially overwhelm a facility's typical operational resources.

Speaker:

Barry Graham, Texas A&M Engineering Extension Service (TEEX) - Emergency Services Training Institute (ESTI)

LOCATION: 213

9:00 A.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. Topics covered will include: Practical Maintenance Planning; Filters: Sand & RMF Standard & Preventative Maintenance; Fiberglass Inspection & Maintenance; Fiberglass Repair Demonstration; Safety & Risk Management Around The Waterline; If I Talk To My Chemical Controller, Will It Understand Me?; Department of Energy (DOE) Requirements & Pump Maintenance; Play Structure Inspections & Repairs; Aquatic Standards & Their Impact; and a Q&A panel. Tuition for this course is \$169. This workshop is sponsored by Safe Slide Restoration.

Speakers:

Cody Butcher, Neuman Group

Michael Beatty, Industry Consultant

Connan Campbell, ProMinent Fluid Controls

Dale Cooper, Safe Slide Restoration

Scott Hyland, Neptune-Benson - Evoqua

Robert Lawson, Daldorado, LLC

Dylan Moore, ASC Pumping Equipment

Kevin Post, Counsilman-Hunsaker

John Whitmore, City of Denton Parks & Recreation

LOCATION: 207



**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. Tuition for this course is \$169.

Speaker:*Rich Young, Aquatic Commercial Consulting***LOCATION: 209****1:00 P.M. - 6:30 P.M.****WWA ANNUAL GOLF TOURNAMENT AT THE QUARRY GOLF COURSE**

The Quarry Golf Course San Antonio is the top golf course in San Antonio and continues to lead the Texas Tourism market as the must-play for corporate outings and visitors to San Antonio! Designed by Keith Foster in 1993, The Quarry remains locally owned and under the care of the original GCSAA Superintendent Bruce Burger. The course team ensures the best playing conditions, a natural wildlife habitat and one of the most unique golf experiences in the U.S. The event will kick off in the afternoon with a 1:00 p.m. shotgun start. The golf shuttle will pick up at HQ hotels starting at 11:30 a.m. Specific hotel pick-up schedules can be found in the "Information for Golfers" email sent to players a few days before the event. Please note that masks will be required to ride WWA shuttles. If you prefer to drive yourself to the course or you miss the designated pick-up time, please check the Show App or the pre-event email for more information.

LOCATION: OFF-SITE**5:00 P.M. - 6:00 P.M.****WWA UNIVERSITY: WATERPARK DESIGN, DEVELOPMENT & EXPANSION WORKSHOP RECEPTION (WORKSHOP ATTENDEES ONLY)****LOCATION: 214C****5:15 P.M. - 6:15 P.M.****PUBLIC SECTOR COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)****LOCATION: 212****5:15 P.M. - 6:15 P.M.****WATERPARK RESORT COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)****LOCATION: 208****WWA ANNUAL
GOLF TOURNAMENT****TUESDAY, OCT. 19
1:00 P.M. - 6:30 P.M.***The Quarry Golf Course*

DAILY SCHEDULE

WEDNESDAY

OCTOBER 20, 2021

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

MAXIMIZING YOUR PASSIVE CAPACITY: THE HIDDEN FACTOR TO DRIVING YOUR PER CAP REVENUE

While active capacity generally gets all of the attention, passive capacity can be as important a contributor to a park's overall success. Passive capacity, the spaces between the attractions, is where a park's identity really shines. Identifying the ideal number of appropriately designed and located passive areas can be as impactful on guest experience and a park's bottom line as attractions, facilities and location—it can also be what helps differentiate a park in a saturated market, lengthening stay and driving satisfaction. This panel will discuss identifying and planning the right passive solutions in conjunction with the right active attractions, adjacency to main pedestrian circulation routes and service access points, as well as minimum space requirements. This session is applicable to both greenfield and established parks that want to identify positive passive capacity opportunities that will help drive ancillary revenue and positive guest experience surveys.

*Speakers:**Pat Finnegan, WhiteWater**Michael Friscia, ProParks**Daryl Matzke, Ramaker & Associates***LOCATION: 213**

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

SKY ROCKETING YOUR F&B REVENUE AND BLOWING UP YOUR PROFITS!

There is no time like the present to set ourselves up for a successful future. With park guests more excited than ever to experience the fun, food and thrills we have to offer, we have a unique opportunity to skyrocket our F&B revenue and blow up our profits! This session dives into best practices for cost control, SOP's, menu marketing, staffing and more. You don't want to miss this—your bottom line will thank you!

*Speaker:**Michael Holtzman, Profitable Food Facilities***LOCATION: 205**

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

"UNTIL I GOT HIGH:" OPERATIONAL AND LEGAL PERSPECTIVES ON RECREATIONAL MARIJUANA

"I was gonna get up and go to work but then I got high..." High times, what to do? We've got recommendations. Hiring, drug testing policies, guests who may be under the influence or impaired, smoking on property and post incident follow up to in-park incidents. This session will cover these issues, among others, where the recreational use of marijuana by team members or guests may be involved. You will walk away with great suggestions regarding how to handle practical scenarios regarding recreational marijuana from operational and legal perspectives, and you'll find recommendations for updating your park's policies and practices regarding employees and guests.

*Speakers:**Joan Allgaier, Esquire, Allen-Curry, P.C.**Brad Anderson, City of Englewood**Rudie D. Baldwin, Esquire, Amaro Baldwin LLP***LOCATION: 206**

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

SHOULD WE FIRE OUR GUEST?

The 2020 and 2021 operating seasons were difficult times for everyone. Operators asked team members to go above and beyond and take on increased responsibilities due to extra cleaning, social distancing and mask wearing and team members have had to complete their functions with more skill and patience than ever before due to decreased staffing and increased tensions with guests. Guests were asked to follow more rules and expressed their frustrations with each other, our team members and management. Operators have had to utilize all the tools in their guest relations tool boxes and found that sometimes there is just no solution. Discover processes for handling guest concerns that can help increase your guest satisfaction and may help alleviate volatile situations at your park. Also learn when maybe it's just time to invite an unruly guest to leave the premises.

Speakers:

Sonia Munoz, Kalahari Resorts & Conventions

Pedro Olivarez III, San Antonio Zoo

Scott Silar, Hershey Entertainment & Resorts

Jill Steinke, Jeff Ellis Management

LOCATION: 214A

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

COSTLY LESSONS LEARNED FROM AQUATICS INCIDENTS

This session will take the attendees through real-life learnings gained from actual events. Elements of causation, misconceptions and practical solutions will be discussed to help make the operation as successful as possible. Warning, this session will contain sensitive material and topics.

Speaker:

Michael Oostman, Oostman Aquatic Safety Consulting, Inc.

LOCATION: 207

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

RESTARTING YOUR GROUP SALES PLAN IN 2022

Throughout the COVID-19 pandemic, the thought of large gatherings and group events became a struggle to even consider. There are certainly several challenges that your facility may have faced this year, be it tangible roadblocks such as capacity restrictions or safety requirements, or intangible challenges such as guest hesitancy as the world slowly returns to normal. What this session will help to answer is how do we build our group sales back up, especially in the case of larger groups and consignment programs? Our speakers will discuss the strategies they implemented this year to restart their facilities' group programs and discuss the good and the bad that was learned along the way.

Speakers:

Brittany Estes, Typhoon Texas Austin

Susan Kruizinga, Wet'n'Wild Toronto

Haley Whelchel, Hyland Hills Water World

LOCATION: 214C

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

Speaker:

Stephen Sims, ED.D, ATC, SomerSplash Waterpark

LOCATION: 214C

DAILY SCHEDULE

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

DECLUTTERING COVID -- CHOOSING WHAT MARKETING & REVENUE STRATEGIES TO KEEP

The COVID-19 pandemic forced everyone to make operational and marketing changes in 2020 and 2021. From reservations, capacity restrictions, a greater push to online purchases and decreased promotions, we all experienced different highs and lows. Some parks liked the changes and plan on continuing to utilize these systems and others couldn't wait to toss them and get back to their regular practices. This session will be hosted by a panel of professionals with a mixture of opinions and lessons learned that should be sure to leave participants contemplating possible future strategies.

Speakers:

Evan Barnett, Typhoon Texas Waterpark

Randall Hudson, American Resort Management

Steve Mayer, Wet'n'Wild Toronto

Matt Ratliff, SeaWorld San Antonio & Aquatica San Antonio

LOCATION: 207

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

BOOT SCOOT 'N BOOGIE - OPERATIONAL SAFETY STEP BY STEP

Just like country line dancing, creating effective operational safety procedures that are written and taught in a detailed step by step manner elevates the long term success of the trainee. Within the step by step process, standards of performance and clear expectations will ensure the level of consistency and overall results.

Speakers:

Erik Beard, International Ride Training

Cindee Huddy, International Ride Training

LOCATION: 214A

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

FROM CRISIS TO CRITICAL PATH: WHAT'S YOUR BACK-UP PLAN?

What do you do when you don't know what to do? Do you have a "Plan B" in place? How do we get from crisis to success? Operators and individuals alike have had the unique opportunity to ask themselves this question time and time again over the course of the last two years. Collectively, we have seen more "once-in-a-lifetime" events than many of us have ever seen—events that test our preparedness, our staff and our resolve to problem-solve. In the calm that follows the storm(s), now is the time to examine the plans that our teams have in place to secure operational and safety sustainability. We must create back-up plans to be prepared for the unknown. We might even be able to take advantage of an unplanned or extended shutdown. This could very well be the time to schedule assessment, maintenance, renovation, etc. in other areas. Now that you have a back-up plan, have you tested it and does it work?

Speakers:

Cody Butcher, Neuman Group

Keith Fontenot, Jeff Ellis & Associates, Inc.

Reed Gonzalez, Water Technology, Inc.

Jody Kneupper, Premier Parks and Wild Waves Theme & Water Park

LOCATION: 206

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

BUILDING A LIFEGUARD TEAM THAT IS EFFICIENT, EFFECTIVE AND BUILT TO LAST

Working in the aquatics industry comes with its ups and downs. Staffing changes with the seasons and so can the dynamics of building a team that works. In this presentation, we will cover the importance of lifeguard academies and trainings, how to adjust to new management styles, how to remove toxic cultures and how to develop a lifeguard team that is built to be efficient, effective and will last through multiple seasons.

Speakers:

Justin Wells, City of Berthoud

Kirsty Wheeler, City of Palmdale

LOCATION: 205

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

CREATING A LASTING IMPRESSION: ELEVATING GUEST EXPERIENCE THROUGH DESIGN

This engaging presentation will feature compelling case studies on how design can make a difference in guest experience, create lasting memories and an "I want to go back again" appeal. Understand how proper planning and design with incorporating a strong theme can help create an environment that is as enjoyable as the ride features are. Learn the importance of a strong landscape concept that reinforces the site plan and helps strengthen the guest experience, making the journey from one ride feature to the next more fun. Learn how to incorporate comfortable spaces to relax and spend time with family and friends, adding to the lasting impression and enjoyable experience that will make them want to come back again and again.

Speakers:

Carl Blahuta, Splashway Waterpark & Campground

Dave Ignatew, DTJ Design

Bob Owens, Hyland Hills Water World

LOCATION: 213

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 2021.

LOCATION: HEMISFAIR BALLROOM

OPENING GENERAL SESSION

**WEDNESDAY, OCT. 20
11:30 A.M. - 12:30 P.M.**

HemisFair Ballroom





TRADE SHOW HOURS

WEDNESDAY, OCT. 20 12:30 P.M. - 6:30 P.M.

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

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: EXHIBIT HALL 4

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

TRADE SHOW LUNCH DAY 1

Grab a tasty lunch on the trade show floor. Socially distanced seating will offer you another chance to chat with your fellow attendees while you refuel before returning to shop the Trade Show floor. This lunch is included in the Symposium Package and Spouse/Companion Package.

LOCATION: EXHIBIT HALL 4

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

CHAT WITH COMMITTEE MEMBERS - EDUCATION, MARKETING AND WATERPARK RESORT

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

LOCATION: WWA BOOTH 643-744

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 about what matters to your team.

LOCATION: WWA BOOTH 643-744

WELCOME RECEPTION & TEXAS OPERATORS' MEET-UP

On the Trade Show floor

**WEDNESDAY, OCT. 20
5:00 P.M. - 6:00 P.M.**

Exhibit Hall 4

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

WELCOME RECEPTION & TEXAS OPERATORS' MEET-UP 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. We'll be hosting a special meet-up for Texas owners, operators and developers at the same time! This is a fantastic opportunity to meet



**ANNUAL
REUNION PARTY**
WEDNESDAY, OCT. 20
7:30 P.M. - 10:30 P.M.
Six Flags Fiesta Texas

new people and connect with fellow operators. 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, Inc.*

LOCATION: EXHIBIT HALL 4

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

ANNUAL REUNION PARTY AT SIX FLAGS FIESTA TEXAS

Come share time together with hundreds of like-minded water leisure professionals who are moving the industry forward on a daily basis. You'll enjoy quality networking time and behind the scenes tours of Six Flags Fiesta Texas—all in an outdoor venue. This event is included in registration for the Symposium Package, the Spouse-Companion Package and the Child Package. Shuttle transportation will be provided to and from the headquarters hotels. Please note that masks will be required to ride WWA Shuttles. Once inside the park, masks will be optional for attendees and park employees. If you prefer to drive yourself to the park, please check the WWA Show App for more information. Be sure to bring your badge with your "Wednesday" ticket and your photo I.D. You will need both for admission and to exchange for drink tickets. *This event is sponsored by ProSlide Technology.*

LOCATION: OFF-SITE

THURSDAY

OCTOBER 21, 2021

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

SAFETY COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: 212

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

WATERPARK RESORT ROUNDTABLE

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, staffing and the latest issues for waterpark resort operators.

Speakers:

Melissa Lockwood, Baha Bay at Baha Mar Resorts

Kari Manev, Catalate Commerce Inc.

Dana Staniunas, Massanutten Resort

Jill Steinke, Jeff Ellis Management

LOCATION: 214C

DAILY SCHEDULE

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

BUILDING YOUR LEGACY THE AVERAGE JOE'S WAY

Learn how to turn your average Joe's around and build a winning legacy. Discover the 5 D's of legacy: deliver your vision for your legacy; define what it takes to achieve it; demonstrate through leading by example; dodge your legacy pitfalls; and deliver your winning legacy.

Speakers:

Stephanie Hee-Johnston, NRH₂O Family Water Park

Frank Perez, NRH₂O Family Water Park

LOCATION: 205

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

WWA FOOD & BEVERAGE TRENDS 2021

Engage with Food & Beverage industry leaders in a panel discussion sharing their knowledge and secrets to success (and some not so successful) within the waterpark industry. Learn about new menu strategies, new products that waterparks are offering, innovative ideas for your food venues, successful marketing promotions and, finally, employee incentives.

Speakers:

Connie Blowe, Disney's Typhoon Lagoon Water Park

Christine Palma, OC Waterpark

Paul Price, Northern Virginia Regional Park Authority

Stephen Sims, ED.D, ATC, SomerSplash Waterpark

Walter Teem, Typhoon Texas Houston

LOCATION: 206

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

INSIDE THE AQUATICS STUDIOS

Have you ever wondered what it takes to design a waterpark or water attraction? Where do all these crazy ideas and designs come from? Come take a peek inside the minds of a few of the "masters of design" behind some of your favorite water attractions. Our panel of prominent industry design professionals will discuss their careers, favorite projects and answer questions about the design & development process. The session will highlight four prominent Aquatic Design professionals in a relaxed, from-the-sofa conversation. Each speaker will talk about their experience within the industry and provide insight as to what they consider when a new project comes across their drafting tables. They will explore how those considerations influence the design process for different types of developments and what needs to be considered when building new or renovating an old water attraction. The audience will also see highlights of some of the most ambitious projects of the speakers' careers as well as possibly get a glimpse of projects in development.

Speakers:

Jim Dunn, Aquatic Development Group

Scott Hester, P.E., Counsilman-Hunsaker

Josh Martin, Martin Aquatic Design & Engineering

Scott Stefanc, ASLA, SKS Studio

LOCATION: 213

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

RECRUITMENT MARKETING: THE UPS AND DOWNS OF THE COMEBACK SEASON

2021 was a record-breaking season for a lot of waterparks and municipalities. After 2020 being one of the worst years for attracting guests due to COVID-19, the increase in attendance was a welcome change! But it came with a high price. More attendance means more staffing needs, and 2021 became the most challenging year for hiring and retaining qualified staff across the globe. Learn from a panel of marketers some of the ways they used social media and other marketing methods for attracting good help and keeping them throughout the season, along with some of the other new challenges and key learnings that resulted from this past season.

Speakers:

Xachary Aguilar, Splash Kingdom Waterparks

Nichole Bohner, City of Round Rock Parks & Recreation

Julie Dion, Dion Marketing Company

LOCATION: 214A



Mark Rucker

KEYNOTE SESSION THURSDAY, OCT. 21 10:00 A.M. - 11:00 A.M.

HemisFair Ballroom

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

EMPLOYEE INJURY REDUCTION PANEL

Safety is important in any workplace and a vital part of an organization's culture. This panel will explore how to keep employees engaged in a safety program and why rewarding positive safety behavior works. The panel will feature both current park operators and insurance industry professionals. You'll leave this panel discussion with tips and methods you can implement immediately to change your culture for the better while keeping your insurance premiums low.

Speakers:

David Andrews Jr., Soaky Mountain Waterpark

Chris Halverson, M3 Insurance

Ray Koenig, M3 Insurance

Jason Martin, Hawaiian Falls

Chase Singleton, Wilderness at the Smokies

LOCATION: 207

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

SUPPLIER & EXHIBITOR MEETING

LOCATION: 209

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

KEYNOTE SESSION: "STORIES IN LEADERSHIP"

The lessons shared are pulled from life overall, and his more than 25 jobs through more than 35 years in business. Mark Rucker will be sharing both difficult and rewarding "Stories In Leadership" that span from his early career to those during his time as an executive. Rucker will cover a wide range of key topics and leadership imperatives including:

- Balancing life's key priorities while impacting people by deeply valuing and caring for them
- Preparing for life through learnings while dreaming big and taking action
- Team building with the right people using self and team awareness
- Sustaining hope through you and helping team members form deep connections to your company
- The importance of time and what leaders should be doing with it right now
- Dealing with purpose through leadership difficulties, handling bad news and making the difficult, but right decisions

This Keynote will help you to consider the vast qualities and attributes of both great and poor leaders. Most of the time will focus on those of great leaders, like credibility, choosing excellence over perfection and dialoging openly and communicating clearly. Rucker will even share a little of his "blueprint" for leadership that he used in his later years, and he will challenge you to put the learnings from the talk into immediate action. This Keynote Session is included in the Symposium Package.. This Keynote Session is included in the Symposium Package. *This Keynote Session is sponsored by IALDA (in honor of Wally James) and WhiteWater.*

Speaker:

Mark Rucker, University of Missouri

LOCATION: HEMISFAIR BALLROOM

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

WWA TRADE SHOW

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'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: EXHIBIT HALL 4

DAILY SCHEDULE

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

CHAT WITH COMMITTEE MEMBERS - PUBLIC SECTOR, SAFETY AND TECHNOLOGY & INNOVATIONS

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

LOCATION: WWA BOOTH 643-744

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

MARKETING & COMMUNICATIONS COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: 212

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

EDUCATION COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: 208

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 tasty lunch. This lunch is included in the Symposium Package.

LOCATION: EXHIBIT HALL 4

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

GOVERNMENT RELATIONS COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: 212

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

CHAT WITH COMMITTEE MEMBERS - EDUCATION AND MARKETING

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

LOCATION: WWA BOOTH 643-744

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

TECHNOLOGY & INNOVATIONS COMMITTEE MEETING (ACTIVE COMMITTEE MEMBERS ONLY)

LOCATION: WWA BOOTH 643-744

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

WHEN IS THE RIGHT TIME TO PLAN FOR NEW ATTRACTIONS?...NOW!

Knowing when to capitalize on growing trends and open new streams of revenue is a crucial strength for waterpark operators. But you shouldn't always wait until your metrics are plateauing, or worse - dropping - before you start thinking about a new attraction or expansion. Having a masterplan in place and talking to the right consultants NOW will put you ahead of the game when it comes to budgeting, selecting attractions, forecasting manufacturers' lead times and scheduling construction that will limit the impact on operations. In this session, the team of aquatic engineer and executive waterpark operator share their tips for how to proactively plan for your waterpark's expansion. In this session, you will learn how to: analyze your existing waterpark's amenities/capacities and prepare for market demand with additional attractions; plan for an effective use of space that reflects your park's long-term operational goals; and gain a realistic concept of attraction costs and learn tools for forecasting how long it will take to recoup that investment.

Speakers:

Richard Coleman, American Resort Management

Josh Martin, Martin Aquatic Design & Engineering

LOCATION: 213



TRADE SHOW HOURS

THURSDAY, OCT. 21
11:00 A.M. - 3:30 P.M.

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



THURSDAY

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

MARKETING 2022 - GETTING BACK ON TRACK

2021 had us all on a winding journey with some of us going in different directions all at the same time. Now, it's time to get back on track and bring people back to our parks. You don't want to miss this year's Marketing Roundtable. Join marketing professionals and other waterpark managers as we discuss social media, food and beverage, group sales, events and promotions and so much more. Attendees will be able to rotate through various topics sharing information and posing questions to table participants.

Speakers:

Johnny Blevins, Splash Kingdom Waterparks
Tyler Catania, Zaiss & Company Marketing
Julie Dion, Dion Marketing Company
Shawn Kidd, Island H2O Live!
Mike Loya, Wild Water Adventure Park
Kier Rouse-Perry, Epic Waters Indoor Waterpark

LOCATION: 214C

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

FOOD QUALITY - DON'T BE INTIMIDATED BY MADE-FROM-SCRATCH FOOD

A lot of parks use only fully cooked items. Learn how significantly improving food quality can help increase guest satisfaction and your park's bottom line. Discover how changing to more made-from-scratch food can seem intimidating, but is actually not as hard as it sounds. Guests will really notice a difference in the fresh new concept. Proper training of team members will help in the success of the operation. Improved guest satisfaction will likely lead to longer length of stay and additional revenue, and guests may eat two meals instead of just one.

Speakers:

Beatrice Carrillo, Typhoon Texas Houston
David Thompson, Typhoon Texas Houston

LOCATION: 206

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

THE VALUE IS RIGHT: CLAIM VALUATION GAME SHOW

This interactive session is a unique opportunity for students to compete in a game show format while exploring various areas of liability exposure that may arise at a waterpark and analyzing just how much that exposure might cost. The session will be led by IALDA members, including legal, insurance and industry professionals who are actively engaged in representing the interests of the amusement and leisure industries. Using hypothetical scenarios ranging from commonplace to catastrophic, attendees will participate in team discussions facilitated by our panel members as they work to identify issues and estimate the value of any potential claims, considering not only exposure for medical and legal fees but also incidental costs, such as crisis management and reputational harm. The teams will then reconvene to debrief and compare estimates, and the panel members will have a chance to share their relevant knowledge about all aspects of the claim process, including risk prevention, incident response and litigation. Overall, the goal of this session is to provide students with an invaluable opportunity to interact directly with IALDA members while learning about risk exposure. The intent of this session is to equip students with the tools to better recognize and understand the areas and extent of risk exposure in their respective venues in a fun and competitive manner.

Speakers:

Paul Cavanaugh, Esquire, Daly Cavanaugh LLP
David J. Daly, Esquire, Daly Cavanaugh LLP
Clodagh M. Lane, Esquire, Daly Cavanaugh LLP
Lary Zucker, Esquire, Marshall Dennehey Warner Coleman & Goggin LLC

LOCATION: 214A

DAILY SCHEDULE

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

ADDRESSING EMPLOYEE WELLNESS AND NAVIGATING MALADAPTIVE GUEST BEHAVIORS

Join a licensed professional counselor for psycho-education and discussion regarding employee wellness and maladaptive guest behavior. In this session, you will be given a therapeutic perspective on guest and employee relations and given practical and actionable tips on how to address topics, including but not limited to: mental health disorders and employment, behavior patterns, communication patterns, cognitive patterns, etc. You will also be given the opportunity to ask any mental health related questions regarding employee and operational wellness, as well as maladaptive behavior of guests.

Speakers:

Natalie Livingston, CPRP, ALIVE Solutions

Ashley Wolfe, ALIVE Solutions

LOCATION: 205

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

INDUSTRY STANDARDS UPDATE - ASTM, CMAHC, PHTA & ICC

Hear from industry experts on the latest waterpark industry standards activity in ASTM, CMAHC, PHTA and ICC. Activity in these organizations drive the design, development and operation of our facilities through the creation of industry consensus standards. This session will spotlight the recent work of ASTM, CMAHC, PHTA and ICC and its impact on your park. WWA Safety Committee members will provide an update on each of these organizations and share their thoughts on actions you can take to influence the outcome of this standards activity as well as explain how you can get involved with each of these industry groups.

Speakers:

Claudio Barrera, WhiteWater

Lee Hovis, Tolomato Community Development District

Joe Stefanyak, Jeff Ellis & Associates, Inc.

LOCATION: 207

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

BEST PRACTICES FOR ENSURING A SUCCESSFUL PROJECT BUILD FROM BELOW GROUND TO TOP-OF-THE-TOWER

Discover ALL of the “hidden” or often unseen elements involved with designing and building a new park or ride, and learn best practices when it comes to the program management of your project. Hear from experienced operators, developers and people with their boots directly on the ground, to examine what is really involved when it comes to executing a successful project build—from picking the ride to everything that is needed to actually getting it up, running and open to the public. Hint: Picking the rides is the easy part! Whether you are considering an expansion, single ride addition or designing and building a completely new indoor or outdoor park, in this session you will discover key learnings and best practices on how to keep your project moving forward while also avoiding unnecessary delays and costly overruns.

Speakers:

Damian Dondero, H2OBX Waterpark

Jim Dunn, Aquatic Development Group

Jody Kneupper, Premier Parks and Wild Waves Theme & Water Park

LOCATION: 213

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

EXPANDING THE GUEST EXPERIENCE TO MAXIMIZE SALES & GUEST RELATIONS

Come learn how you can develop new and innovative skills and techniques that enable you to enhance and maximize the group sales relationship while also generating guest experiences that lead to higher retention, participation and attendance rates. You'll return to your park with new knowledge on: identifying new prospects in the business and community sectors; increasing and widening your active pipelines; answering the question: “what makes their park unique;” and achieving your park's sales objective by developing innovative programs and offerings.

Speaker:

Mike Loya, Wild Water Adventure Park

LOCATION: 205

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

100 MAINTENANCE TIPS & MAINTENANCE ROUNDTABLE IN 60 MINUTES

Discover 100 quick but useful maintenance tips that are typically outside the scope of an AFO or CPO course. Learn maintenance tips that are important, but are also less common knowledge. Get your questions about waterpark maintenance answered during an interactive discussion.

Speakers:

Bill Haugen, Lynnwood Recreation Center

Chris Klontz, Lynnwood Recreation Center

LOCATION: 214C

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

BLENDED/VIRTUAL LEARNING IN TODAY'S WORLD

This session will look to explore blended and virtual learning as a means of providing staff training to include the use of training beyond the traditional classroom and topics. We will discuss LMS systems and their usage, available resources from the training arena and provide some tips/tricks/traps and best practices for implementing virtual and/or blended learning into staff training.

Speakers:

Larry Newell, Jeff Ellis & Associates, Inc.

Joe Stefanyak, Jeff Ellis & Associates, Inc.

LOCATION: 207

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

LEGAL UPDATES FOR WATERPARK OPERATION

A waterpark owner/operator and IALDA attorneys will focus on human resources issues that managers face on a daily basis, including sexual harassment, recordkeeping for employees, termination of employees and related topics. Come with your questions and get answers from experienced trial attorneys.

Speakers:

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

Jeffrey W. Johnson, Esquire, Johnson Law Group

Bryan T. Pope, Esquire, Waddell Serafino Jenevein

LOCATION: 214A

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

TECHNOLOGY UPGRADES - A MAJOR IMPACT FOR YOUR PARK

WWA Technology Committee members will showcase innovative technologies that park operators can use to increase customer spending, capture customer marketing data, improve record retention, improve staff training and explore ways to increase cashless operations. These technologies range from simple free services to major park overhauls and panelists will share the good, the bad and what they've learned along the way with specific cases studies.

Speakers:

Ken Handler, Global Management Amusement Professionals

Justin La Fond, Hawaiian Falls Waterpark

Chelsea Nelson, Columbus Pool Management

Kelly Smiley, Wild Island Family Adventure Park

LOCATION: 206

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

EXPLORE SAN ANTONIO'S RIVER WALK!

Make plans to join some of your favorite WWA friends - new and old - for some time to explore San Antonio's River Walk together. Meet up for food and drinks at one of the dozens of restaurants offering al fresco dining, take a boat ride down the river itself or go on a walking ghost tour! The options to create new WWA Show memories are endless!





FRIDAY

OCTOBER 22, 2021

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

I GOT TO BUILD MY OWN WATERPARK

Learn how two operators were able to influence park design and build of their waterparks to ensure operational efficiency and safety. Learn the value of being involved from the start and how to overcome the hurdles to opening a brand new waterpark or expansion during a global pandemic. Understand how to communicate your operational needs to the design and build teams, educating them on your why. Gain insights from experienced park operators who have gone through the full process from design to operation.

Speakers:

Melissa Lockwood, Baha Bay at Baha Mar Resorts

Olivia Wyrick, Qiddiya Waterpark

LOCATION: 206B

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

VALUABLE MARKETING SHIFTS IN A DIGITAL AGE

This session will kick-off with a brief overview of how the 2020 pandemic accelerated the shift to a more digital world in every sense possible. We'll dive into how Epic Waters shifted almost all of its advertising to a wide array of digital solutions and away from a largely traditional marketing budget. During the session, we'll go through examples of how this proactive budget change dramatically affected ROI in a positive way, and how the results seen by the facility in 2020 and 2021 will affect its advertising decisions for years to come. We'll leave plenty of Q&A time available at the end, so come ready with questions.

Speakers:

Michael Hays, Epic Waters Indoor Waterpark

Randall Hudson, American Resort Management

Kier Rouse-Perry, Epic Waters Indoor Waterpark

LOCATION: 206A

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

THE NEW-NORM EMPLOYEE EXPERIENCE: 5 ESSENTIALS FOR CREATING A HAPPY AND EFFECTIVE TEAM

As most managers, directors and HR personnel know, "culture eats strategy for breakfast." The problem is that for many parks, organizational culture has become synonymous with perks like free admission tickets, team member parties and swag. Now, there is nothing wrong with perks, but perks alone can't create a healthy team culture. Being valued does. Valuing employees precedes creating loyal customers. The global attractions industry is entering a new season. A season where the employee experience must be more important than the customer experience. It's a season where you get the opportunity to hit the reset button on your organizational culture. But outdated and authentic-less management won't do the trick. There is no more hiding behind perks and benefits. In this new norm, healthy cultures will be built on intentionality, trust and autonomy. In this session, you will learn how to improve your organization's culture through the 5 essentials for creating a happy and effective team culture.

Speaker:

Shawn Welch, SWCo.

LOCATION: 205

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

NEW IDEAS FOR INCREASING REVENUE

Increase your bottom line with new ideas in revenue generation. A panel of speakers will briefly discuss ideas for increasing profits with new products, new programs and special events. Attendees will then have the opportunity to share their successes, learn from their peers and gain insight into generating more revenue while keeping costs down.

Speakers:

*Sandra Greiner, Sun Splash Family Waterpark
Josh Holman, Westwood Family Aquatic Center
Kyle Rieger, NinjaCross Systems
Jenna Stevenson, AqP, City of Baytown
Cade Vereen, Typhoon Texas Austin*

LOCATION: 207

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

PREVENTING SEXUAL ABUSE AT WATERPARKS

Learn specific best practices for managing the risk of sexual abuse in the waterpark environment. Take steps to make your facility safer, and understand what you can do to protect your guests. Discover how to detect red-flag behaviors in adults and youth, how to supervise high-risk activities and locations and how to interrupt suspicious interactions and report concerns.

Speaker:

Laura Hardin Aceves, Praesidium

LOCATION: 205

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

MULTIGENERATIONAL APPROACH TO IN-SERVICE TRAINING

This session will provide a hands-on experience and navigate in-service training techniques for using a multigenerational approach to train staff. This session will help to identify the needs of the entire team. You'll hear about a 360-degree approach to aquatic training using technology to simulate different scenarios. You'll uncover creative ways to polish skills, communicate effectively and drill your team while sharpening their skills.

Speaker:

Kirsten Barnes, Counsilman-Hunsaker

LOCATION: 206B

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

DEEP IN THE HEART OF TOURISM AND TRAVEL TRENDS

This session will focus on amusement and waterpark tourism and travel trends in Texas and beyond, especially in a pandemic world. Topics will include guests' safety, how we adjusted to a "new normal," figuring out how to adhere to all of the new restrictions and how we plan on moving forward. Hear from experts in the travel, zoo and waterpark industries and be ready how to prepare your facility for the upcoming season.

Speakers:

*Lise Collins, SeaWorld Parks & Entertainment
Dave Krupinski, Visit San Antonio
Tim Morrow, San Antonio Zoological Society*

LOCATION: 207



DAILY SCHEDULE

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

HOW TO DRIVE BUSINESS USING MARKETING DATA

Join marketing experts for this engaging, interactive presentation on how to stage strategic campaigns so you can gauge real time what's working to drive visits and upsells. Media Director Tyler Catania and Strategic Analytics Manager Will Gustafson take you through the key steps to building measurable campaigns in LinkedIn, PPC and Paid Social, and how to know where your spending is delivering the most ROI. Key takeaways include real-world examples of what works and three proven tactics that you can apply to your campaign real-time.

Speakers:

Tyler Catania, Zaiss & Company Marketing

Will Gustafson, Zaiss & Company Marketing

LOCATION: 206A



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

OPERATIONAL SAFETY - SHIFTING VIEWS TO EMPOWER

Learn best safety practices in this session! In this panel discussion, tips, tricks and takeaways for increasing operational and maintenance safety will be shared. Panelists will discuss empowering staff to shift their view to focus on being safety minded in their day-to-day duties. Time will be allotted at the end of the session for specific safety questions.

Speakers:

Nichole Bohner, City of Round Rock Parks and Recreation

Stephanie Darimont, American Red Cross

Jamie Stevens, City of Cedar Park

LOCATION: 207

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

AVOIDING THE DISCIPLINE AND TERMINATION PITFALLS

Discipline and termination issues can be challenging for owners and managers to navigate. They are also the most legally dangerous. More lawsuits stem from discipline and termination than any other employee interactions. Proper documentation and planning is key to effective and legal disciplinary procedures. When an employee's performance is below expectations or his or her conduct on the job is not acceptable, you as the owner or manager must act promptly to correct the situation. Acting promptly and within proper guidelines can prevent problems down the road. This class will teach you how to address unacceptable employee behavior and performance problems while keeping you out of legal hot water.

Speaker:

Wendy Christie, EmployerESource

LOCATION: 205

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

CREATIVE AQUATIC IN-SERVICE FOR TODAY'S TEAM

This collaborative presentation will cover creative in-service activity ideas that go outside of the normal skills practice and will help keep your staff engaged in the process of their knowledge maintenance. Some topics that will be covered will include conditioning, team building, skills practice, drills and conducting scenarios while minimizing the risk of disease exposure between your team. Learn at least one new method to promote staff engagement and at least one new activity to implement for in-service training.

Speakers:

Kasey Gonzalez, Lackland Airforce Base

Taylor Roby, University of Texas at San Antonio

LOCATION: 206B