



XACHARY AGUILAR

Xachary Aguilar began his waterpark adventures at the age of sixteen as a part of the Guest Service team with Splash Kingdom Waterparks in east Texas. Since then, he has graciously led his team in the role of Asst. Park Manager, emphasizing on hiring, training and establishing great customer relations. He currently oversees and leads roughly 125 staff members ranging from department managers to seasonal student staff. In his role, he has been able to decrease the parks' employee turnover rate by more than 50 percent and has created a successful team of returning staff, while also helping to increase overall customer satisfaction and in-park experiences. Aguilar also manages, helps conduct and creates content for marketing campaigns and projects across social media, email and direct-text platforms for all five of Splash Kingdom's locations. Additionally, Aguilar is the CenterEdge Software/point-of-sale administrator for Splash Kingdom Waterparks and manages company setup, training and support for all point-of-sale systems. "When you catch a glimpse of your potential, that's when passion is born." - Zig Ziglar.



JOAN ALLGAIER, ESQUIRE

Joan Allgaier is special counsel with Allen-Curry, P.C., and practices as a litigator. She is a seasoned trial attorney and specializes in general casualty, automobile liability, premises liability, aviation matters, recreation and amusement liability, product liability, professional liability, commercial matters, construction defect and provides guidance on insurance coverage issues. She also counsels insurance professionals, adjusters, recreation providers and non-profit agencies on safety, risk management and issues such as best practices to prevent accident and, when the inevitable happens, accident response. Allgaier is active in several local and specialty bars and is dedicated to promoting diversity and inclusiveness efforts in the legal industry. She was recently appointed to the board for the International Amusement & Leisure Defense Association (IALDA). She was a former board member of the Colorado Defense Lawyers Association. She participates in various, additional bar associations. She presents at safety seminars for amusement and recreation providers to teach on matters related to risk management, requirements under the Americans with Disabilities Act, responding to accidents and claims handling. Allgaier teaches continuing legal education classes on trial skills and how to navigate privileges in order to identify and locate pertinent medical records. Allgaier graduated from the University of Colorado School of Law in 2007. She practices in the State of Colorado. Awards include Colorado Super Lawyer Rising Star from 2013 to 2016 and Colorado Super Lawyer in 2021.



BRAD ANDERSON

Brad Anderson has a B.A. in education and has been actively involved in the field of aquatics since 1985. He earned his AFO instructor credentials in 2005 and has presented various topics at WWA events and various state associations. His variety of aquatic expertise includes: mechanical, technical, staffing, customer service and safety. Anderson is an AFO Instructor Trainer and holds instructor credentials in AFO, CPO, NPWNPL Lifeguard, PADI SCUBA and Emergency Care & Safety Institute Life-Saving. He has trained thousands of aquatic professionals in water chemistry, risk management, water treatment, operational management, aquatic facility design and maintenance. He is also the Aquatic Facility/Program Supervisor for the City of Englewood and operates Pirates Cove Waterpark, a 5.2-acre waterpark, where he was instrumental in all phases from concept, design, construction and operations. His professional insights and experience on site management, fiscal savings and character diseases keep the audience focused.



DAVID ANDREWS JR.

Dave Andrews Jr. is the General Manager of Soaky Mountain Waterpark in Sevierville, Tenn. Having operated parks from coast to coast and middle to east Tennessee, he is proud of the success he has been a part of while rebranding, rebuilding and building new waterparks. Transferring from his home park in Virginia Beach to Palm Springs, he rebranded Soak City Palm Springs as Wet'n'Wild Palm Springs and led the team and park for almost five years. As General Manager of SoundWaves at the iconic Gaylord Opryland Resort and Convention Center, Andrews established an award winning brand new attraction with an unparalleled experience. He was the face of the park known as "SoundWaves Dave" and brought a new dynamic to an

iconic resort. He is settling in as the General Manager of Soaky Mountain Waterpark bringing his leadership and expertise to not only establish the brand, the park and park culture, but to successfully push the park through an inaugural season amidst the global pandemic. Andrews has a B.S. in mathematics from Hampden-Sydney College and a MBA from Liberty University.



RUDIE D. BALDWIN, ESQUIRE

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

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



CLAY BARNES

Clay Barnes is the Manager, Risk Consulting Services, for the Specialty Insurance Group, a Division of Everest Insurance®. He has more than 30 years' experience in the waterpark, sports & entertainment industries, beginning with his American Red Cross lifeguard certification at age 16. He has been a certified lifeguard,

instructor or instructor trainer in American Red Cross, Ellis & Associates or NASCO since the age of 16. As such, Barnes has worked for Walt Disney World's Typhoon Lagoon, River Country and Blizzard Beach, American Specialty Insurance and Risk Services and Waterville USA. During his professional career, he has worked as a lifeguard, manager, consultant, auditor, insurance inspector and assistant general manager, gaining experience in the operations, regulatory and risk management aspects of the waterpark industry. During his time as the Vice President of Risk Management at American Specialty, he authored the Slide Attendant Training Program, was on the task group that authored the original ASTM 2376 Standard Practice for Classification, Design, Manufacture, Construction and Operation of Water Slide Systems, obtained an associate's in risk management degree and held numerous state inspector, NAARSO and AIMS certifications. Barnes served as the Assistant General Manager at Waterville USA located in Gulf Shores, Alabama, for 11 years prior to accepting his current position in 2018.



KIRSTEN BARNES

Kirsten Barnes is Missouri born and raised and lives with her family on the plains of Kansas. As a graduate of the Missouri State University recreation & leisure studies program, her career in recreation has included overseeing programs serving a variety of populations including aquatics, youth sports leagues, summer

camps, senior programming, ice arenas, golf courses and special events. Barnes also oversaw lifeguard management at 24 aquatic facilities and waterparks with a private management company before taking the reins at a private fitness and wellness center serving more than 17,000 members and overseeing a budget of almost \$10 million in annual revenues. Prior to joining the Counsilman-Hunsaker team, she worked with recreation agencies to provide customized professional development and front-line trainings. She has also spoken at national and regional conferences and trained front-line teams at facilities throughout the country. She is a Past President of the Missouri Park & Recreation Association and was a member of the National Recreation and Park Association Annual Conference Program Committee for three years.



EVAN BARNETT

Evan Barnett is a 24 year veteran of the waterpark industry. At age 16 he started as a park services employee cleaning up trash and restrooms. Not a glamorous job, but one that highlights Barnett's servant leadership attitude and mindset. Barnett is an energetic, confident leader. Budgets and business planning aside, he is the

kind of guy you want to work for. Barnett brings his heart to work and has a unique ability to really connect with people—employees and park guests, alike. He's developed such rapport and respect among his team that everyone buys in fully, creating high performing teams. Under his leadership, the park has received the Executive Board Award from the World Waterpark Association and the Brass Ring Award for the best employee recognition program from IAAPA. Currently, Barnett serves as the President for Typhoon Texas, Houston's premier waterpark destination. Barnett is a proud dad, and it's not unusual to find him serving as the makeup canvas for his two young daughters or struggling to braid their hair. One thing you can be sure of—his commitment to and pursuit of excellence is unbreakable.



CLAUDIO BARRERA, P.ENG.

Claudio Barrera, P.Eng, graduated from the University of Toronto in 2002 with a bachelor of applied science in mechanical engineering, specializing in manufacturing and sustainable development.

Barrera joined WhiteWater in 2003 where he has had the opportunity to work in multiple engineering and management positions such as: Composites Process Engineer, Quality Assurance Engineer, Project Manager, Water Slide Product Manager and Director of Product Development. These positions have given him broad expertise as a manufacturer and designer to the waterpark industry. Today, Barrera is WhiteWater's Director of Innovation. Additionally, he is acting chair for the ASTM F24.70 Task Group on Water Related Amusement Rides and Devices and serves in a corporate technical leadership position on product safety.



ERIK BEARD, ESQUIRE

Erik Beard is Managing Member & General Counsel of International Ride Training LLC, a ride safety consulting firm providing operational safety and accessibility services to waterparks, amusement parks, standalone attractions and family entertainment centers around the world. Beard is also the creator of ADA FAQ:

Disability Training for the Attractions Industry, a unique training program focused on accessibility and ADA compliance specifically for front-line employees in the attractions industry. As a litigator for more than a decade, he represented and advised amusement parks, aquatic facilities, trade associations and industry suppliers with respect to the Americans With Disabilities Act, amusement ride and aquatic safety matters, drowning investigations and in legislative and regulatory matters before several state and local authorities throughout the United States. Having spent several years working for two of the largest amusement park operators in the world, Cedar Fair Entertainment Company and Universal Orlando, he has a unique hands-on, high-level day-to-day operating experience in this industry and is a frequent speaker at amusement industry events and trade shows. Beard also serves as Second Vice President of the New England Association of Amusement Parks and Attractions, on the advisory board for the International Board of Credentialing and Continuing Education Services and on the Government Relations Committees for the International Association of Amusement Parks and Attractions and the World Waterpark Association.



MICHAEL BEATTY

Michael Beatty was with the Walt Disney World® Company for 40 years in a variety of engineering roles including areas such as: attractions maintenance, facility maintenance, transportation, resort facility maintenance and waterparks. He is a voting member of numerous consensus standards committees surrounding the

engineering aspect of facilities and water maintenance. These include ASTM F24, which focuses on amusement rides including aquatic attractions; ASTM F15, which focuses on Aquatic Facility Standards; the International Code Council International Swimming Pool and Spa Committee and ANSI/APSP. Beatty served as chairman of the Facility Maintenance and Operation Technical Committee and a member of the Recirculation Systems and Filtration Technical Committee for the CDC's Model

Aquatic Health Code. He has been recognized by *Aquatics International* as one of the Power 25 in the aquatics field. Beatty is a licensed pool and spa contractor. He moved to San Diego to be the Director of Maintenance for SeaWorld. Currently, Beatty is doing consulting for theme park attractions and aquatic venues. He also serves on WWA's Government Relations Committee.



CARL BLAHUTA

Carl Blahuta began as a Splashway Waterpark & Campground life-guard 21 years ago and now serves as owner and operator of the same park alongside his wife, Laura, and father-in-law, Hank Novak. Together, they have 3 boys under 7 who keep them on their toes and are the inspiration to Blahuta's endless desire to improve the Splashway property. What began as a small municipal park has grown to more than 100 acres of camping with a world class waterpark featuring iconic rides by ProSlide including the latest, "Dueling Splash Blasters," a WWA and IAAPA Best Ride winner in 2019. He's not stopping there as the park is opening 4 new and exciting rides in summer 2022. The park prides itself on the motto "We are Family" and has been ranked as one of Texas' top outdoor destinations. His personal mantra is "There's always a better way." Over the last few years, the park has been in the process of creating a look and feel unlike anywhere in the coastal plains of Texas. This unique vibe with lush landscaping and blended architecture is a world where the palms meet the oaks, the hills meet the waves and George Strait meets Jimmy Buffet.



JOHNNY BLEVINS

Johnny Blevins began his post educational career as a public school teacher and tennis coach, an aquatic director and aquatic personal trainer in a private hospital setting before becoming a regional director of sales and marketing for NAYA Canadian Spring Water. In 1999, he began working for SoBe (South Beach Beverage) brand as a representative for the central U.S. In recognition for his use of creative marketing techniques, and bundling items together for increased brand awareness, Blevins was awarded the 2002 Pepsico President's Ring of Honor in a New York ceremony. In 2005, he began work on his personal project of Splash Kingdom Family Waterpark in Canton, Texas. The initial facility opened for its inaugural season in June of 2006. In 2010, Splash Kingdom purchased a second location in Shreveport, La., then built another ground up property in Hudson Oaks, Texas in 2013. Splash Kingdom currently operates 5 locations across Texas and Louisiana. Blevins also owns and operates P23 consulting group to help clients design and develop new parks and increase their revenue potential. Recent projects include Typhoon Texas, located in Katy, Texas who chose Blevins as their construction and operations consultant for the impressive project and in 2021, P23 group worked with the City of El Paso, Texas to open 4 new waterparks for the inaugural season. Always searching for new and better ways to increase guest experience and improve facility profitability, Blevins was co-founder of Splash Radio in 2008. This product provides a fully customizable radio experience for its waterpark clients, while helping them increase revenue through sponsorships and in-park marketing. This product is now heard in 100+ waterpark facilities across the country and several hundred school districts and colleges under the Neptune brand. Splash Kingdom has won more than 25 World Waterpark Association awards over the past 16 years for excellence in marketing and advertising efforts. In 2011, Splash Kingdom was honored to receive the Industry Leadership Award from the WWA in New Orleans. The WWA's Board of Directors also named Blevins as the 2012 recipient of their Executive Board Award. Blevins also received the inaugural 2014 Community Builder Award for Canton, Texas, Entrepreneur of the Year for Parker County, Texas and currently serves on the board of directors for Educators Christian Fellowship, as well as the Texas Travel Alliance. He recently celebrated 32 years of marriage to his wife Marci; they have a son, Brett (25) and a wonderful new daughter-in-law, Meggan. Blevins holds a B.S. in education and kinesiology. He is AFO and CPO certified, as well as a lifeguard instructor for the Jeff Ellis & Associates program.



CONNIE BLOWE

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



NICHOLE BOHNER

Nichole Bohner is Aquatics Division Manager for the City of Round Rock Parks and Recreation Department in Round Rock, Texas. Her team was awarded as an *Aquatics International* "Best of Aquatics" winner in both 2020 and 2017, along with multi-year honors as Texas Public Pool Council's Agency of the Year. She currently oversees operations of Rock'N River Water Park, while also leading creative direction for the division's branding, training, recruitment and social media programs. (Check out @roundrocklifeguards on Instagram!) She is an alumna of Bowling Green State University, and her skills were honed while programming and supervising the pools, beaches, lifeguarding and learn-to-swim programs for operations in Ohio, Nevada, California and Texas. She has served multiple waterpark, pool and beachfront operations throughout the nation and holds a great passion for all things water and water safety-related. She has spoken previously for the World Waterpark Association, as well as for various organizations including: Texas Public Pool Council, Ohio Parks and Recreation Association, Missouri Park and Recreation Association, Bay Area Public Pool Operator Association, the Association of Aquatic Professionals and the National Recreation and Park Association.



BOB BRADLEY

Bob Bradley is the owner of Aquatic Consulting & Educational Services (ACES), based in Raleigh, N.C. With four decades of experience as a leader on aquatic facility operation, recreation risk management and safety training, Bradley was instrumental in the development of what is now the National Recreation & Park Association's Aquatic Facility Operator certification program. Bradley was the founding president, treasurer and served for more than a decade as a board member of the Drowning Prevention Coalition of Central Arizona. Bradley was also the founding officer and board member of the National Drowning Prevention Alliance and the founding president of the NRPA's National Aquatic Branch and was the chairman of the national board of directors for the Aquatic Facility Operator course and continues to serve as an Instructor Trainer for the program. Bradley was the executive director of the Arizona chapter and the Southwestern region of the Pool & Hot Tub Alliance (formerly the Association of Pool & Spa Professionals), where he conducted the Certified Pool and Spa Technician training program. He is also a member of Total Aquatic Management's aquatic consulting team. Bradley has written numerous professional articles and contributed to training manuals on lifeguarding, water safety and aquatic operation. Bradley served as a member of the WWA's Children's Drowning Prevention Council. Bradley has been an instructor trainer in multiple specialties for ARC and other training programs. He has worked with camps, YMCAs, public and private aquatic leisure facilities and resorts. Bradley holds degrees in liberal arts and recreation administration.



CODY BUTCHER

Cody Butcher brings Neuman Group a vast and diverse knowledge of waterpark facilities from an operational perspective. As the Aquatics Coordinator for a community association, he was responsible for the operations and staff of a large indoor and outdoor facility for five years. Butcher then spent ten years growing his knowledge and passion for aquatics with the Great Wolf Lodge organization. With experience in a variety of positions, he ultimately advanced his understanding and respect for the impact that operations have on the aquatics facility by acting as a Certified Pool & Spa Operator Instructor and by getting involved with the CMAHC and Jeff Ellis & Associates Advisory Board. Butcher cares about providing a safe and entertaining environment that exceeds guests' expectations while also addressing the challenges of efficiency and profitability in the corporate world.

SPEAKERS



CONNAN CAMPBELL

Connan Campbell is the Western Regional Sales Manager of the Recreational Water & LSS for ProMinent Fluid Controls. His career in aquatics began as a lifeguard in 1984 and he quickly worked his way up the ranks. In addition, for twenty-one years, he was a firefighter/paramedic who also specialized in swift water rescue.

After retiring from the fire service, he came back to aquatics as an aquatic director in a small city for nine years. There he was ARC-WSI, LG-IT, a state aquatics regional representative and held CPO certification. He then went to work as an Applications Specialist for an aquatic equipment distributor. There, he did sales, installation and service of controllers, UV, chemical pumps, heaters and filters. In his role as an Applications Specialist, he added and maintained AFO-I certification. Campbell lectures frequently on the local, state and national level.



BEATRICE CARRILLO

Beatrice Carrillo is currently the Food & Beverage Manager for Typhoon Texas. She has been in the culinary industry since 2007. She started in the waterpark industry in 2016.



TYLER CATANIA

Tyler Catania is the Media Director at Zaiss & Company. He leads a team of analytical and creative thinkers to strategize media planning, implementation and analysis on traditional and digital media campaigns across industries. As a lover of digital technology, Catania cut his teeth in the world of digital marketing and social

media, providing cost-effective, goal-oriented results to clients in family entertainment, education, automotive and more.



PAUL F. CAVANAUGH, ESQUIRE

Paul F. Cavanaugh has been a partner in Daly Cavanaugh LLP since 1997. He has been admitted to practice before the courts of Massachusetts since 1992 and the courts of New Hampshire since 2006. He is also admitted to practice before the U.S. District Court, District of Massachusetts (1993), the U.S. Court of Appeals, First Circuit (1999) and the U.S. District Court, District of New Hampshire (2006).

Cavanaugh received a bachelor of science degree, with distinction, from Babson College in Wellesley, Massachusetts in 1986. After working at Fidelity Investments in Boston, Cavanaugh studied law at Fordham University School of Law (J.D., 1992) in New York City and Boston University School of Law (1991-1992) in Boston, Massachusetts. While at Fordham, Cavanaugh was a member of the Fordham Urban Law Journal. Cavanaugh is a member of the New Hampshire Bar Association and the International Amusement and Leisure Defense Association (IALDA). He serves as an officer of the Alliance of Massachusetts Amusement Businesses and Attractions (AMABA) and a board member of the New England Association of Amusement Parks and Attractions, Inc. (NEAAPA). Cavanaugh was a principal of and general counsel to a network of Dunkin' Brands' franchises on the west coast of Florida, 2007-2019. Cavanaugh's legal practice encompasses both litigation and business counseling. He has tried cases representing both plaintiffs and defendants in state and federal courts in Maine, New Hampshire and Massachusetts. Many of the litigation and non-litigation matters he handles are in the areas of insurance defense, subrogation, insurance law, personal injury defense, admiralty and maritime law and contracts. In addition, he regularly advises and represents clients in matters involving business issues, corporate formation and governance, real estate purchases, sales and leasing and government regulation and legislation.



WENDY CHRISTIE

Wendy Christie, Owner of EmployerESource, has more than 20 years of experience in the area of employee relations. As a human resource consultant, she has helped countless companies develop legally compliant employee handbooks and documentation. All the consultants at EmployerESource take into account business

and industry specific considerations while including state, federal and city laws. Christie has developed 3rd party reporting. This provides employees with a 3rd party to report workplace disputes, providing the company with an insurance

policy against complaints and lawsuits. EmployerESource is the first line of defense in EEOC complaints and lawsuits. Christie has authored a number of articles in several industries on hiring practices, embezzlement, legally compliant employment practices and dress codes for today's workplace culture. EmployerESource's focus is on helping employers avoid a potential and costly employee claim. Christie's experience includes: multi-state experience in employment laws; developing training material for a variety of applications; and developing custom policy and procedures for small and large companies.



LOUIS CIRIGLIANO, JR.

In 2005, Lou Cirigliano, Jr. took over the operations of Breakwater Beach Waterpark. In 2009, Breakwater Beach was the recipient of the WWA's Kelly Ogle Memorial Safety Award. In 2010, 2011 and 2012, Breakwater Beach was chosen as one of the best family attractions in Ocean County, New Jersey by readers of the *Asbury Park Press*. Breakwater Beach was also voted favorite family attraction in 2011 by readers of NJ.com in an online poll. Cirigliano proudly served on the WWA Board of Directors from 2011 until 2013 and was the treasurer from 2012-2013. He was promoted to Director of Operations of Casino Pier and Breakwater Beach on October 1, 2012 and was quickly put to the test after tragedy struck due to Superstorm Sandy. Cirigliano resigned from the board to concentrate on the recovery efforts as Casino Pier was the "face of the storm" on the Eastern seaboard. Their roller-coaster, "The Jet Star," fell into the Atlantic Ocean with 5 other major rides, with most of their pier and boardwalk damaged beyond repair. In 2014, 2015 and 2016, his properties (Casino Pier and Breakwater Beach) won favorite outdoor amusement in Ocean County from the readers of the *Asbury Park Press*. Cirigliano has been an instructor on the WWA University: Ready, Set, Go! A Guide to Getting Started Workshop panel for several years, sharing his waterpark experiences and inspiring new waterpark operators. No stranger to public speaking, he has participated in many WWA educational programs as a presenter as well, and has served on the WWA's Government Relations Committee. Cirigliano was honored with an Executive Board Award from WWA in 2016. Cirigliano is a proud graduate of Rutgers University in 1986, and currently lives in Middletown, New Jersey with his daughters, Taylor & Allie.



RICHARD COLEMAN

Richard Coleman has been involved in the hospitality and amusement industries for more than 25 years. His career has encompassed all aspects of hotel, food and beverage, conference center, amusement and indoor waterpark operations. He has extensive experience ranging from development, financing, branding, launch and daily management of single and multi-unit properties, representing various nationally flagged and independent locations. Over the past decade, Coleman has been directly involved in numerous large-scale hotel, resort and themed attraction projects totaling more than \$500 million in development. He has written, produced and implemented dozens of orientation, training and retention programs. A frequent lecturer and guest speaker, Coleman works tirelessly to promote a more personalized and "old world" service.



DALE COOPER

Dale Cooper is the owner and operator of Safe Slide Restoration. He has 20 years of experience in the fiberglass and waterpark industries. This experience has given him an edge in building one of the most successful waterslide restoration companies in the world. Cooper is a certified composite technician according to the American Composite Manufacturer Association and has received certifications in both gelcoat field matching and epoxy application through the Michigan-based Gougeon Brothers, Inc. Through his experience and networking abilities, Cooper is passionate about bringing time-tested, comprehensive solutions that have set the standards for quality and professionalism within the waterpark community. Connecting competent technicians with advanced formal training is what Cooper believes will keep the industry strong and safe.

SPEAKERS



DAVID J. DALY, ESQUIRE

David J. Daly is the Managing Partner of Daly Cavanaugh LLP since 1997. Daly is admitted to the bars of the following courts: Commonwealth of Massachusetts; the U.S. District Court, District of Massachusetts; the U.S. Court of Appeals, First Circuit; the U.S. Court of Appeals, Fourth Circuit; and, the United States Supreme Court. Daly graduated from the College of the Holy Cross and spent his junior year at the Institute of European Studies, Paris, France. He received his Juris Doctor from Suffolk University Law School. Daly has held several elected or appointed positions. He was a founder of the National Retail and Restaurant Defense Association (NRRDA); member of the Board of Directors and Past President of both the New England Association of Amusement Parks and Attractions, Inc. (NEAPPA) and the International Amusement and Leisure Defense Association (IALDA); president and a director of the Alliance of Massachusetts Amusement Businesses and Attractions, Inc. (AMABAA); and formerly an appointed member of Massachusetts Amusement Advisory Board. He was chairman of the board and a principal of a network of Dunkin' Brands' franchises on the southwest coast of Florida. He was a Selectman in the Town of Wellesley, Massachusetts from 1987 to 1990. He was a board member of the Saudi Arabian International School -Riyadh, Saudi Arabia in the early 1980s and a United States Peace Corps volunteer in Afghanistan from 1969-1971. Daly belongs to several organizations including the Alliance of Massachusetts Amusement Businesses and Attractions, Inc. (AMABAA); National Association of Subrogation Professionals (NASP); International Amusement and Leisure Defense Association (IALDA); ASTM International; Outdoor Amusement Business Association (OABA); Norfolk County Bar Association and the National Bond Claims Association. In Daly's practice, he concentrates on the following: civil litigation; personal injury defense; insurance defense; subrogation; franchise law; amusement and entertainment law; admiralty and maritime law; construction law; products liability; fidelity and surety law.



STEPHANIE DARIMONT

Stephanie Darimont is currently the Sr. Manager, Instructor Capacity Development and Aquatic Program Fulfillment for the American Red Cross. She oversees the Instructor Trainer Academy delivery, Aquatic Examiner Service and specialty Aquatic training. Darimont is an Instructor Trainer for Lifeguarding and Water Safety. She received her bachelor's degree from the University of North Texas in recreation and leisure studies program management. She has worked in various aquatic supervisory and programming roles in Frisco, Plano, McKinney and, most recently, Georgetown, Texas. While in Georgetown, Texas the city was recognized for multiple awards at lifeguard competitions, TRAPS Regional Programming award, Texas Public Pool Council Agency of the Year Award and *Aquatics International's* "Best of Aquatics 2014" for training. Darimont is the Past President of the Texas Public Pool Council. She has spoken at the Central Texas Lifeguard Management Academy, as well as for various organizations including: Regional TRAPS, NIRSA Regional, NIRSA Triventure, NIRSA, Texas Public Pool Council and the Association of Aquatic Professionals.



GEORGE DEINES

George Deines is a Studio Director for Counsilman-Hunsaker, specializing in aquatic facility feasibility studies. He has 24 years of experience in the aquatics industry and holds degrees from the University of North Texas and Dallas Theological Seminary. He is a member of the WWA's Safety Committee, a past recipient of the Kelly Ogle Memorial Safety Award and former president of the North Texas Aquatics Association.



JULIE DION

Julie Dion is a marketing professional with nearly two decades of marketing and advertising experience. She is president of Dion Marketing Company, a boutique marketing firm that specializes in amusement, attractions and destination marketing. Her company has worked with dozens of large and small family entertainment centers, waterparks, seasonal attractions and destination icons in tourist markets throughout the United States.



DAMIAN DONDERO

Damian Dondero is the General Manager at H2OBX Waterpark in the Outer Banks of North Carolina. Before H2OBX, he was the General Manager at Sandcastle Waterpark in Pittsburgh, Penn. for nine years. Dondero started his career at Wet'n Wild Emerald Pointe in Greensboro, N.C. back in the summer of 1996.

Dondero earned his bachelor of science degree in management of recreational facilities and services from East Carolina University. Dondero has held many certifications throughout his career including: Pennsylvania state ride inspector, EMT, CPO, Skycoaster Site Controller, Ellis & Associates Instructor Trainer and ServSafe. He lives in Kitty Hawk, N.C. with his wife Amanda, their son Noah and their daughter Penelope.



JIM DUNN

A registered architect with more than thirty years' experience working at ADG specializing in aquatics, Jim Dunn's portfolio includes more than 100 design/build projects including many of the most prestigious waterparks in the country. His work has received numerous awards over the years including an *Aquatics International*

Dream Designs award, a WWA Board of Directors' Executive Board Award and multiple IAAPA Brass Ring and WWA Leading Edge awards for his projects. In 2011, Dunn was named to *Aquatics International's* "Power 25," a prestigious list of industry influencers working to establish a standard Model Aquatic Health Code (CMAHC) on which he serves as a board member. In 2020, he was inducted into the WWA Hall of Fame in recognition of his influence and contribution to the waterpark industry. He graduated from SUNY Buffalo with a degree in architecture.



BRITTANY ESTES

Brittany Estes is the Director of Sales at Typhoon Texas in Austin, Texas. Estes has worked in the waterpark industry for 5 years. She graduated with a business management degree from Texas State University. Estes began her career in the hospitality industry more than 10 years ago when she started in the resorts and

hospitality sector. She held various leadership positions over four hotel properties where she led a sales team of 10 people. Her efforts during her time in the industry have led to continued revenue growth and for her team to continue to exceed revenue projections.



PAT FINNEGAN

For more than 30 years Pat Finnegan has had the pleasure of developing and managing waterparks that bring families together. His experience as Vice President and General Manager at Chula Vista Resort in the "waterpark capital of the world," Wisconsin Dells, and Director of Operations at Wet'n'Wild Orlando has al-

lowed him to deliver excellent service and expertise to clients in his current role in Business Development at WhiteWater. As a seasoned business operations leader, Finnegan has expertise in guiding fundamental growth in the hospitality industry with a track record of driving process improvements in operational standards, resulting in increased revenue and efficiency. He uses this expertise on every job he works on to support others in this great industry succeed in the waterpark business. He has held various leadership roles within the WWA including serving on the Board of Directors and as Chair of the Children's Drowning Prevention Council and Vice Chair of the Safety Committee. Finnegan has been awarded the WWA Kelly Ogle Memorial Safety Award and Best Speaker award.



KEITH FONTENOT

Keith Fontenot is an Ellis & Associates Client Director and active International Lifeguard Training Program (ILTP®) Instructor Trainer, a role he has held since 2001. Prior to joining the E&A team, Fontenot served as an E&A Senior Associate and Advisory Board member. Beginning his career as a lifeguard in New

Braunfels, Texas in 1994, Fontenot worked with Schlitterbahn Waterparks for 27 seasons. During his tenure, Fontenot held General Manager positions at two of the company's properties before becoming the Corporate Director of Operations

SPEAKERS

overseeing all five Schlitterbahn locations. Fontenot is a Certified Pool Operator (CPO), licensed EMT, chair of the International Association of Amusement Parks and Attractions (IAAPA) Water Park Committee, serves on the Education Committee for AIMS, is a NAARSO Certified Amusement Ride Safety Inspector Level II and a member of the ASTM F24 Committee.



MICHAEL FRISCIA

Mike Friscia serves as Senior Vice President of Operations for ProParks and has extensive experience which includes the development and implementation of successful operating plans focused on driving revenue and profits; realizing efficiencies while maintaining a high level of service; and in a safe and secure environment.

Previously, Friscia was co-founder of Innovative Attraction Management and served in various executive roles at Palace Entertainment, PARC Management and Walt Disney World.



GAYLEE W. GILLIM, ESQUIRE

Gaylee W. Gillim graduated from Duke University (B.A. summa cum laude) and earned a J.D. from St. John's University in 1978. She is admitted to practice in both New York and Kentucky. Gillim has been a member of the International Amusement and Leisure Defense Association (IALDA) Board of Directors since 1995 and

currently serves as Secretary of the organization. Gillim served two terms on the World Waterpark Association's Board of Directors, is on the WWA's Government Relations Committee and is a member of IAAPA's Water Park Committee.



KASEY GONZALEZ

Kasey Gonzalez is currently working for Lackland Air Force Base as the Aquatic Facility Manager for The Special Warfare Wing in San Antonio, Texas. She holds a bachelor's degree in psychology from The University of Texas at San Antonio, a master's degree in clinical mental health from The University of Texas at San Antonio

and a master's degree in parks, tourism and recreation management from Clemson University. Gonzalez has worked in numerous aquatic roles throughout her career including waterparks, municipalities, public higher education and private institutions. She has presented at regional NIRSA conferences and is excited to continue her professional career in aquatics.



REED GONZALEZ

Reed Gonzalez brought a unique perspective to WTI when he started in 2014. He has more than 10 years of experience working at an amusement park and waterpark including two years as waterpark manager and operator. At WTI, he initially designed mechanical rooms with special focus on functionality for future

operators using the space by properly sizing and locating equipment for long-term success. He now manages waterpark projects from design through construction by working closely with clients, architects and other project consultants. His knowledge of park procedures has helped WTI to focus their designs on operational efficiency and his experience is an incredible asset to his clients at WTI.



BARRY GRAHAM

Barry Graham joined TEEX in 2018 following the culmination of a 33-year career in the United States Army where he served primarily as a Military Intelligence Officer. During the course of his military career, he served all across the United States and around the world to include three combat tours in the Middle East, two operational

tours in Central America, two assignments in Europe and two assignments in Asia. His final military assignment before retiring was as the Defense Coordinating Officer (DCO) for FEMA Region 6 where he deployed to manage DOD resources in support of the State of Texas' Hurricane Harvey response and initial recovery operations. Other seminal, executive level assignments include: Joint Task Force Senior Intelligence Officer for OPERATION INHERENT RESOLVE, command of the Garrison Headquarters at Soto Cano Air Base in Honduras and Chief of Intelligence Readiness on the Department of the Army Staff at the Pentagon.



SANDRA GREINER

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

In her first year, she increased revenue by 34 percent and decreased expenses by 9 percent. By her third year the waterpark was profitable, posting the best numbers since the park was opened in 1992. Sun Splash's main building was lost in a fire on July 7, 2016, but through hard work, she and the team were able to rebuild a Guest Relations area that better serves her guests. Her goal is to always give the guest an 'added value' experience so they keep coming back year after year. She currently serves on WWA's Public Sector Committee.



WILL GUSTAFSON

Will Gustafson is located at Zaiss West in Denver, Colorado. He analyzes data to unearth insights about what is working and how to continue to raise the bar for increased results. He cut his teeth at a national digital marketing firm and brings his immense talents to work for Zaiss & Company clients.



CHRIS HALVERSON

Chris Halverson is the Risk Management Sales Director at M3 Insurance. In his role, Halverson works in the field supporting M3's risk management efforts in driving new business and supporting client risk mitigation programs. He works closely with clients to provide safety and risk management services and also develops educational materials and services for internal and external use. He is also the Director of Disaster Response and Recovery in which he assists clients navigate large or catastrophic events and losses.



KEN HANDLER

Ken Handler is the owner and President of Global Management Amusement Professionals (GMAP), which has developed and continues to grow from the ground floor. Handler has been consulting for almost two decades working with his clients and partners to open parks from day one and driving in millions to their bottom line.

He has developed, opened and consulted with more than 100 waterparks throughout the United States and internationally. Handler has operated and managed many of California's finest waterparks and theme parks for more than 30 years. As a nationally recognized revenue consultant, he continues to mentor and provide assistance to a number of well known facilities offering memorable and safe adventures to hundreds of thousands of guests each year. Having received notable acknowledgments from the World Waterpark Association, including winning countless awards in the areas of marketing and programming, he continues to be a highly sought after professional in the waterpark industry. He and his team love the challenge of opening rehabilitated and brand new parks. Creating an enjoyable experience for guests and implementing efficient and cost effective operating procedures are some of his specialties. His experience, creativity and strong work ethic have been the foundation for providing successful consulting and management for municipalities and industry leading entertainment locations.



LAURA HARDIN ACEVES

Laura Hardin Aceves works closely with Praesidium's social services clients as well as other youth-serving organizations. In collaboration with the Praesidium team, Hardin Aceves trains employees and volunteers, conducts management systems reviews and risk assessments and consults with organizational leaders to ensure

the ongoing protection of youth and vulnerable adults from abuse. As a licensed master-level social worker, Hardin Aceves brings to Praesidium her experience of working in youth development, mental health care, child welfare and community research. She received her bachelor's degree in religion and sociology and her master's degree in social work from TCU in Fort Worth, Texas.

SPEAKERS



BILL HAUGEN

Bill Haugen began his aquatics career in 1980, and has worn many hats in the industry including founding the Valley Aquatic Swim Team, managing the Sumner Pool, coaching collegiate swimming for PLU and for the past 22 years, managing the Lynnwood Recreation Center. He also is currently coaching the Sumner High School Swim Team and operating the Sumner Pool. He is an ARC WSIT and a AFO Instructor.



MICHAEL HAYS

Michael Hays has provided service in the aquatics industry since 1995 opening and operating both indoor and outdoor waterpark facilities across the United States. Today, Hays serves as the Corporate Director of Waterpark Operations for American Resort Management and leads the operation at the award winning Epic Waters Indoor Waterpark in Grand Prairie, Texas. Along with these duties, Hays has provided consultation to a number of exciting projects currently in development.



STEPHANIE HEE-JOHNSTON

Stephanie Hee-Johnston started working for NRH₂O Family Water Park at the age of 19 as the Marketing Intern. Today, she is the Assistant General Manager where she manages the sale of tickets and season passes and assists in overseeing the Revenue and Operations departments. She began her full-time career at NRH₂O as the Group Sales Representative, managing all group outings including day groups, birthday parties and park buyouts and implementing cabanas. In 2009, she was promoted to the Marketing Specialist where she oversaw all marketing and special events. She also recently became certified as an instructor with Ellis & Associates so she can assist with hiring and training lifeguards. Hee-Johnston currently serves as the Chair for the Marketing & Communications Committee for the World Waterpark Association. Prior to joining NRH₂O Family Water Park full-time, Hee-Johnston worked in Group Sales at SEGA GameWorks in Grapevine, Texas. She has a bachelor's of business administration degree in marketing from the University of Texas at Austin.



SCOTT W. HESTER, P.E.

Scott W. Hester, P.E., President of Counsilman-Hunsaker, is responsible for leading the daily operations of the Counsilman-Hunsaker team. Hester provides his comprehensive industry experiences in all aspects of Counsilman-Hunsaker including business development, design and engineering, quality control and facility operations and services. Hester is known as a high-integrity, energetic leader having a diverse portfolio of experience in aquatic facilities spanning all market sectors. Hester is a recognized leader in the aquatics industry and has shared this knowledge by providing educational based presentations throughout the country. As a licensed professional engineer in 30 states, he provides leadership and support in developing schematic and design development drawings; completing construction documents and technical specifications; and assisting project bidding, construction administration and owner start-up operation phases. In addition, Hester has led industry research regarding industry trends and technical design.



JOSH HOLMAN

Josh Holman is the Recreation Supervisor Aquatics and Special Events at the Westwood Family Aquatic Center. He has been in the aquatics industry for a little more than 18 years. Holman worked on the operations side of aquatics, commercial pool sales and service and aquatic programming. His role for the Norman Parks and Recreation facility is to provide special events & operation for the seasonal waterpark.



MICHAEL HOLTZMAN

Michael Holtzman is Founder and CEO of Profitable Food Facilities Worldwide (PFFW), a company specializing in captive market restaurant locations including waterparks, aquatic facilities, sportsplexes, theme parks, FEC's, agritainment farms, municipal facilities, country clubs, ski resorts and casinos. He has worked with more than 700 facilities in 48 states, Canada, Europe, Jamaica, Asia and the Middle East. Holtzman is recognized as a global food and beverage educator. He has spoken at more than 350 conferences for international organizations such as WWA, IAAPA, NRPA, BPAA, CMAA and others. Bringing together his decades of experience and dynamic speaking style, he has earned top speaker recognition several times over the past 30 years.



LEE HOVIS

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



CINDEE HUDDY

Cindee Huddy is co-owner of International Ride Training, with 35 years of service experience including the areas of safety, operations, training, customer service and employee development. She began her career at Six Flags Over Texas in Arlington, Texas and worked her way up the management ladder at Opryland USA in Nashville, Tennessee, Fiesta Texas in San Antonio, Texas and MGM Grand Adventures in Las Vegas, Nevada. Huddy graduated from Texas State University with a bachelor's of science degree in recreation administration. She is a member of ASTM International, Amusement Industry Manufacturers and Suppliers (AIMS) and the American Society of Training and Development (ASTD). She won both the Antonio Zamperla Award for her commitment to operations safety in the industry and Best Presenter award from AIMS. In addition, she has published works in several industry publications. Huddy is a recent graduate of the prestigious American School of Protocol located in Atlanta, Georgia and teaches etiquette classes to both children and adults. She resides in Incline Village, Nevada located in beautiful Lake Tahoe.



RANDALL HUDSON

A reformed banker turned waterpark group sales expert, Randall Hudson's background in banking has given him a unique approach to serving clients in the waterpark industry. Hudson got his start with Hawaiian Falls Waterpark in Mansfield, Texas as a Group Sales Manager in 2010 following the banking collapse. His success quickly moved him into the GM role by the summer of 2012, but he always kept selling. While in banking, he was recruited by 3 of the top banks at that time; at each bank he quickly became a top performer. While with Hawaiian Falls Mansfield, he quickly turned the park into one of the top destinations for families and groups in DFW. Fast forward to November of 2018, when he became the Director of Sales for Epic Waters Indoor Waterpark. While there, Hudson led the way for group sales for American Resort Management as their expansion and reach continued to grow. During his time at Epic Waters, he helped to almost double group sales revenue through his aggressive, yet relationship-building approach to the business. Today, he is the Director of Corporate Sales for Epic Waters Indoor Waterpark, while serving as the Vice President of Sales for American Resort Management.

SPEAKERS



SCOTT HYLAND

Scott Hyland is an expert in commercial water filtration, specializing in competition pools, waterparks, aquariums and other large aquatic facilities. He has more than 20 years of experience providing solutions for recreational water facilities across the United States, North, Central and South America.



DAVE IGNATEW

Dave Ignatew has a diverse portfolio, including planning and landscape architecture for some of the world's coolest destinations. His international and domestic experience over the past 25 years includes lead design on resort destinations, themed attractions and residential communities. Ignatew is all about the memorable experience. He has projects across the globe including China, Mexico, Spain, Qatar, Abu Dhabi, Turkey, Russia, Japan, Singapore and North and South America.



JEFFREY W. JOHNSON, ESQUIRE

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



ROBERT KAPPEL

Bob Kappel is the Aquatics and Life Support System Regional Sales Manager for Central and Western U.S. for ProMinent Fluid Controls. His background consists of 24 years' experience in the design, manufacture, installation and service of commercial and industrial water treatment, filtration and disinfection systems including ozone, chlorine dioxide, chlorine, ultraviolet, analyzers and controllers, RO, UF, anion and cation exchange, variable frequency drives and controls. His record of accomplishment includes 20+ years of facilities, sales and department management, product development, product launches and market development. Kappel is an author of numerous articles featured in national trade magazines and many presentations across the U.S. at national, regional and local conferences. His extensive background includes tenure with Siemens Water Technologies, Hanksraft H2O Products and Engineered Treatment Systems. Other activities include serving as a member of the WQA Regional and State Regulatory Affairs committee, past co-chair of the Wisconsin HFS 172 code revision committee, AFO Instructor-Trainer and Executive Board Chairperson for the PPOA.



SHAWN KIDD

Shawn Kidd is the Director of Operations at Island H2O Live! in Kissimmee, Florida. Prior to his current role, Kidd worked as a Client Partner for StarGuard ELITE, as the Corporate Director of Logistics for Innovative Attraction Management and as the Aquatics Director for Myrtle Waves Water Park. His background also includes acting as the E&A Client Manager serving the Walt Disney Company and he worked directly for Walt Disney World for 15 years in a variety of management roles across waterparks and resort recreation. Kidd is currently an SGE Instructor Trainer and was previously an E&A Instructor Trainer and an ARC Instructor; he has also been an auditor for all three programs. Today, Kidd serves as Secretary for the WWA's Government Relations Committee and resides in Apopka, Florida with his two children, Alex & Meagan.



CHRIS KLONTZ

Chris Klontz began his aquatic career in 2000 and has been a supervisor at the Auburn YMCA, Tapps Island Association, Seattle Children's Hospital Therapy Pool, Washington Athletic Club and, for the last 10 years, the Lynnwood Rec Center. He has degrees from the University of Washington in marketing, entrepreneurship and music, serves as secretary for the WWA's Public Sector Committee and is an AFO Instructor.



JODY KNEUPPER

Jody Kneupper is a Regional Vice President for Premier Parks, an operator of multiple theme parks and waterparks across the U.S. and Canada. Part of his responsibility is to manage Wild Waves Theme and Water Park in Federal Way, Washington where he has worked since 2019. Prior to Wild Waves, Kneupper worked at Wet'n'Wild Splashtown in Houston, Texas where he had worked for the company since 2009. As a Regional Vice President, he also helps oversee several other properties as well as coordinate operations for the 13 properties Premier Parks operates. He began his career in the waterpark industry in 1989 as a lifeguard at Schlitterbahn in New Braunfels, Texas. After graduating from the University of Texas in Austin, he worked in various management positions in revenue and operations around the country at many great parks such as Schlitterbahn, Raging Waters, Wet'n'Wild and Hawaiian Falls. Kneupper is currently an Instructor Trainer for Ellis & Associates (E&A), is CPO certified, a Level 1 NAARSO Ride Inspector, an AIMS Level 1 Operator and was a licensed EMT in the State of Texas. He currently serves on the Council for the Model Aquatic Health Code Board of Directors, the E&A Advisory Board, ASTM F24 Committee, the International Association of Amusement Parks and Attractions (IAAPA) Finance and IT Committee and was the past Chairman of the IAAPA Water Park Committee.



RAY KOENIG

Ray Koenig is a partner and senior account executive in the Madison office of M3 Insurance. Specializing in property and casualty insurance, his primary role is to place property and casualty insurance products and to counsel existing clients about risk management strategies and insurance planning. Koenig takes a corporate leadership role in structuring complex risk management solutions, and program design for both public and private enterprises with national and international scope. He has specialized expertise in the following products and strategies: directors & officers liability, professional liability, workers' compensation, contractual risk transfer techniques and cost containment including alternative risk financing mechanisms such as captives and self-insurance.



SUSAN KRUIZINGA

Susan Kruizinga is a veteran executive of the marketing, sports and entertainment industries having spent the past ten years in the waterpark industry, starting with Hawaiian Falls Waterparks, which included the startup of three new waterparks in Dallas, Waco and Austin, Texas. In the fall of 2015, Kruizinga joined the team starting a new waterpark in the Houston area to create and implement a sponsorship program, in addition to developing the programming schedule for Typhoon Texas. Due to the success of that park, Kruizinga was recruited to join the Premier Parks team and assist in the rebranding and building of a waterpark in Toronto, Ontario, Canada and began this project in September of 2016. Kruizinga currently holds the role of Director of Sales and Marketing for Wet'n'Wild Toronto. Prior to her waterpark experience, Kruizinga was with K1 International Sports Marketing & Events based in Arlington, Texas where, as Vice-President, she directed the day to day efforts for all marketing, event management and tour management contracts for multi-sport events. Prior to leading K1 Events, Kruizinga founded and built the London Sports Council in London, Ontario, Canada and served as its Executive Director. Through coordination with The City of London as well as the Chamber and CVB, Kruizinga developed backing for an initiative to increase the presence of sports and sport events at all levels of play to better serve the community and

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create additional economic impact for the city. Some of her projects included: development of the London Sports Hall of Fame and Annual Dinner, securing Ontario Winter and Summer Games and creation of a kids' sport program. Kruizinga is a graduate of The University of Waterloo in Waterloo, Ontario, Canada where she received an honors B.A. in recreation.



DAVE KRUPINSKI

For nearly three decades, Dave Krupinski has been an impact player in the destination management organization, hotel and transportation sectors. Currently, as the Chief Operating Officer of Visit San Antonio, he helps oversee a tourism landscape that welcomes 41 million visitors annually. In San Antonio, the seventh-largest city in the country, Krupinski assists in overseeing the sales, service and marketing of a \$15.2 billion hospitality industry. His versatility and deep passion for what he does includes proactive roles with the U.S. Travel Association, National Tour Association, American Bus Association, Texas Travel Alliance and Student Youth Travel Association, along with several civic engagements in San Antonio. Under Krupinski's watch over the past eight years, San Antonio has been celebrated in headline publications such as *Forbes*, *Travel + Leisure*, *USA Today*, *Conde Nast*, *New York Times* and *Lonely Planet* as one of the nation's most desirable travel destinations. Krupinski was part of Visit San Antonio's partnership in the successful 2015 bid for World Heritage Site status for its historic Spanish colonial missions, including the Alamo, and has complemented the city's ongoing and aggressive efforts to evolve its air service. Krupinski has been a spearhead in the expansion of co-op marketing and direct-to-consumer campaigns with valued hospitality partners; in the successful 2016 transition of the San Antonio CVB, a municipal entity, to Visit San Antonio, a public-private nonprofit; and in the \$325 million transformation of the Henry B. Gonzalez Convention Center, the largest infrastructure upgrade in the city's history. He is a graduate of the University of Toledo, where he earned a bachelor of science degree in individual studies, hotel/restaurant administration. Krupinski and his wife, Karen, are parents to son Zachary, a businessman in San Antonio. In his spare time, he and his family enjoy whitewater rafting excursions and traveling to unique destinations around the country.



JUSTIN LA FOND

Justin La Fond joined the Hawaiian Falls family in the summer of 2011 and he has served in many leadership positions throughout his career at Hawaiian Falls including intern, operations manager, revenue manager and currently has been serving as a Park Director for 5 years. As the Park Director, La Fond oversees the day to day operations of Hawaiian Falls busiest and most profitable property. Prior to joining Hawaiian Falls, he attended Louisiana State University and the University of New Orleans and received a bachelor's degree in hotel, restaurant and tourism. After college, he served 5 years in the restaurant/hotel industry. He has obtained certifications in pool operations, StarGuard ELITE Lifeguard Instructor and Texas Food Management. La Fond also serves on the World Waterpark Association's Technology & Innovations Committee. He lives in Mansfield, Texas with his wife, Chelsea and two daughters, Olivia and Avery. In his free time, you will find him cheering on the Tottenham Hotspurs football club, trying new craft beers, playing golf or cooking for his family.



CLODAGH M. LANE, ESQUIRE

Clodagh (Chloe) M. Lane has been an attorney at Daly Cavanaugh LLP since 2021. Lane is admitted to practice before the courts of the Commonwealth of Massachusetts, the United States District Court for the District of Massachusetts and the United States Court of Appeals for the First Circuit. Lane received a bachelor of arts degree in international studies and Chinese from Boston College. She has studied Mandarin for eight years, including in Beijing, China. She has also spent time abroad studying in Venice, Italy and visiting family in Ireland. After her graduation from Boston College, Lane completed a year of service in Austin, Texas with the Jesuit Volunteer Corps as a family case manager. Lane received her law degree from Northeastern University School of Law, completing concentrations in business and commercial law and international business law. Throughout her three years at Northeastern, Lane worked as a law clerk at Daly Cavanaugh LLP. During law school, Lane served as a judicial intern in the chambers of the Honorable Norman H. Stahl at the United States Court of Appeals for the First Circuit in Boston,

Massachusetts. Additionally, Lane completed internships with the General Counsel of a non-profit impact investment firm, with the Proxy Voting and Governance Research Team at a global financial services company and at the Boston office of a national commercial litigation firm. As a first-year law student, Lane volunteered with the Legal Assistance to Victims Project, interviewing and devising legal strategies for survivors of domestic violence. Lane's practice concentrates on civil litigation, subrogation, personal injury defense and estate planning. In addition, Lane regularly advises and represents clients in matters involving business issues, corporate formation and governance, employment law and government regulation and legislation.



ROBERT LAWSON

Robert Lawson is the Founding Principal and CEO of Daldorado, LLC. He is a 1968 graduate of Swinburne University of Melbourne, Australia. He began his career in the world of finance as a CPA, but quickly found his niche in product development and management, as well as marketing and logistics. At a young age, and with a passion to see the world, he became internationally involved with all forms of the production industry and was able to use his acquired skills and training to advance himself to an executive level where in 1986, he was appointed as the Executive VP of an international corporation. Becoming a U.S. citizen, it was here that Lawson was able to enhance his understanding of the aquatics industry, particularly pertaining to main drains and pool gratings. In 1992, Lawson formed his own business, Grate Technologies, which eventually evolved to become Lawson Aquatics. In 2007, the U.S. laws and regulations governing safety for main drains became much more stringent, which prompted the need for a complete redesign of main drains throughout the commercial pool industry. Lawson was instrumental in engineering and developing the domed main drain grate, which is widely used today. In 2011, Lawson Aquatics was sold to a world-renowned filtration corporation. In his continuance to be the leader of the "Gold Standard," Lawson, and a team of highly qualified industry professionals, introduced Daldorado, LLC to the U.S. to provide the safest, most technologically advanced rim-flow and main drain products in the aquatics industry.



JUDITH LEBLEIN JOSEPHS, CPRA, RA

Judith Leblein Josephs, CPRA, RA, has been a featured speaker at conferences and training seminars across the United States for many years. After 20 years in the public sector, she was with the firm of Water Technology, Inc., for 12 years as a Marketing and Operations Consultant. She returned to public life in 2007 as the Director of Community Programs for the City of Summit, N.J. until her retirement in 2019. Under her leadership, the Summit Family Aquatic Center grew into one of the most awarded municipal pools in the country. She is now President of JJJ Enterprises LLC. Known internationally as a speaker and author, Leblein Josephs' specialty in marketing and promotions, has proven quite valuable to her clients. Her novel approach to marketing has won her numerous state, national and international awards. She has repeatedly won the WWA's Best Speaker award and was inducted into the WWA Hall of Fame in 2003. She recently earned the distinction of being awarded all of the WWA major awards with the addition of the Kelly Ogle Memorial Safety Award in 2019. Leblein Josephs served as host for the WWA General Session for years, along with many celebrities including Mickey, Minnie, Goofy and Donald Duck. She has hosted the Ready, Set, Go! Workshop for WWA University for more than 20 years. She has a trophy case filled with Wave Review Award plaques to prove her concepts do work! Leblein Josephs has added author to her resumé with the publication of her first book entitled *Aquatic Center Marketing*, published by Human Kinetics Publishing. She also had a career both in television and talk radio in New Jersey. Leblein Josephs has a knack for making learning a memorable and enjoyable event.



NATALIE LIVINGSTON, CPRP

Natalie Livingston, CPRP, is a 24 year veteran of the aquatics industry. She is Co-Founder/Owner of ALIVE Solutions, a consulting firm geared to keeping people and businesses ALIVE and well. Livingston spent 3 years as Vice President of OoASC focusing on accident and drowning investigations, litigation support and consulting and training programs for aquatics operations. She was previously the General Manager of the Wave Waterpark in Vista, California for 10 years and has

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



MELISSA LOCKWOOD

Melissa Lockwood is the General Manager of Baha Bay, located in Nassau, Bahamas, which opened in July 2021. Prior to joining Baha Mar, she spent 7 years with Farah Experiences in Abu Dhabi, where she was on the pre-opening team at Yas Waterworld and worked at Ferrari World Abu Dhabi in both operations and guest services.

Her experience also includes working in parks and recreation for several municipalities in Texas and Missouri. She has been a frequent speaker at WWA Shows and WWA Middle East Symposia. She is an IAAPA Certified Attractions Executive and a NRPA Certified Parks and Recreation Executive. Lockwood holds a bachelor of science degree from the University of Missouri and a master's of science from the University of North Texas.



MIKE LOYA

Mike Loya is the Director of Sales and Guest Services at Wild Water Adventure Park in California. With more than 12 years of leadership experience in the water and amusement park industry in the sales, event and guest services departments, Loya has been able to bring a new and innovative outlook on developing

relationships in promoting a high level of park experiences. Loya has his master's in management and is currently pursuing his doctorate in management and is writing his dissertation on agile leadership in the water, amusement and theme park experience.



KARI MANEV

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

procedures, assisted with planning and facilitating hiring events and five grand openings and provided assistance in many management positions. From there, she went on to become Director of Water Resort Operations for CoCo Key Hotel and Water Resort in Orlando, Florida, where she was responsible for recruiting, hiring, training, staffing and managing day-to-day operations. Manev became an Instructor-Trainer for Ellis & Associates and has been certified as a Jeff Ellis Swimming Program Coordinator and current CPO, ServSafe Food Safety Manager Instructor and Proctor, Tips Trainer and CARE Instructor. In 2014, Manev left CoCo Key to become a Training Manager for Safety Skills Training in Dubai, UAE. She returned to the U.S. in 2016 to oversee four food and beverage outlets, a resort retail store and the waterpark operation as the Director of Operations-Water Resort Food & Beverage for CoCo Key Hotel & Water Resort. In 2017, she moved from operations to a new position at Catalate Commerce Inc., the industry's first dynamic pricing and e-commerce software provider focusing on bringing their Cloud Store platform to waterparks and attractions. Manev serves as chair of WWA's Waterpark Resort Committee.



NURESH MAREDIA

Nuresh Maredia is a hospitality consultant and appraiser and has completed various assignments in more than 30 states, including on some of the most recent waterparks to open across the country. He has generated appraisals, market feasibility studies, economic impact studies and hotel impact studies for a wide variety of

leisure and hospitality property types. Maredia's expertise is in the evaluation of leisure properties, including hotels, waterparks, amusement parks, surf parks and other leisure real estate. He has worked in management positions at a hotel and

restaurant in Texas and has also helped operate and manage four independent hotels near Mumbai, India. Maredia has consulted on some of the largest indoor waterpark properties in the United States. He has been a hospitality consultant since 2006, is a Certified General Real Estate Appraiser in Texas and is a practicing affiliate with the Appraisal Institute. He heads the Hotel & Leisure Advisors San Antonio office.



JASON MARTIN

Jason Martin joined the Hawaiian Falls family in the summer of 2012 and he has served in many leadership positions throughout his career at Hawaiian Falls including intern, Operations Manager, Park Director and currently, Area Director. Serving as Area Director, Martin oversees the day to day operations of all locations including procurement and special projects for the properties managed by ProParks Attractions Group. He attended the University of North Texas and graduated with a bachelor of science degree in recreation and a minor in business administration. He has obtained certifications in pool operations, StarGuard ELITE Lifeguard Instruction and Texas food management. In addition, he has received the honorable opportunity to speak at the World Waterpark Association as an expert in park revenue in the past. Martin lives in Mansfield, Texas with his wife Raquel and two children Jude and Hope. In his free time, you will find him playing softball on his church team, watching local sports or cooking.



JOSH MARTIN

Josh Martin serves as President & Creative Director of Martin Aquatic Design & Engineering, a firm that has completed more than 2,200 projects in its 30+ year history, including themed entertainment features and attractions for clients such as Walt Disney World, SeaWorld and Universal Orlando Resort, as well as numerous family entertainment centers and municipal/public sector parks and aquatic facilities. Martin designs world-class water features for the resort and theme park industries, creating engaging water to produce compelling guest experiences and memorable aquatic moments. In addition, Martin has experience as an aquatic master planner and is regularly retained to prepare feasibility studies for new developments and renovations in the hospitality sector. He has helped shape the communal gathering places within major tourist and shopping destinations as well as onboard the open decks for cruise lines such as Royal Caribbean. Martin is an expert on the topic of aquatic design and has presented to the United States Public Health Board on the subject of water safety as a consultant for the cruise industry.



SASHA MATEER

Sasha Mateer began her career with Deep River Waterpark and the Lake County Parks Department in 2000 as a lifeguard to work her way through college. After graduating from DePaul University in 2003 with a degree in biology, Mateer was eventually moved into the position of Water Safety Supervisor. While acting as Water Safety Supervisor, Mateer estimates that she has trained hundreds, if not thousands, of lifeguards over the years. In 2007, she was promoted to Operations Manager where she was directly responsible for admissions, guest services and all retail aspects at Deep River Waterpark. After spending 7 seasons as the Operations Manager, Mateer transitioned into the role of General Manager of Deep River Waterpark in February of 2014. Since then, Mateer has been promoted to the Superintendent of Recreation and Special Facilities for the Lake County Parks Department, a position she has held since September 2016. In this role, she has taken on additional duties other than the waterpark that include Bellaboo's Play and Discover Center, a banquet facility and several traditional park sites. Mateer has held certifications as an Ellis & Associates Lifeguard Instructor, American Red Cross Lifeguard Instructor and an Aquatic Facility Operator and Certified Pool Operator. Mateer has spoken on several panels for the World Waterpark Association and was also given the opportunity to speak on a panel for the Indiana Park and Recreation Association. She is currently the Chair of the WWA's Education Committee and has also served as the Vice Chair and Secretary of that committee. Mateer is the recipient of the 2010 Employee of the Year Award from the Lake County Parks and Recreation Department and most recently received the 2013 Executive Board Award from the World Waterpark Association.

SPEAKERS



DARYL MATZKE

Daryl Matzke continues to enjoy and build upon his 35 years of experience in the waterpark and aquatics industry. His specialty lies in managing large-scale, multi-discipline projects. His areas of expertise include masterplan development, plan and calculation review, regulatory review and permitting, project management, construction inspection, contract administration and quality control.



STEVE MAYER

Steve Mayer is currently General Manager of Premier Parks' Wet'n'Wild Toronto. Mayer has more than 30 years' experience in the waterpark and family entertainment business. He began his career in marketing and sales for waterparks and minor league baseball. Over this time, he has been a marketing director, general manager and led development start-ups teams including most recently with Typhoon Texas and Wet'n'Wild Toronto. Mayer has also led operations, development or start-up teams for seven waterparks throughout Arizona, California, Hawai'i, Mississippi, Texas and Nevada. He has consulted on a variety of other projects and turnarounds. His education includes a degree in marketing and MBA in finance. Mayer has two adult children, Jack and Maggie who live in Reno, Nevada. He currently lives in Toronto with his partner Susan.



DYLAN MOORE

Dylan Moore joined ASC Pumping Equipment as shop lead in 2008. He is a third generation business partner and since 2008, he has grown with ASC to oversee operations of the Milwaukee, Wisconsin facility as Business Manager. His technical knowledge assists ASC in solving even the most demanding commercial aquatic applications, while his hands-on experience in aquatic environments and proficiency with VFDs has proven valuable in both remote troubleshooting and onsite maintenance operations. ASC has benefited from Moore's unparalleled work ethic and commitment to the ASC team.



TIM MORROW

Tim Morrow is a graduate of the University of Texas at San Antonio and San Antonio College. Prior to joining San Antonio Zoo in December 2014, Morrow had a 24-year career in the theme park industry, which included the opening of several theme parks, including Fiesta Texas in San Antonio, Parque Plaza Sésamo in Monterrey, Mexico, Discovery Cove in Orlando, Florida and most recently Aquatica Waterpark in San Antonio, Texas. He currently serves as the President & CEO of San Antonio Zoological Society, which operates San Antonio Zoo, Will Smith Zoo School, the Center for Conservation and Research, Kiddie Park and Starbucks. Morrow leads a team of ten executives who together oversee more than 700 employees, 600 volunteers and care for hundreds of animal species, some of which are threatened, endangered or extinct in the wild. Morrow's vision to take San Antonio Zoo to new heights began with investing nearly \$50 million dollars since his arrival at the zoo. More than 150 animal habitats have been improved over that time. Several improvements are large-scale renovations, including a new savanna for giraffes, expanding and improving the elephant habitat and redesigning and expanding both the African lion and rhino habitats. In January 2018, the zoo's preschool for children, Will Smith Zoo School, opened on its new campus, becoming the largest nature-based preschool in the country. In June 2019, Will Smith Zoo School was awarded LEED Platinum certification from the U.S. Green Building Council, the first for a preschool in the country. Morrow serves as the President of the International Elephant Foundation and has served and continues to serve on boards for several organizations to include, Visit San Antonio, San Antonio Visitor Alliance, Texas Travel Alliance, UTSA Alumni Association, Young Presidents Organization's San Antonio Chapter, Zoo Conservation Outreach Group, San Antonio Chamber of Commerce, San Antonio Sports, International Iguana Foundation and the Urban Outreach Advisory Committee for the Texas Parks and Wildlife Department. While away from the "office," Morrow cheers on the San Antonio Spurs and the Dallas Cowboys, and he enjoys traveling with his wife Jennifer and children.



SONIA MUNOZ

A veteran of the waterpark industry, Sonia Munoz has served in many roles throughout her career. What started as a summer job at Schlitterbahn New Braunfels became a true passion. She has been involved with waterpark development, attraction development and park operations throughout her tenure with NBGS International, Schlitterbahn and Big Rivers Waterpark. As an educator, her passion is creating future industry leaders which keeps her actively involved at Kalahari Resorts. "Every day is a new day to learn something new."



CHELSEA NELSON

Chelsea Nelson is a Director of Human Resources and has been around the hospitality, tourism and aquatics industry for 15 years. She has embraced opportunities to study and work nationally and internationally, allowing her to interview and hire hundreds of international students and gain hands-on experience in multiple different cultures. Having gotten her start in the "Waterpark Capital of the World" in Wisconsin Dells, Wisconsin, she has embraced opportunities to work within customer service, food and beverage and operations as well. Nelson graduated from the University of Wisconsin-Stout with a degree in hotels, restaurants and tourism management and minored in business administration.



NICHOLAS NEUMAN

Nicholas Neuman is responsible for Project Development for WTI, waterpark planners, designers and engineers, headquartered in Beaver Dam, Wisconsin. His primary role is to develop and expand the commercial, entertainment and design/build sectors of the business. Neuman is focused on customer relationships in addition to the development of the entertainment division's staff, processes and value to the client. His experience in project concept development, as well as project management and on-site aquatic construction is critical in his role. He has led design charrettes for large scale international commercial and destinations waterparks and brings to the table creative solutions to real challenges.



LARRY NEWELL

Dr. Larry Newell leads the Ellis & Associates education services operations as the Vice President of Education Services. With 30 years of experience, the majority being in program development, publishing and business management, he most recently came from Jones and Bartlett Learning/Ascent Learning, where he served as the Executive Vice President. Prior to that, Newell served as the National Executive for Emergency Care & Safety Institute. He continues to pave the way for new development in education services provided by Ellis & Associates Inc. and Jeff Ellis Management, LLC. He is responsible for the global education strategy including the growth and delivery of traditional classroom-based learning, as well as e-learning. Newell earned his bachelor of science in education at the University of Pittsburgh, his master's of science in education at Baylor University and his doctoral degree in education from Texas A&M University. He currently resides in Ashburn, Virginia with his wife and four children. He enjoys swimming, cycling, golf, hiking and poker in his free time. He also appreciates staying involved in the emergency responder sector, as he has 27 years as a National Registry Paramedic for the Critical Care Transport Paramedic.



TIM O'DONNELL

Tim O'Donnell is the program manager for the WWA Insurance Program by Haas & Wilkerson Insurance. A graduate of the University of Kansas, O'Donnell joined Haas & Wilkerson in 2008. In 2012, he was tasked with leading the sales efforts of the WWA Insurance Program. Launched by the WWA in 2009, this program has brought industry leading coverage forms, loss prevention efforts and state-of-the-art claims handling to the industry and will continue to push the envelope to better serve WWA members.

SPEAKERS



PEDRO OLIVAREZ III

Pedro Olivarez III is the Director of Guest Experience at San Antonio Zoo who has a passion for helping people. He believes that the key to the guest experience starts with the employee experience. In addition to operating the zoo, Olivarez is a member of San Antonio Zoo's Diversity, Equity and Inclusion Council.



MICHAEL OOSTMAN

Michael Oostman has more than 29 years of consulting experience in the aquatic industry. From 1998-2004, he was the aquatic safety consultant to Walt Disney World®, in Orlando Florida. In 2004, he started Oostman Aquatic Safety Consulting (OOASC) to provide a resource to the aquatic, legal and insurance industries. To date

Oostman has conducted more than 900 drowning investigations, which provides valuable insight into causation as well as providing practical solutions and remedies. In addition to his forensic investigation work, Oostman works in the legal community as an expert witness and provides educational and curriculum based training to the aquatics community.



BOB OWENS

Bob Owens is the General Manager at Hyland Hills Water World and he has been with the park since 1984. Water World is the largest publically owned waterpark in the United States and is located in Denver, Colorado. Prior to becoming General Manager in 2018, Owens had overseen guest services, revenue and IT programs for

the park since 1993.



CHRISTINE PALMA

A 25-year water park veteran, Christine Palma is the General Manager at OC Waterpark and Adventure Golf, located on the beautiful Ocean City, N.J. boardwalk, where she is in the process of transforming and modernizing a unique but outdated ocean facing park. Prior to joining OC Waterpark, Palma worked at the

Funplex and served as the Waterpark Manager at Breakwater Beach Waterpark where, among other things, the park won the WWA's Kelly Ogle Memorial Safety Award for significant contribution to guest and employee safety. Palma's industry adventure began as a front-line team member at Six Flags Great Adventure in Jackson, N.J. Over the next ten years, Palma gained broad operational experience working management positions in the Security and Park Services departments prior to joining the Six Flags Hurricane Harbor opening team as Assistant General Manager. Palma is an Instructor Trainer with NASCO, a N.J. Emergency Medical Technician and holds a B.S. in business management from Rowan University.



GEORGE PANTON

George Pantan is currently Marketing and Product Development Manager for Water Safety Products, Inc., a Florida corporation and international supplier of lifeguard uniforms and lifeguard safety equipment since 1989. Pantan's introduction to the aquatics industry began with a position as beach lifeguard for Brevard County

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



FRANK PEREZ

Frank Perez is the General Manager for NRH₂O Family Water Park located in North Richland Hills, Texas. He has been with NRH₂O since the park's opening in 1995. NRH₂O is the first municipally owned and operated waterpark in the state of Texas and has an annual attendance of approximately 230,000. Prior to this, Perez worked at Noah's Ark Water Park in Wisconsin Dells, Wisconsin for nine years. Perez has been a lifeguard, lifeguard instructor and Instructor Trainer for Jeff Ellis & Associates since 1986 and has had the opportunity numerous times to participate as a member of faculty at their annual International Aquatic Safety School. Perez has been a certified EMT, as well as a CPO and AFO for more than 25 years and in 2016 was the recipient of the WWA Al Turner Memorial Commitment to Excellence Award.



R. WAYNE PIERCE, ESQUIRE

R. Wayne Pierce is the "adventure lawyer." Pierce is the only lawyer elected to the World Waterpark Association's Hall of Fame, a recognition of his accomplishments as a "pioneer or innovator who played an integral role in the development of the water leisure industry and the WWA." He has also been elected to the Outdoor Amusement Business Association's Hall of Fame, and serves as general counsel for the International Association of Trampoline Parks. He served on the WWA's Board of Directors from 2003-2010, and returned to the Board in 2018-present. He is a contributing author to the WWA's *Waterpark Development & Expansion Guide* and a presenter for WWA's development workshop. He was selected for *Aquatic International's* "Power 25" as one of the most powerful professionals in the waterpark field and the only lawyer who represents operators. He is the only lawyer to receive the World Waterpark Association's Best Speaker Award in 1995 and the coveted Kelly Ogle Memorial Safety Award in 1997. He served as legal counsel for, and a principal force behind, some of industry's most critical initiatives, including the Waterpark Best Practices Council, the Waterpark Safety Forum, the WWA's Children's Drowning Prevention Council and the WWA's insurance program.



BRYAN T. POPE, ESQUIRE

Bryan T. Pope is an attorney with the Waddell Serafino Jenevein firm with offices in Dallas, Houston, Phoenix and Las Vegas. He has been defending the amusement industry for more than 35 years including waterparks, theme parks, family entertainment centers, carnivals, roller skating rinks, bowling centers and other amusement and leisure attractions. He has been recognized as having special competence by the Texas Board of Legal Specialization when he became Board Certified in both personal injury trial law and civil trial law. He has also been named a Texas Super Lawyer for the past 14 years and is AV Preeminent Rated (Highest Rating for Ability and Ethics) by Martindale Hubble. He is a former President and current Board Member of the International Amusement and Leisure Defense Association (IALDA). He is also a member of the ASTM F24 Committee on Amusement Rides and Devices and IAAPA. In addition to previously presenting at the WWA Show, he has spoken at the annual IAAPA educational convention, the International Aquatic Safety School, the Amusement Industry Manufacturers and Suppliers International (AIMS) safety seminars, Roller Skating Association (RSA) meetings and the Bowling Proprietors' Association of America (BPAA) annual meeting. Pope has tried numerous jury trials throughout Texas and is licensed to practice in state and federal courts within the State of Texas. He has also been admitted to practice before the Fifth Circuit Court of Appeals and the United States Supreme Court. He is a former Rotarian, School Board Trustee and School Board President; and former officer of the Boys & Girls Club of Rockwall.

SPEAKERS



KEVIN POST

Kevin Post leads Counsilman-Hunsaker's Operations team. With nearly 20 years of experience in the aquatic industry, Post has served a variety of client types including public and private waterparks, municipalities, universities, YMCAs and school districts. Post focuses his efforts on helping clients prepare for the development and capital investment of a new or existing aquatic facilities. Post speaks at national conferences and major universities, educating the industry on sustainable business practices for pools, new technologies for aquatic facilities and the science behind risk management. He is a contributing author to WWA's *Waterpark Development & Expansion Guide* and *The Complete Swimming Pool Guide*.



PAUL PRICE

Paul Price is the Park Manager for Cameron Run Regional Park and Great Waves Waterpark for Northern Virginia Regional Park Authority. Prior, he was the Food and Beverage Manager at SplashDown Waterpark in Northern Virginia and a Franchise Field Trainer for 7-11 corporate headquarters. Price has acquired more than 20 years of combined business experience in franchising, waterparks, retail sales, restaurants, food & beverage management, catering and event sales. His passion is personal enrichment, training & development. He is a ServSafe Certified Trainer, Proctor and has the ICAP certification. He also co-hosts the WWA's monthly F&B Member Meet-Up.



MATT RATLIFF

As an experienced marketing and communications professional, creative marketer and natural storyteller by nature, Matt Ratliff loves nothing more than telling a story through a brand. After more than a decade working in professional sports (with the Houston Astros and Texas Rangers organizations), Ratliff traded the ballparks for theme parks and waterparks. After previously leading the marketing efforts for Schlitterbahn Waterpark & Resort, Ratliff currently serves as Vice President, Marketing for SeaWorld San Antonio and Aquatica San Antonio, leading the parks' overall strategic marketing vision including advertising, communications, sales, partnerships and outreach. Throughout his career, Ratliff has remained driven by the unique opportunity that very few industries offer—the chance, each and every day, to help make a life-long memory for a guest—be it their first ride on a thrilling coaster, splashing down an exhilarating waterslide or meeting a beluga whale up-close. In addition to his time at SeaWorld and Aquatica, Ratliff serves on the board for the San Antonio Visitor's Alliance and on Visit San Antonio's Attractions Committee. Most importantly, Ratliff is a father to 3 incredible kiddos and husband to his beautiful wife, Katy. In his free-time you can often find him splashing with his family in Aquatica or visiting the amazing animals at SeaWorld.



KYLE RIEGER

Kyle Rieger brings 10 years of experience and 250 successfully completed projects from the aquatics industry to his team, with over \$16 million in contracted installations. He worked as Key Accounts Sales for the largest waterslide manufacturer in the United States, working with high-profile clients such as Six Flags, Merlin Entertainment/LEGOLAND, SeaWorld, as well as municipal recreation centers, hotels, resorts and projects of all shapes and sizes. After 5 years with SplashTacular, Rieger moved on to complete 180 projects with Waterplay Solutions. During his tenure there, he managed 15-20 distributors and grew sales by 100 percent before departing to help launch NINJACROSS™ in April 2019. Rieger drives business development initiatives and is a true client champion, networker and lead generator. He likes to know about every project, who designed it, who will build it and how to get involved. As a 3rd generation aquatic professional and Certified Pool Operator, he takes pride in client success through delivering on time, on budget and especially by delivering more than promised. Rieger attended the University of Kansas where he earned a degree in human biology and business administration. He is a member of the Sigma Chi Fraternity & one of the original members of Top Gun Kansas City, the largest peer group in Kansas City with 180 members from the business community.



TAYLOR ROBY

Taylor Roby is currently the Assistant Director of Aquatics for Campus Recreation at the University of Texas at San Antonio in San Antonio, Texas. She holds a bachelor's degree in kinesiology from the University of Texas-Arlington and a master's degree in recreation management from Texas State University. Roby has worked in various aquatic roles throughout the years including municipalities, private higher education and public higher education institutions. She has a passion for all things aquatics, water safety and student development. She currently serves as the President for the Central Texas Aquatics Association and has spoken at NIRSA Regional and National conferences in the past.



KIER ROUSE-PERRY

Kier Rouse-Perry is the Marketing Director for Epic Waters Indoor Waterpark, located in Grand Prairie, Texas. With a master's level of education in journalism, marketing and public relations, Rouse-Perry is skilled in forming creative narratives that both resonate with guests and drive marketing success within the facility. Her responsibilities include developing, implementing and evaluating the park's marketing strategy, managing the social media presence and working directly with the contracted digital marketing agencies with the goal of maximizing revenue and increasing brand awareness. Rouse-Perry has five years of experience in marketing and social media strategy. She began working at North Texas' largest indoor waterpark in June 2020 as the facility's Social Media Manager, where she increased the facility's social media following across all platforms by 32 percent before being promoted to Marketing Director in June 2021.



MARK RUCKER

In 2021, Mark Rucker launched The Golden Company, LLC, which provides Senior Advisory and consulting services predominately in the hospitality industry, including theme parks, resorts and retail, dining and entertainment districts. It is also the business that oversees his authoring, publishing and public speaking endeavors. In 2020, Rucker joined the University of Missouri as a Board Advisor in their school of Hospitality Management, where he began writing his first two books. The prior three years he was SVP of Operations and an Executive Leadership Team member with Great Wolf Resorts (GWR), leading three areas: the western U.S. Operations teams; establishing corporate roles for Rooms, Engineering & Aquatics lines of businesses and implementing new enterprise-wide business processes and standards; and leading the Operations Development team to support the U.S. new business growth strategy, including the opening of four lodges. Prior to this time, he had a fulfilling and successful 32-year career working globally in Walt Disney Parks and Resorts (WDP&R) and regionally at the Walt Disney World Co. (WDW). During that time, Rucker rapidly moved through fifteen different roles with ever-increasing responsibilities. The various roles included global VP of Experience Planning & Integration, VP of Park Operations, Lodging and Operations Systems Integration while at WDP&R. Some accomplishments included the product launch of Disney's MyMagic+, the planning and opening of new parks and resorts, the expansion of existing assets worldwide and the driving of countless corporate initiatives. Other executive roles in earlier years included VP-Park Operations, Director-Resort Room Operations, GM-Park Operation at Epcot, Director-Transportation and Resort Support and GM-Water Parks & Recreation while at WDW. Rucker is a graduate of the University of Missouri, where he majored in industrial engineering and later earned an MBA while working at Disney. Rucker was a past Board of Director with AH&LA, WWA and Clean the World, and a past President and Board of Director with IIE's Central Florida Chapter. He currently lives in beautiful Golden, Colo. with his wife Stephanie. When he's not consulting, you can find him babysitting his granddaughter, writing a new book, hiking, skiing and enjoying all that the Colorado outdoors has to offer.

SPEAKERS



DAVID J. SANGREE, MAI, CPA, ISHC

David J. Sangree, MAI, CPA, ISHC, is President and Founder of Hotel & Leisure Advisors, an international hospitality consulting firm. He is a graduate of Cornell University School of Hotel Administration and an MAI designated appraiser with the Appraisal Institute. In addition, he is a member of the International Society of Hospitality Consultants and is a Certified Public Accountant. As an expert in the hospitality and leisure fields, Sangree analyzes hotels, resorts, waterparks, amusement parks, conference centers, ski resorts, casinos and golf courses. He has prepared more than 3,000 market and financial feasibility studies, appraisals, economic impact studies, operational reviews and site selection studies in 49 states along with Canada, the Caribbean and internationally. Sangree is an expert in the waterpark industry, having completed more than 700 studies on various waterparks since 1999. Recognizing Sangree as an industry leader, *Aquatics International* named him to their "Power 25" list of the most powerful people in the aquatics industry in 2008 and again in 2019. The World Waterpark Association honored him with their Executive Board Award in 2016. These awards signify Sangree's commitment to the waterpark industry and identified him as one of the first consultants serving the waterpark industry. He has helped to shape some of the latest trends through his experience in the waterpark resort market. Sangree has appeared on Good Morning America, CNBC and Fox8 on special reports about resorts and waterparks. In addition, he is regular contributor to many industry publications, offering his expertise on various hospitality industry segments.



GEORGE SELLS

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



SCOTT SILAR

Scott Silar has more than 25 years of hospitality experience in the amusement industry. He is currently the Manager of Attractions at Hersheypark, where he oversees the management of more than 1,200 attraction operators and lifeguards, and the ongoing safe operation of more than 70 attractions. Silar sits on the WWA's Waterpark Resort Committee and is the 1st Vice President and on the Board of Directors of the Pennsylvania Amusement Parks & Attractions and serves on its waterpark committee. In addition, he is on the Education Committee of the National Assoc. of Amusement Ride Safety Officials (NAARSO), and is on ASTM's F24 committee for Amusement Rides and Devices. Silar is a Jeff Ellis & Associates Lifeguard Instructor Trainer, and is certified as an EMT, Pennsylvania State Ride Inspector II, Certified Pool Operator, Aquatic Facility Operator and National Weather Service SkyWarn Certified Storm Spotter. He is on the Steering Committee for Junior Achievement of Central Pennsylvania and in his spare time devotes time to Project Fellowship with the Milton Hershey School as well as the Boy Scouts of America.



STEPHEN SIMS, ED.D, ATC

Stephen Sims, ED.D, ATC, has been the General Manager of SomerSplash Waterpark for 12 years. He holds certifications in athletic training from the National Athletic Trainers' Association Board of Certification and the Kentucky Board of Medical Licensure. He holds multiple certifications from the American Red Cross, including Lifeguard Instructor Trainer, Lifeguarding and Water Safety Instructor. In 2010, he was selected to be on the American Red Cross Lifeguarding Sounding Board and Workgroup. Sims is also certified as an AFO from the NRPA. Currently, Sims oversees the City of Somerset's waterpark, SomerSplash Waterpark. At SomerSplash Waterpark, he oversees all daily operations and procedures including all aspects of administration, marketing, admissions, concessions, aquatics and maintenance. Sims also oversees special events that include the City of Somerset's Fourth of July celebration. During the season, he manages approximately 110-120 seasonal employees. In the off-season, while working full time at SomerSplash, he works as an athletic trainer for a local hospital providing medical coverage for high school athletes during games and practices. Plus, he is a part-time instructor

at Eastern Kentucky University teaching in the Recreation and Parks Department. Among his other accolades, Sims holds his doctorate in education (emphasis in educational leadership and policy study), dual master's degrees; one in physical education (emphasis in sports administration) and the other in recreation and parks administration and a bachelor's degree in physical education (emphasis in athletic training) from Eastern Kentucky University.



CHASE SINGLETON

Chase Singleton is currently the Assistant General Manager at Wilderness at the Smokies in Sevierville, Tenn. He holds a bachelor's degree in criminal justice and an MBA from Bethel University in McKenzie, Tenn. Singleton has been involved in aquatics and hospitality since 2007. Singleton took a short stint away from

hospitality to work in law enforcement at the Sevierville Police Department from 2014-2016, where he still works as a part-time police officer to this day. Singleton's professional passions include risk management, security and leadership/culture development. Singleton currently serves on the WWA's Safety Committee.



KELLY SMILEY

Kelly Smiley has been with Wild Island Family Adventure Park for 17 years starting as park services in 2005. In 2010 she was promoted to Group Sales Manager and in 2014 she moved into her current position as Admissions and Operations Manager. She has continued to remain involved in many areas including staff

hiring and recruiting, lifeguard trainings and assisting in operating the facility's family entertainment center in the offseason. She is a Jeff Ellis & Associates Lifeguard Instructor, certified ServSafe food manager, Certified Pool Operator and she is pursuing a degree in business management from the University of Nevada, Reno. She has spoken at WWA and 10 of Jeff Ellis & Associate's International Aquatic Safety Schools (IASS).



DANA STANIUNAS

Dana Staniunas began his career in the indoor waterpark industry in March of 2003 as Operations Manager of Splash Lagoon Indoor Water Park Resort in Erie, Penn. Having no waterpark experience, he dove into the position, learning all about aquatics, building maintenance, water chemistry and team development. Fast

forward to 2005, he was recruited to be part of the new management team for the Massanutten WaterPark, slated to open at the end of that year. He began as the Assistant WaterPark Manager, earning the manager title a short 6 months later, and was promoted to Director of Recreation at Massanutten in 2012. Staniunas is widely regarded throughout the country as a knowledgeable source of information about the indoor waterpark business. He is regularly called upon to help new parks, whether that is with best hiring practices, locations of break rooms, pump rooms, arcades or food service areas. He keeps a clean and safe park and continues to improve the guest experience with meticulous attention to detail and training. Massanutten WaterPark is one of the top attractions in the state and that is surely due to his commitment to the business, his team and the industry.



SCOTT STEFANC, ASLA

An experienced programmer, designer and project manager, Scott Stefanc, ASLA, has more than 25 years of experience in the field of landscape architecture with an emphasis on resort & hospitality, waterparks and recreation. He leads the SKS Studio Business Development and Marketing efforts around the world. Prior to

joining SKS Studio, Stefanc served as a Business Development Manager and Design Consultant for an international waterpark supplier for 8+ years as well as a Project Designer and Manager of a multi-disciplinary engineering firm in the amusement industry for 16+ years. His projects have spanned the globe. His past clients include WDW Resorts, Hilton, Universal, Marriott, Great Wolf Resorts, Wanda Group, Center Parcs UK, Pierre & Vacances Center Parcs, Village Roadshow and many, many more. Stefanc's designs have won multiple awards including the WWA Leading Edge Award for The Wave, Coventry Leisure Centre Water Play Structure. He is also a prolific speaker having contributed to many industry organizations including WWA, IAAPA and NRPA. He holds a bachelor of landscape architecture degree from Iowa State University and lives in the Midwest in the U.S. He enjoys the outdoors (particularly kayaking and camping) and is an active volunteer with Scouts BSA.

SPEAKERS



JOE STEFANYAK

Joe Stefanyak is the Senior Director with Jeff Ellis & Associates, Inc. Stefanyak began his career in the theme park/waterpark industry in 1985, more than 30 years ago, as a 16 year old high school student. He worked for the Kennywood Entertainment Company as a seasonal Games/Rides attendant at Kennywood

Park in Pittsburgh, Pennsylvania. He subsequently spent 15 years as the Waterpark Manager at Sandcastle Waterpark (also in Pittsburgh) having started during the facility's construction, and later moved to Idlewild & SoakZone in Ligonier, Penn., where he spent 5 years as the Director of Operations. Stefanyak's current responsibilities with E&A include working closely with more than 650 municipalities, corporate and private waterparks and water resorts throughout the U.S. and in various countries abroad, in the evaluation and implementation of standard operating procedure relating to the Comprehensive Aquatic Risk Management Program, and serving as Director of the Ron Rhinehart International Aquatic Safety School held annually by Ellis & Associates, overseeing curriculum for the school and contributing to ILTP course curriculum. He has thousands of hours of contact time with E&A clients, which includes inspections, unannounced operational aquatic safety audits, evaluation of facility Emergency Action Plans and related services. Stefanyak has contributed to the International Lifeguard Training Program (ILTP) course curriculum development and has led or assisted with conducting and administering countless ILTP courses and instructor courses throughout his career. Stefanyak is also involved in Ellis Education Services and the development, implementation and oversight of E&A's learning initiatives and IACET accreditation. He led the development of vanGUARD; an Aquatic Supervisor Training Program designed to increase the industries bench-strength and provide client's with a resource for developing their staff. He has contributed to several textbooks published by Jeff Ellis & Associates, Inc. and has provided articles for a variety of industry publications and conducted many webinars on a wide range of topics. He currently serves on WWA's Safety Committee. Stefanyak is also an active participant in IAAPA, WWA, AOAP, CDPC, NDPA, PAPA and various state and regional committees, and is a participating member of ASTM. Stefanyak was a part of the original MAHC Operator Training Technical Committee, and is currently a member of both the CMAHC Technical Review Committee and the CMAHC Annex Review Committee. He has done numerous presentation on the Model Aquatic Health Code, industry trends, aquatic safety, lifeguarding issues, leadership and a variety of other topics. Stefanyak was recognized in 2014 with the WWA's Kelly Ogle Memorial Safety Award. Most recently, Stefanyak was named to the 2020 - POWER 10 by *Aquatics International* as some one "who has had, or will have, an incalculable impact on the direction of this industry."



JILL STEINKE

With more than 25 years of industry experience, Jill Steinke has worked around the world; however, her roots are in the "waterpark capital of the world," Wisconsin Dells. She started at Noah's Ark during university and moved on from there as time went by.

Steinke holds a master's degree from the University of Illinois in leisure studies. After university she moved to Hawaii to work at what was then Hawaiian Waters Adventure Park (now Wet'n Wild Hawaii). After about four years in Hawaii, she moved to Dubai and spent 10 years in the UAE; while there she served in various aquatic roles including Training Manager for Wild Wadi/Jumeriah Group; Park Manager at Abu Dhabi Municipality; Senior Manager at Meraas Holding and Director of Operations for Safety Skills Training. Through these roles, she has worked with luxury resort brands as a team member and has worked with them as her clients. Her experience ranges from operations, learning and development (Wild Wadi), consulting (SST) and the development of leisure and entertainment venues (Meraas Holding). Steinke moved back to Hawaii in the fall of 2019 to work with Jeff Ellis Management at the Disney Aulani Resort and Spa as their Area Manager where she oversees the operations and is involved in corporate projects. In addition to her world travels and extensive aquatic background, Steinke has a passion for the water outside of work as well. She surfs, swims and is an established paddler in the world of dragon boating. Since she has been back in Hawaii, she has picked up paddling outrigger canoe. She has high hopes for post pandemic paddling. While the one-man canoe fills the void for now, she misses the team environment and strenuous workouts and competition of the six-man canoe.



JAMIE STEVENS

Jamie Stevens is a graduate from Texas A&M University, holding a bachelor's of science degree in biology. She is currently the Aquatics Manager at the City of Cedar Park. Her aquatics career began 13 years ago as a lifeguard. Since then, she has held several leadership and supervisory roles at various aquatics facilities

including award-winning community recreation centers, corporate swim schools and municipalities. Stevens has spent several years building the aquatics programs and her aquatics team at Cedar Park by optimizing recruiting efforts, building strong training programs and prioritizing all forms of safety. Her Cedar Park team has received many awards in local and state lifeguard competitions over the years.



JENNA STEVENSON, AQP

Jenna Stevenson, AQP, is the Aquatics Superintendent for the City of Baytown and an Event Director and Safety Coordinator for Swim Across America. She holds a master of science degree in sports management and has been involved in aquatics for 20 years. Stevenson loves everything about running a waterpark but

especially enjoys managing 400+ teenagers every summer.



BRIAN SZYDOSKI

Brian Szydoski is currently the Waterpark Director for Kalahari Resorts & Conventions in Round Rock, Texas. Szydoski has worked in the waterpark industry since 2007 starting as a lifeguard with Great Wolf Resorts. While at Great Wolf Lodge - Grapevine, he held many positions in the waterpark over the span of 11 years.

His positions included Aquatics Supervisor, Aquatics Manager and Assistant Director of Aquatics. In 2018, Szydoski departed Great Wolf Lodge and started a new role with American Resort Management as Director of Aquatics at Epic Waters Indoor Waterpark in Grand Prairie, Texas. While working with American Resort Management, Szydoski later served as the Director of Operations. As of August 2020, Szydoski has served as Waterpark Director with Kalahari Resorts & Conventions. This resort includes 975 guest rooms, 200,000-square-feet of convention space and a 223,000-square-foot indoor waterpark.



WALTER TEEM

Walter Teem started at Six Flags Over Georgia at the age of 16 and spent the next 30 years working at various Six Flags parks. Along with Six Flags Over Georgia, he served as the Food Service Assistant Manager and later Food Service Manager at Six Flags AstroWorld/WaterWorld in Houston, Texas. After the closure of

AstroWorld, Teem went on to Six Flags Magic Mountain in the Greater Los Angeles area as the Food Service Manager where he oversaw the Food Service and Catering Departments for Magic Mountain and Hurricane Harbor. Teem left Six Flags to work for the startup park company, Adrenaline Family Entertainment as the Revenue Director at Alabama Adventure where he was responsible for food & beverage, catering, retail, games/arcades, rentals and warehouse. He also spent time as an industry consultant before joining Schlitterbahn Galveston as their Food and Beverage Director. Teem has now been with Typhoon Texas Waterpark in Houston, Texas since 2016 as the Revenue Director, where he oversees food & beverage, retail, rentals and group sales. Teem received his B.S. in hospitality management from Georgia State University. He volunteers at his church (Grand Parkway Baptist) as well as coaches youth basketball and baseball.



DAVID THOMPSON

David Thompson currently serves as the Director of Revenue for Typhoon Texas Austin. He oversees group sales, food and beverage, admissions and retail. His focus includes improving operational efficiencies to grow both topline revenue and overall profitability while exceeding guest experience expectations and highlighting a

customer service mindset. He started in the industry in 2009 as a cashier at Holiday World and Splashin' Safari located in Santa Claus, Indiana. From there, he has held many different roles which have led him to Typhoon Texas. In 2017, Thompson began his career at Typhoon Texas as the Food and Beverage Manager.

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MIKLOS VALDEZ

Miklos Valdez is a Studio Director for the aquatics design and engineering firm Counsilman-Hunsaker. Valdez focuses on Counsilman-Hunsaker Aquatic Management Program services including facility operations analysis, business planning, operations planning, training and feasibility studies. Valdez is a certified Aquatic Examiner

for the American Red Cross and served as a member of the Technical Review Committee for the 2021 MAHC edition.



CADE VEREEN

Cade Vereen currently is the Director of Revenue for Typhoon Texas in Austin. Vereen has worked in the waterpark industry since 2010 starting as a lifeguard. Vereen quickly climbed the ranks and has had the opportunity to lead in many different areas of the industry. Vereen was the Regional Director for Hawaiian Falls, and

then was selected to be the Director of Operations at Typhoon Texas. After a very successful inaugural season, he transitioned into the Director of Revenue. From a young age Vereen knew that he wanted to work in the waterpark industry; he now has the privilege to live out his dream and have a positive impact on thousands of people each day.



SHAWN WELCH

Shawn Welch is the founder and Chief Equipping Officer of SWCo. SWCo exists to help organizations and individuals level-up their leadership by providing executive and management coaching, leadership training and workshops and personal development programs. Before starting SWCo, Welch was on the founding

team of Typhoon Texas Waterparks and served as their Director of Organizational Development. He received the Best Speaker Award at the WWA show in 2019. His passion is to help leaders become the best version of themselves so that they can help others do the same.



JUSTIN WELLS

Justin Wells, like many in our industry, started his life in aquatics as a lifeguard and swim instructor for his hometown. While earning his bachelor's degree in recreation, tourism and hospitality at the University of Northern Colorado, he worked his way from a part-time employee, to full-time as an Aquatics Coordinator, and

then on to Recreation Supervisor overseeing aquatics, youth sports and fitness. He went westward for a few years, and took a job as a supervisor for Iron Mountain Hot Springs in Glenwood Springs, Colo. where he oversaw aquatics and maintenance operations. Today, he is excited to be part of the inaugural team of Berthoud Recreation where the state-of-the-art, full service recreation center is nearing the end of construction. Wells is an Instructor Trainer and has trained, recruited and managed aquatics staff for a variety of facilities. Wells has been in a position of leadership with the Colorado Parks and Recreation Association for two years and enjoys officiating swimming and diving for Colorado high school athletics.



KIRSTY WHEELER

Kirsty Wheeler started working at City of Palmdale, DryTown Waterpark in 2019. Today, she is the Recreation Coordinator and manages the staff, hiring, marketing and operational needs of the waterpark. She began her career at the City of Greeley as a lead for the Family FunPlex before moving on to become a Wellness

Coordinator for Civilian Health Promotion Services for the U.S. Air Force based out of Tampa, Fla. Today, she is working out of the sunny Southern California location of Palmdale, located in Los Angeles County. She has a bachelor's degree in health and exercise science from Colorado State University, Fort Collins, Colorado.



HALEY WHELCHER

Haley Whelchel is the Business Support Specialist at Hyland Hills Water World in Denver, Colorado. She graduated from the University of Oregon with a degree in psychology. It was in Oregon that Whelchel began her career in hospitality by starting out in the hotel industry as an Event Coordinator and moving up to Sales & Marketing Manager. In 2018, Whelchel moved to Colorado and joined the Hyland Hills Water World team not long after. Today, she oversees the Group Sales Department including the booking of day groups, camps, birthdays, exclusive events and catering.



JOHN WHITMORE, MAOM, CPRE, AFOIT, AFO,

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



ASHLEY WOLFE

Ashley Wolfe is the CEO of ALIVE Solutions Inc. She is a Licensed Professional Counselor and completed her master's degree in mental health clinical counseling with a specialization in trauma and crisis from Walden University. Prior to completing her master's degree, she served as the Operations Manager at Roaring Springs Waterpark from 2013 to 2017. She started at Roaring Springs in 2006 as a lifeguard and has served in various roles including aquatics technician, park services supervisor and operations coordinator. She was also an Instructor Trainer for Jeff Ellis & Associates and has served on faculty for their International Aquatics Safety School. Wolfe has a bachelor's degree in psychology from the College of Idaho and played basketball there. She has a minor in education and was a student teacher for a local high school for a semester and then at the College of Idaho for the second semester. She serves as the Vice Chair of the WWA's Education Committee.



OLIVIA WYRICK

Olivia Wyrick began her career 23 years ago with her first job ever as a lifeguard at Wet'n Wild Emerald Pointe Waterpark. Over the course of many summers to follow, she worked her way up from Shallow Water Lifeguard to Special Facilities Lifeguard, Ellis & Associates Instructor and then onto the leadership team as an Aquatics Supervisor, eventually becoming head supervisor shortly after. She was then promoted to full time Aquatics Manager in 2005. In 2009, Wyrick made the move to Great Wolf Lodge and was part of the pre-opening team for the Concord, N.C. location, also taking on the role of Aquatics Training Manager. Through her management role at Great Wolf, she continued her passion for managing waterparks, and was introduced to resort operations as well. In October 2009, Wyrick was offered a life changing opportunity and found herself moving to Dubai to become an Operations Manager for Atlantis The Palm's Aquaventure Waterpark. As a manager she oversaw the operation of the waterpark, along with the resort's 2 main pools and beaches and managed a multi-cultural staff of more than 350 unique individuals from all across the globe. She became involved with resort operations as well, playing a large part in the risk management and guest service relationship between the waterpark and resort. She was promoted to Director of Operations in February of 2014, taking on more of the financial and business aspects of the waterpark, while still being active in the operation itself. During her time at Aquaventure, Wyrick was involved with 4 expansion projects within Aquaventure. Her final project would be the Phase 3, "Triton Tower" expansion in which Aquaventure grew with the addition of 28 slides, an action river and an additional 200 meters of beach activation. Her involvement with the project began in 2018 with design and development followed by boots on the ground at the end of 2019 when the project began on site. Over the course of 2020, Wyrick immersed herself into the

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project being very hands on and involved with the day to day build. On March 1, 2021, "Triton Tower" successfully opened welcoming guests to a brand new experience and variety of thrills and rides. From here, her desire to build again became her new passion. In May 2021, after 11 and a half successful years at Aquaventure Waterpark, Wyrick followed her new found passion of building waterparks and joined on to Saudi Arabia's upcoming Mega Projects as the Director of Operations and Aquatics for Qiddiya Waterpark. In Wyrick's new role, she is currently involved with the design and development phase of what will be the world's most up and coming waterpark bringing iconic rides and attractions to both the Middle East and the waterpark industry. She is looking forward to once again putting on her hard hat and boots and bringing to life what will be one of the world's largest waterparks.



RICH YOUNG

Rich Young has more than 35 years of municipal, public pool and waterpark experience, including operating and maintaining several public and commercial pools and waterparks with both programming and maintenance experience. In addition, he has been a sales and service representative for several major manufacturers and distributors of commercial pool equipment. Young worked as a licensed contractor and consultant for nearly 25 years and is now the principle for Aquatic Commercial Consulting, www.aquacom.solutions. Young has taught CPO for more than 16 years and AFO since its inception and was the managing editor for the 6th edition of the AFO manual. He remains the technical advisor for the Professional Pool Operators of America and a member of various ANSI, ASTM and MAHC committees. Young has been published dozens of times in industry periodicals and often speaks at regional and national conferences on water quality.



LARRY ZUCKER, ESQUIRE

Larry Zucker is Senior Counsel at Marshall Dennehey Warner Coleman & Goggin LLC where he is the Chair of the Amusement Sports and Recreation Practice Group. Zucker also serves as Counsel to the New Jersey Amusement Association and is a founding member and director of IALDA. Zucker represents many aquatic facilities and waterparks as a defense attorney and risk management consultant. A member of the bar in New Jersey and Pennsylvania, Zucker has been designated by the New Jersey Supreme Court as a Certified Civil Trial attorney for more than 25 years.