

# Daily Schedule



MONDAY

**Monday, October 03, 2011**

**8:00 a.m. to 6:00 p.m.**

## **Aquatic Facility Operator (AFO) - Day 1 of 2**

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

*Speaker(s):*

Bob Bradley, Aquatic Consulting & Educational Services

*Meeting Room:* 203

**8:00 a.m. to 6:00 p.m.**

## **Certified Pool-Spa Operator Course (CPO) - Day 1 of 2**

The National Swimming Pool Foundation's two-day workshop is designed to provide the knowledge necessary to operate and manage public pools and spas. The CPO class is widely accepted by health departments and fulfills the local and state requirements for certification for pool service technicians as defined in many states. Tuition is \$269.

*Speaker(s):*

Lee Hovis, Tolomato Community Development District

Wally James, Con-Serv Associates Inc.

*Meeting Room:* 213

**8:30 a.m. to 6:00 p.m.**

## **SAI StarGuard Lifeguard Instructor Workshop - Day 1 of 2**

Learn how experiential learning theory can streamline your lifeguard training sessions, while maximizing skills development and retention, lifeguard confidence and lifeguard professionalism. This will be a blended learning experience combining an online course (Part A) with an instructor-trainer led session (Part B.) The hands-on, interactive Part B class will be in the water, so bring your suit! This session will also cover the administrative aspects of becoming a Starfish Aquatics Institute Training Center so that you can provide the StarGuard and Emergency Care curriculum to your staff or the community. The cost of this workshop will be reimbursed if you or your facility becomes a Training Center within 12 months of the course date. Tuition is \$180.

*Speaker(s):*

Lake White, Starfish Aquatic Institute

*Meeting Room:* 204

# Daily Schedule

**Tuesday, October 04, 2011**

**8:00 a.m. to 2:00 p.m.**

**Annual Golf Tournament**

*Meeting Room: Offsite*

**8:00 a.m. to 6:00 p.m.**

**Aquatic Facility Operator (AFO) - Day 2 of 2**

*Speaker(s):*

Bob Bradley, Aquatic Consulting & Educational Services

*Meeting Room: 203*

**8:00 a.m. to 6:00 p.m.**

**Certified Pool-Spa Operator Course (CPO) - Day 2 of 2**

*Speaker(s):*

Lee Hovis, Tolomato Community Development District

Wally James, Con-Serv Associates Inc.

*Meeting Room: 213*

**8:30 a.m. to 6:00 p.m.**

**SAI StarGuard Lifeguard Instructor Workshop - Day 2 of 2**

*Speaker(s):*

Lake White, Starfish Aquatic Institute

*Meeting Room: 204*

**ANNUAL  
GOLF  
TOURNAMENT**  
8:00 a.m.  
to 2:00 p.m.  
**TPC  
Louisiana**



**9:00 a.m. to 5:00 p.m.**

**Magical Selling Skills: A Sales Workshop *NEW***

For the first time ever WWA presents a nationally renowned sales expert to lead a powerful full day workshop designed to take our industry's sales professionals to the next level. Jim Stephens will show you how to:

- Shorten the selling cycle
- Raise closing rates
- Make more money
- Have fun doing it.

If you're up for a challenge on "how sales have always been done" come take a fresh look at your selling system. Take a step out of your comfort zone and explore new strategies to become more efficient and profitable. In this intensive, interactive session you'll explore:

- What is your market differentiator that gives you an indisputable edge over competitors?
- What obstacles are keeping you from gaining the market share you deserve?
- What mental and emotional roadblocks are keeping you from achieving your sales goals? Fear of failure? Fear of success? Excuse making? No clear passion or vision?

During a working lunch, sponsored by Convergence, LLC, we will update current trends in group sales, including social media, online consignment and reservations, creative ways of creating revenue and more. Tuition is \$169, includes lunch.

***Speaker(s):***

Jim Stephens, Sandler Training

Tiffany Quilici, Roaring Springs Waterpark & Wahooz Family Fun Zone

Carolyn Brown, Roaring Springs Waterpark & Wahooz Family Fun Zone

***Meeting Room:*** 210

**9:00 a.m. to 6:00 p.m.**

**Inclusion U: A Guide to Welcoming People with Disabilities to Your Facility *NEW***

Did you know that approximately 20 percent of Americans have some type of disability and that people with disabilities constitute the nation's largest minority group? Does your waterpark or recreation site have the facilities, staff, policies and practices in place to welcome people with a wide range of abilities to your services? A core goal of the NYS Inclusive Recreation Resource Center (NYS IRRC) at SUNY Cortland, the presenting organization of this course, is to enable recreation and tourism professionals to provide opportunities for people of all abilities to enjoy recreation programs, parks and facilities wherever they live. Inclusivity training is key to the development of recreation resources that truly include people of all abilities. To reach this vision, nine modules have been created to assist practitioners acquire the knowledge, skills, and attitudes needed for the provision of inclusive recreation services. The Inclusion U training modules encompass a broad spectrum of learning outcomes in order for professionals at all levels to not only understand the concept of inclusion, but to implement strategies, policies, and procedures for its success. Upon completion of this training, participants will become certified to assess recreation programs, sites and facilities.

# Daily Schedule

*Speaker(s):*

Lynn Anderson, PhD, CTRS, CPRP, SUNY Cortland

Vicki Wilkins, PhD, CPRP, SUNY Cortland

Laurie Penney McGee, CTRS, SUNY Cortland

*Meeting Room:* 211

**9:00 a.m. to 5:00 p.m.**

**Ready, Set, Go! A Guide to Getting Started**

This is a practical guide for the first time waterpark operator. Whether you are a public facility or planning your first waterpark venture, you will find this training to be your most valuable tool in preparing for your first season. You will learn how to get a head start on your marketing, operations and management plans for that new or expanded facility. Samples of everything you need to get started will be reviewed and discussed by a panel of experienced professionals. This full day session is a blend of information and experience that will leave you informed, prepared and thoroughly entertained. Participants will be led through a series of practical checklists, guides and presentations. Each attendee will take home an outline of how to get your new venture off the ground.

*Speaker(s):*

Judith Leblein Josephs CPRP, Judith Leblein Josephs Enterprises LLC

Louis Cirigliano, Jr., Breakwater Beach Waterpark

Michael Holtzman, Profitable Food Facilities

Chris Landgrave, Deep River Waterpark

Sasha Mateer, Deep River Waterpark

Paula Panton, Water Safety Products, Inc.

Chris Stuart, Jay Peak Resort

*Meeting Room:* 208

**9:00 a.m. to 5:00 p.m.**

**WWA Advanced Water Quality Course**

This full-day, exclusive WWA program provides Aquatic Facility Operators (AFOs) or Certified Pool Operators (CPOs) new insight and rationale to expand their understanding of aquatic recreation facility water-quality science. Current certification and 3 years' experience or equivalent are prerequisites. Tuition is \$149.

*Speaker(s):*

Rich Young, Aquatic Commercial Consulting

*Meeting Room:* 205

**2:00 p.m. to 6:00 p.m.**

**Waterpark Design, Development & Expansion Workshop *NEW***

Leading development experts and facility operators will discuss the most important topics relating to waterpark development and expansion. From feasibility to design to cost planning, this workshop will highlight the issues you need to be aware of when starting a new project. And don't miss the opportunity to network with these industry professionals and fellow developers at Tuesday evening's developer's reception immediately following the conclusion of the workshop.

*Meeting Room:* 207

**6:00 p.m. to 7:00 p.m.**

**Waterpark Design, Development & Expansion Workshop  
RECEPTION**

**Wednesday, October 05, 2011**

**8:45 a.m. to 9:45 a.m.**

**Delicious Dish: A Food Service Discussion *NEW***

This open discussion will cover the newest trends and hottest sellers in the F&B market. Other topics to discuss are in-park marketing, staff incentives for increasing sales, strategies to drive volume, coolers vs. tailgaters and much more. Exchange ideas with your peers and find out what best practices are working in markets outside of your own.

*Speaker(s):*

Scott Borowsky, "Souvenirs, Gifts & Novelties Magazine"  
Mike Shelton, Hyland Hills Water World  
Bryon Bustamante, NRH<sub>2</sub>O Family Waterpark

*Meeting Room: 207*

**8:45 a.m. to 9:45 a.m.**

**Developing Your Middle Management *NEW***

Middle managers are vitally important to the success of our operations. However, it can be challenging to develop and retain this group of team members. They are the leaders who can enact change or the obstacle effecting overall morale and performance of the rest of your staff. In this session, we will work on having senior management create action plans to develop their managers to include on the job experiences, follow-up meeting training topics and tools to set them up for a continued management development program. The session will conclude with a roundtable discussion to allow senior management to share additional best practices.

*Speaker(s):*

Taryn Eisenman, CoCo Key Hotel & Water Resort  
Nicholas Landry, Nicholas Landry Events

*Meeting Room: 210*

**8:45 a.m. to 9:45 a.m.**

**Group Sales State of the Industry**

From corporate cutbacks to slashed school budgets, we've all been working on creative new strategies to grow group sales. This is your chance to hear ideas from some of the industry's most experienced group sales professionals, as well as to share some of your own. Learn creative solutions to attract and retain groups, rather than just discount deeper. Find out how to re-package, re-think and re-double your group sales efforts and how to be ready when group business bounces back.

*Speaker(s):*

Melissa White, Schlitterbahn Galveston Island  
Tracy Michaels, Noah's Ark Waterpark

*Meeting Room: 213*

# Daily Schedule

**8:45 a.m. to 9:45 a.m.**

## **Planning Tips for a Smooth Expansion/Renovation: What to do and not do before you proceed** *NEW*

With over 30 years of operation and more than 40 aquatic attractions, Hyland Hills Water World has amassed practical tips and tricks to make any expansion or renovation as smooth and stress free as possible. This fast-paced, information-packed session will teach participants many hard-learned lessons on topics related to: initial planning/design process, financing, attraction/contractor selection, bidding, contracts, construction management, staffing, operations, ongoing maintenance, marketing and beyond.

*Speaker(s):*

Rick Fuller, Hyland Hills Park & Recreation District

*Meeting Room:* 205

**8:45 a.m. to 9:45 a.m.**

## **Training Strategies for Proactive Lifeguard Performance** *NEW*

Lifeguards spend the vast majority of their time watching water, preventing incidents from occurring. Most professionals would agree that if a lifeguard does need to respond to a guest in the water, the ideal scenario would be a rescue of a conscious, active guest or at a minimum, a guest that rapidly responds to BLS care provided by lifeguard staff. However, traditional training does not spend much time on proactive skills that will eliminate or minimize the response needed by lifeguards, resulting in the aforementioned objective. For over a decade, E&A lifeguards have been utilizing operational training techniques that provide site-specific proactive training in vigilance. The core concepts of that training will be reviewed, as will the statistics that have been utilized to analyze and improve this training. These concepts start before the lifeguard even is employed and involve reviewing the facility-specific challenges the lifeguard would face in each area of water the lifeguard would be expected to provide protection. It continues with operational and educational techniques that will help any lifeguard optimally perform his or her swimmer protection duties in order to eliminate or minimize the potential for a catastrophic incident. Participants will receive basic handout material discussing these techniques. All participants will be encouraged to discuss what they are currently doing at their facilities to improve lifeguard protection of swimmers and how the strategies discussed might be effective.

*Speaker(s):*

Richard "RAC" Carroll, Jeff Ellis & Associates

Luke Martinez, Jeff Ellis & Associates

*Meeting Room:* 208

**8:45 a.m. to 9:45 a.m.**

## **Because It's Gotta Be Clean - A Water Quality Round Up** *NEW*

Water quality is often one of the most problematic areas for waterpark staff to manage. From issues like cloudy water to strong chlorine odors to scale and staining, the list goes on and on. Some find that even basic pool water chemistry can be a challenge. Listen as our panel of experts break down and solve common waterpark water quality issues. Challenge the panel with your toughest problems. When it comes to water quality, it doesn't have to be difficult, but it's gotta be clean!

**Speaker(s):**

Billy Hamilton, Wet 'n Wild Orlando

Wally James, Con-Serv Associates Inc.

Bob Bradley, Aquatic Consulting &amp; Educational Services

**Meeting Room:** 209**10:00 a.m. to 11:15 a.m.****Everything You Want to Know About Spray Parks *NEW***

Hear a panel of industry experts discuss the latest trends in spray parks. From initial planning & design to the latest in codes & standards to what's crucial in safety & operations, you'll learn what you need to know about why spray parks are an important part of any successful waterpark plan and how to make the right decisions in the design and development phase.

**Moderator:**

Roger Currie, Aqua Leisure Int'l Ltd.

**Speakers:**

Cory Forrest, Waterplay Solutions Corp.

Bill Hachmeister, Water Odyssey

Wyeth Tracy, Empex Watertoys

Terry Dubuc, Vortex Aquatic Structures Int'l

Mark Weston, Funtraptions LLC

**Meeting Room:** 207**10:00 a.m. to 11:15 a.m.****Addressing the Most Common Waterpark Maintenance Issues *NEW***

It's a given that you'll face challenging maintenance issues at least once every season. Listen to a panel of seasoned operators offer advice and directions on how to deal with things like:

- Caulking seams in pools, what types of caulks to use and how to properly apply it.
- Locating pool leaks and repair them depending on location.
- Detecting leaks on inner tubes and how to properly repair them.
- Controlling corrosion and dealing with fading and chalking of play structures and waterslides.
- Dealing with netting issues on play structures after installed.

And this is just the short list of topics to be covered! Come ready to talk about these and other challenges in this informative session.

**Speaker(s):**

Andrew Chafatelli, SplashDown Beach

Chris Landgrave, Deep River Waterpark

Peter Simon, Neuman Pools

Ryan Norris, PurePlay

**Meeting Room:** 209

# Daily Schedule

**10:00 a.m. to 11:15 a.m.**

## **Let “Mainstream” be a “Widestream”- Helping ALL People Play! *NEW***

Serving diverse populations in recreation programs and settings has become the norm and not the exception. Waterpark and recreation professionals must re-frame their thinking, using an “inclusion lens,” to be effective in meeting the leisure needs of increasingly diverse communities. In this session, we will explore successful strategies to help ALL people play wherever they choose, fully and successfully. Strategies from the administrative, programming and physical design perspective will be explored that will help recreation professionals be successful in serving all members in their communities. More importantly, we will provide a new way of thinking about natural variations in the human condition that will help professionals develop their own “inclusion lens.” We say, let the mainstream be a wide stream.

### *Speaker(s):*

Lynn Anderson, Ph.D., CTRS, CPRP, SUNY Cortland

Vicki Wilkins, Ph.D., CPRP, SUNY Cortland

Laurie Penney McGee, CTRS, SUNY Cortland

*Meeting Room: 213*

**10:00 a.m. to 11:15 a.m.**

## **Maximizing your Website’s Potential *NEW***

Think you don’t need to update your website this year? Think again. Most consumers choose the Web as the first place they look when seeking out new services, yet many waterpark businesses neglect this crucial marketing channel. Considering 80-90 percent of your customers will visit your website before coming to your waterpark, keeping your website compelling by learning the latest trends in website design and functionality is one of the most important parts of your marketing strategy. Join two experienced marketing professionals as they share some of the best secrets to create a website that is a powerful marketing tool. Listen to them explain ways your website can deliver your target audience to your park.

### *Speaker(s):*

Katie Bruno, Ph.D., wddonline

Shawn Bowman, IdeaSeat Marketing and Advertising, LLC

*Meeting Room: 210*

**TRADE  
SHOW  
HOURS**

**12:30 p.m. to 6:30 p.m.**

**Lunch served**

**12:30 p.m. to  
2:30 p.m.**



**10:00 a.m. to 11:15 a.m.**

**No Boundaries: Overcoming the Most Difficult Waterpark Resort Challenges** *NEW*

Waterpark resorts present a variety of challenges including those related to profit/loss, employment, management, policy and procedure, guest relations, marketing, safety, maintenance and signage. Leaders capable of overcoming these challenges sometimes find hardships when innovating new solutions toward their goals. This session challenges executives to think outside the box, take fresh perspectives, seek frequently unsought advice from unique places, find inspiration, be respectably unpredictable, present information to coworkers in effective ways and come to win-win solutions. Questions are encouraged throughout and after the presentation. The goal of the presentation will be to ensure every listener has at least one epiphany or "Ah-ha!" moment capable of inspiring them at home in the every day party that is a waterpark.

*Speaker(s):*

Jared Troutman, Greek Peak Mountain Resort

*Meeting Room:* 208

**10:00 a.m. to 11:15 a.m.**

**Smaller Park Meeting**

Smaller park operators need to seemingly be masters of all trades and make a profit at the same time. Designed specifically for smaller facilities, this old-fashioned town-hall meeting format encourages audience discussion of unique problems and solutions. This meeting is geared for attendees from parks with attendance of less than 100,000 per year.

*Speaker(s):*

Steve Miklosi, Breakers Water Park

Scott Strong, Lenape Valley Swim Club

Clay Finney, City of Lafayette

*Meeting Room:* 202

**10:00 a.m. to 11:15 a.m.**

**Starting From Scratch: Designing Your Food Service for Optimal Returns**

This seminar is a more detailed study of the design, operations and numbers involved with food service operations. We will also look at how to take our new concepts to the next level with respect to profitability and operations. Other topics include: how to generate additional sales and make the most from the new revenues, as well as:

- The steps to being prepared.
- How to engineer a facility to be a large profit center.
- Learn techniques through design to increase sales without additional expense.
- Planning for labor effectively in an operation through design.
- Proper planning techniques to prevent poor performance.

*Speaker:*

Michael Holtzman, Profitable Food Facilities

*Meeting Room:* 205

# Daily Schedule



## GENERAL SESSION

**11:30 a.m. to 12:30 p.m.**

Listen as Assistant Dean at Tulane University's A.B. Freeman School of Business, Peter Ricchiuti shares wit, wisdom and essential insight on today's challenging economy, current trends and economic forecasts that help business leaders drive future success. Then, celebrate Industry Award recipients during the General Session!

**11:30 a.m. to 12:30 p.m.**

### **Opening General Session**

*Meeting Room: La Louisiane*

**12:30 p.m. to 6:30 p.m.**

### **Trade Show Open**

*Meeting Room: Hall A*

**12:30 p.m. to 2:00 p.m.**

### **GM & Key Decision Maker Luncheon – RSVP Required**

*Meeting Room: 206*

**3:00 p.m. to 4:00 p.m.**

### **Public Sector Committee Meeting**

*Meeting Room: 211*

**3:00 p.m. to 4:00 p.m.**

### **Technology Committee Meeting**

*Meeting Room: 203*

**4:00 p.m. to 5:00 p.m.**

### **Education Committee Meeting**

*Meeting Room: 211*

**4:00 p.m. to 5:00 p.m.**

**Marketing & Communications Committee Meeting**

*Meeting Room: 203*

**5:00 p.m. to 6:00 p.m.**

**Waterpark Resort Committee Meeting**

*Meeting Room: 211*

**6:00 p.m. to 9:00 p.m.**

**Annual Reunion Party**

*Meeting Room: Hall A*



# Daily Schedule

🌸 **Thursday, October 06, 2011** 🌸

**8:45 a.m. to 9:45 a.m.**

## **Swimming Pool Technologies: Are These The Answers?** *NEW*

Over the past several decades, the aquatic industry has seen many new products come and go. It is often hard to decide which products have real value and are here to stay when all you hear is a sales pitch. This presentation will take a nonbiased look at swimming pool products and equipment in the industry today. Discussion will include current technology options available for mechanical, filtration and chemical treatment systems and the operational benefits and challenges these technologies will provide.

### *Speakers:*

Scott Hester, Councilman-Hunsaker

Darren Bevard, Councilman-Hunsaker

*Meeting Room:* 207

**8:45 a.m. to 9:45 a.m.**

## **25 Ways to Increase Your Park's Safety** *NEW*

Waterpark operators are always looking for ways to make their park safer. This session will examine the commonalities found in aquatic incidents and develop a facility plan to limit your exposure through guest education, facility layout, frontline staff training, implementation of risk-reducing policies and management training.

### *Speaker(s):*

George Deines, City of Garland

Melissa Lockwood, City of Keller

*Meeting Room:* 209

**8:45 a.m. to 9:45 a.m.**

## **Merchandise and In-Park Revenue Roundtable** *NEW*

Whether it's sales strategies for strategic focus on in-park revenue like locker rentals, online ticket packages or water aerobics classes, this panel will cover a variety of topics that will help you focus on your merchandising and in-park revenue generators.

### *Speakers:*

Christine Steward, Breakwater Beach

Sasha Mateer, Deep River Waterpark

Trevor Leonard, Six Flags White Water

Carrie Sheffield, LEGOLAND California

*Meeting Room:* 213

**8:45 a.m. to 9:45 a.m.**

### **Pumps & Motors**

Without the ability to move water through your rides and recirculation systems, your facility could not operate. This seminar will focus on assuring proper selection, operation and maintenance of pumps and motors for your park's systems. It also will show how to ensure the lowest possible life-cycle costs from this equipment. Attendees will learn how to select the most appropriately sized and constructed equipment for varying applications and the value of properly "marrying" the pump with the rest of the system. You'll also learn basic pump and motor troubleshooting skills and analysis and how to reduce noise, vibration, cavitation and component failure to reduce both preventive maintenance and equipment cost.

*Speaker(s):*

Paul Goudsmit, Grundfos Pumps Corporation

*Meeting Room:* 205

**8:45 a.m. to 9:45 a.m.**

### **The Myth of Mid-Season Burnout *NEW***

As long as there have been seasonally operating parks, owners and operators have been dealing with a mid-season slump in performance from their employees. Many refer to this as burnout, and few have come up with a way to eliminate it. During this session, we will demystify the reasons that it happens and develop sound strategies to overcome it. At the conclusion, you'll be able to identify the real vs. perceived reasons for the mid-season slump; explore the unknown ways that leaders contribute to this phenomenon and develop realistic methods of overcoming burnout in a seasonal operation or when business is slow.

*Speaker(s):*

Matt Heller, Universal Orlando Resort

*Meeting Room:* 210

**8:45 a.m. to 9:45 a.m.**

### **Take Your Marketing Inside: Marketing Strategies for Waterpark Resorts *NEW***

Looking to take guest experience to the next level, but also dealing with budgetary realities? How can you drive repeat guest visitation and create a "new factor" with minimal budget? Consider creating low cost/high-perceived value through home-grown events and entertainment for your property. During this session, we'll cover the basics and review a couple of case studies surrounding two of Great Wolf Lodge's most successful on-property events. Attendees will leave with ideas about strategy development, as well as tactical considerations to ensure executing with excellence.

*Speaker(s):*

Chris LaScala, Great Wolf Resorts

*Meeting Room:* 208

**9:00 a.m. – 9:45 a.m.**

### **Exhibitor & Supplier Meeting**

*Meeting Room:* 203

# Daily Schedule



## KEYNOTE SESSION

**10:00 a.m. to 11:00 a.m.**

Enjoy coffee and Beignets sponsored by IALDA before heading in for a special keynote address by Gregg A. Catalano. Recognized as one of the nation's top educational, recreational, and motivational speakers, catch Catalano's energy, enthusiasm and love for life as he shares with you the formula for living a happier, healthier and more Supercharged life!

**10:00 a.m. – 11:00 a.m.**

**Keynote Session - Coffee & Beignets**

*Meeting Room: La Louisiane*

**11:00 a.m. – 3:00 p.m.**

**Trade Show Open**

*Meeting Room: Hall A*

**12:00 p.m. – 2:00 p.m.**

**Trade Show Lunch**

*Meeting Room: Hall A*

**1:00 p.m. – 1:30 p.m.**

**Gathering for Public Sector Members *NEW***

*Meeting Room: Hall A*

**1:00 p.m. – 1:30 p.m.**

**Sustainability & Conservation Roundtable Discussion *NEW***

*Meeting Room: Hall A*

**1:30 p.m. – 2:00 p.m.**

**Public Sector Roundtable Discussion *NEW***

*Meeting Room: Hall A*

**2:00 p.m. – 2:30 p.m.**

**Technology Roundtable Discussion *NEW***

*Meeting Room: Hall A*



**3:00 p.m. to 4:15 p.m.**

**Beyond the Surface: Waterpark Surface Selection, Maintenance & Repair *NEW***

Are you picking the right surface coatings for your pools, decks, bridges, towers and bathhouses? Are you happy with your repairs and maintenance plans? Find answers to these questions and other topics related to waterpark surface selection in this interactive session. Whether you're working in an indoor or outdoor environment, you'll benefit from hearing what your colleagues are using in their own facilities.

*Speaker(s):*

Steve Miklosi, Breakers Water Park

*Meeting Room:* 213

**3:00 p.m. to 4:15 p.m.**

**Next Evolution of Aquatic Entertainment and Technology *NEW***

Freestyle climbing, zip lines, whitewater rafting, canyoneering, underwater racing, kayaking, paintball, cliff diving, wakeboarding, bungee jumping....in a waterpark? Today's extreme concept is tomorrow's greatest attraction. Entertainment and amusement at waterparks is evolving exponentially and entering never-before-seen areas. Explore the entertainment capabilities of combining elements of waterparks, extreme sports, outdoor adventures and amusement parks. Discover trends and ingenious ideas in aquatic entertainment and technology. Learn about the efficiencies achieved with cutting-edge technical design and mechanical engineering. Find out what's on the drawing board and how it will impact you; the future trends are here.

*Speaker(s):*

Nicholas Neuman, Water Technology, Inc.

Haley A. Panton, Water Technology, Inc.

*Meeting Room:* 207

**3:00 p.m. to 4:15 p.m.**

**Creating a Leadership Legacy and Culture of Excellence *NEW***

Your role as a waterpark manager is much more important than just being a waterpark manager. You are developing young leaders and citizens for your community. You are molding your future work force. This session will give you the tools you need to create the right work culture in your waterpark.

*Speaker(s):*

Jessica Steinberg, Magic Waters  
Waterpark-Rockford Park District

*Meeting Room:* 209



# Daily Schedule

**3:00 p.m. to 4:15 p.m.**

**In-Service: It's Not Just for Lifeguards Anymore** *NEW*

What can we do as managers to take our staff to the next level? The answer should be to better educate them. Does every staff member know all of the facility policies and procedures? Does your staff know what to do in the event of an emergency? Does your staff know what the height requirements of the rides are? We accept the need to provide practice and repetition to our lifeguards; why not provide that to our other staff members? When is the last time you did an evacuation drill with your entire staff? When is the last time you integrated other departments into your lifeguard in-service? Throughout this session we will be focusing on: What are the benefits? Which departments should receive additional education? What could and should be covered during such training? How much time is appropriate per week/month? Where are we going to find this money in our budget to cover the cost?

*Speaker(s):*

Scott Wellington, Raging Waves

*Meeting Room:* 208

**3:00 p.m. to 4:15 p.m.**

**SuperCharged: Living a Happier, Healthier, More Energized Life [How to Do It!]** *NEW*

Not sure how to do it? Bring your positive attitude from today's keynote to this must-see session and enhance your learning as the "doc" provides all the tips & tricks needed to be able to refuel your tank, live an energized life and create positive energy in everything you do!

*Speaker(s):*

Gregg A. Catalano, Physicians of Phun

*Meeting Room:* 210

**3:00 p.m. to 4:15 p.m.**

**Waterpark Resort Roundtable** *NEW*

Hosted by the WWA Waterpark Resort Committee, this roundtable discussion will focus on a variety of topics such as: handling weather emergencies, staffing & recruitment in the resort market, setting operating hours, lighting standards and much more.

*Speaker(s):*

Kristie Moses, CoCo Key Water Resorts

Lori Kaupp, PARC Management

*Meeting Room:* 205

**4:30 p.m. to 5:30 p.m.**

**Preventative Maintenance Tricks and Tips** *NEW*

From the elements of a good preventative maintenance system to actual, proven and affordable tips and tricks, this session will provide a broad range of preventative maintenance ideas to save you money and headaches—both now and in the future.

*Speaker(s):*

Bert Forde, Midwest Pool Management  
Chris Shillcutt, Great Wolf Lodge

*Meeting Room:* 205

**4:30 p.m. to 5:45 p.m.****Secondary Disinfection Systems: Ozone & UV in Pools** *NEW*

Learn about what secondary disinfection systems are available for pools today. Hear about the pros and cons of Ozone and UV systems—what they do and what they don't do. Find out about their effects on chloramines, pathogens and the costs associated with these systems. Discover what the current drafts of the new Model Aquatic Health Code require in regards to secondary disinfection. This presentation will also help attendees understand the NSF Mark and the evaluation of UV and Ozone products and other product requirements within NSF/ANSI Standard 50-Equipment for Swimming Pools, Spas, Hot Tubs and other Recreational Water Facilities.

*Speaker(s):*

Corry Cloward, P.E., Cloward H2O  
Richard A. Martin, NSF International

*Meeting Room:* 207

**4:30 p.m. to 5:45 p.m.****Advanced Social Media** *NEW*

This class is for parks that have built successful social media programs and are looking for what's next. Topics include QR codes, apps, Google Earth 3-D mapping, Foursquare and more.

*Speaker(s):*

Steve Shattuck, Great Wolf Resorts

*Meeting Room:* 210

**4:30 p.m. to 5:45 p.m.****Caught in the Act: The Real Story of To Catch A Thief** *NEW*

Listen to a true story from 2010 to 2011 of what it took to capture a Regional Manager stealing from our company and the players and vendors that were a part of the process. This seminar is a detailed case study of how one person can steal from a profitable entity. We will show photos through our PowerPoint of police conversations; participants will look at physical examples on hand and problem-solve what occurred.

*Speaker(s):*

Michael Holtzman, Profitable Food Facilities

*Meeting Room:* 213

# Daily Schedule

**4:30 p.m. to 5:45 p.m.**

## **The Domino Effect: Managing A Crisis in the Social Media World** *NEW*

This workshop will explore the impact of social media on crisis management in a waterpark facility. The proliferation of social media, smart phones and other devices with photo and video capability has only magnified the importance of having a crisis management plan in place that is detailed, well known and practiced on a regular basis. The ability to quickly and calmly react to an emergency has never been more important than in today's society of instant media.

### *Speaker(s):*

Michael L. Amaro, Prindle, Amaro, Goetz, Hillyard, Barnes & Reinholtz, LLP

Joseph Brownlee, Brownlee Law Firm

Alicia M. Caridi, Marshall, Dennehey, Warner, Coleman & Goggin

David J. Daly, Daly Cavanaugh LLP

Gaylee W. Gillim, Law Office of Gaylee W. Gillim

Lambert J. "Joe" Hassinger, Galloway, Johnson, Tompkins, Burr & Smith

Jeff Johnson, The Johnson Law Group

Debbie Sweeney, Hays Companies

*Meeting Room: 209*

**4:30 p.m. to 5:45 p.m.**

## **The Power of 10: Using A 10 Point Safety Inspection** *NEW*

The 10 point safety inspection is a user-friendly safety inspection process designed for implementation at any level from line level employees to senior management, regardless of prior safety experience. In this session, these ten easy-to-remember categories will be further broken down and participants will see actual examples of safety hazards within each of the categories. Participants will gain a simple and effective tool that, when used, will improve safety within their organization.

### *Speaker(s):*

Bryan Fish, Daytona Lagoon

Randy King, Entertainment Safety Solutions

*Meeting Room: 208*

## **GENERATIONS HALL PARTY**

Head to a historic  
New Orleans club  
venue for drinks  
and dancing at  
Generations  
Hall.



**7:00 p.m. – 10:00 p.m.**

**New Orleans Generations Hall Party**

*Meeting Room:* Generations Hall

**8:00 p.m. – 9:00 p.m.**

**Public Sector Lounge at Generations Hall**

*Meeting Room:* Generations Hall

**Friday, October 07, 2011**

**8:45 a.m. to 9:45 a.m.**

**Beauty and the Beast: Balancing Design & Functionality *NEW***

Every waterpark designer wants the space to be pleasing to the eye, to have interesting features and awe the guests using the park. With that sometimes come operational obstacles that should be considered before a shovel is put in the ground. Hear two experienced professionals share their knowledge in this session as they address safety, operational efficiency and traffic flow while designing and building a beautiful waterpark.

*Speakers:*

Franceen Gonzales, Great Wolf Resorts  
Charles Neuman, Water Technology, Inc.

*Meeting Room:* 207

**8:45 a.m. to 9:45 a.m.**

**Digital Marketing on No Budget At All *NEW***

Attendees will learn ways to market their public sector or small facility with little or no budget at all. Hear specific “how to’s” for getting started and best use of free digital marketing tools to generate more revenue for your facility. Learn first-hand from operators of various sized public sector facilities how they creatively implement various online marketing tools and the results they are seeing from using these tools—all done in-house for little to no money! Take what you learn in this session and start building your own free website, learn how to monitor the effectiveness of your efforts, analyze your website and improve your site’s visibility through Search Engine Optimization (SEO.) You’ll discover how to send PR releases for free, build group business, implement surveys, Tweet and gain fans for your Facebook page. Bring your Blackberry or iPhone and start in the session! Special attention will be given to persuading board members or city officials of the importance of using these tools to get the word out about your facilities and start generating more revenue.

*Speaker(s):*

Tom Bergman, Bergman Communications/MMOInc.  
Stephanie Hee, NRH<sub>2</sub>O Family Waterpark  
Julianne Lowman, Point Mallard/Decatur Parks & Recreation  
Patricia Daly, Ray’s Splash Planet/Mecklenburg County Park & Rec

*Meeting Room:* 208

# Daily Schedule

**8:45 a.m. to 9:45 a.m.**

## **Ebbs & Flows: Control Costs By Optimizing Your Operations in Real Time** *NEW*

How do you make your business flexible enough to deal with the ebbs and flows of a seasonal business? How well does your team respond to the changing needs of staffing due to the uncontrollable and unplanned circumstances that arise daily? Learn about a systematic and strategic approach to managing park operations relative to business levels while controlling costs and maintaining guest and staff satisfaction. In addition to staff planning and training, discussion of this Optimized Performance System will include multiple layers of guest and staff communication and some examples of systems to support these processes.

*Speaker(s):*

Kathy Brennan, Whale's Tale Waterpark

Jeb Boyd, Whale's Tale Waterpark

*Meeting Room:* 205

**8:45 a.m. to 9:45 a.m.**

## **How to Handle Hard to Handle Guests** *NEW*

We've all run into them. They're the guests that every staff member dreads—the difficult guests! Understanding and communicating effectively with these guests is a must for your success and your sanity. Join our speaker as he shares with you the keys to successfully communicating with all types of guests, and how to consistently remain positive, supportive, understanding and encouraging with even the most difficult guest.

*Speaker(s):*

Gregg A. Catalano, Physicians of Phun

*Meeting Room:* 210

**8:45 a.m. to 9:45 a.m.**

## **Large Park Great Debate**

In this interactive discussion, you will discuss management dilemmas and policy decisions that affect revenue and day-to-day operations with some focus on the unique economic challenges happening today. Benefit from your peers' expertise and share your knowledge as well. This debate is geared for attendees from parks with attendance of more than 100,000 per year.

*Speaker(s):*

James Judy, Palace Entertainment

Doug White, Schlitterbahn Galveston Island Waterpark

*Meeting Room:* 209



**8:45 a.m. to 9:45 a.m.**

**Maintenance Magic: How to Hire and Train Maintenance Techs for Waterparks** *NEW*

Running a waterpark has its challenges. One of the biggest is finding qualified maintenance techs who have the specialized knowledge necessary to maintain a waterpark AND are willing to work schedules required due to the seasonality of the business and within your payroll budget. Whether you have to hire for the season or cross train your resort maintenance team, this session will share strategies to help your maintenance managers hire, train and adapt to new hires using proven methods that can help your facility keep operating smoothly.

*Speaker(s):*

Matt Boyd, Whale's Tale Waterpark & Resort

*Meeting Room:* 213

**10 a.m. to 11:15 a.m.**

**Triple Play in the Gulf: Plan, Design & First Season** *NEW*

Hear a panel of experienced designers and operators discuss some of what it takes to plan, design, build and operate a municipal waterpark. You'll learn how to understand the benefits of the feasibility process, how to build consensus within the community, how to avoid the pitfalls of the public bid process and many other key areas of waterpark development. Whether you walk away with a sense of what didn't work or what you'd do differently, you'll benefit from this panel's real world experience using three different municipal waterparks as examples.

*Speaker(s):*

Mark Hatchel, Kimley-Horn and Associates, Inc.

Mike Flinn, City of Baytown

Scott Hester, Councilman-Hunsaker

Ted Jack, Parish of East Baton Rouge

Scott Johnson, City of Baytown

Kevin Post, Councilman-Hunsaker

Brett Weinberger, East Parish of Baton Rouge

*Meeting Room:* 208

**10:00 a.m. to 11:15 a.m.**

**Becoming More Profitable in a World of Red Tape: The Ultimate Public Sector Challenge** *NEW*

Come join the public sector as we explore new and creative ways to generate revenue and keep your park pertinent in this interactive, roundtable format. Be prepared to discuss your most difficult revenue-generating problems or share your success stories with your public sector colleagues.

*Speaker(s):*

Eric Dombrowski, DryTown Waterpark/City of Palmdale

Rick Robbins, Splash City Family Waterpark/

City of Collinsville

*Meeting Room:* 209

# Daily Schedule

**10:00 a.m. to 11:15 a.m.**

## **Claims Management - Lessons Learned from a Duck**

"Chlorina" the Duck makes a return visit to the WWA Symposium & Trade Show and brings a new take on lessons learned. She will introduce the Q-U-A-C-K approach to effective claim and risk management techniques. Attendees will be exposed to basic risk management theories and how to apply them to waterpark operations. Key lessons will be how to identify and analyze risk hazards; how to examine and assess alternative solutions; and how to implement best practices given the individual nature of each attendee's situation.

*Speaker(s):*

Kent Sanders, Haas & Wilkerson Insurance

Linda Smith, Haas & Wilkerson Insurance

*Meeting Room:* 210

**10:00 a.m. to 11:15 a.m.**

## **Come One, Come All! Mastering the 3 Ring Circus of Events, Promotions and Public Relations *NEW***

As a marketer do you ever feel like the ring master of a circus—putting on thrilling events to bring in the crowds? Jumping through flaming hoops to get the media's attention? All the while walking the tightrope of budgets and discounts? In this engaging session you'll learn to tame the marketing lions that are eating up your time, yet failing to fill the big top. Find out from two of the industries top promoters what events will have your cash registers ringing and the TV cameras rolling. Learn discounting strategies that will help your bottom line, rather than hurt it. Come away with ideas to create unique events, memorable experiences and, most importantly, additional revenues. Don't miss the show!

*Speaker(s):*

Tiffany Quilici, Roaring Springs Waterpark & Wahooz Family Fun Zone

Tina Hatcher, 3i Advertising

*Meeting Room:* 207

**10:00 a.m. to 11:15 a.m.**

## **Real World Practical Technology Applications *NEW***

This session will provide useable, practical technology applications that provide true value in the day-to-day maintenance and operations of any public or semi-public water venue. At the conclusion attendees should: Have at least two simple, low cost applications that they could implement in the next two weeks that would simplify and protect their operation; have a basic understanding of higher level technology applications and the potential impact on their operation; have an understanding of the importance of collecting GOOD data and having it compiled in a simple understandable and actionable format; and begin to understand the potential impact on liability, reduced maintenance costs, ROI, safety and repeatability of technology applications.

*Speaker(s):*

Kevin Lewis, JW Marriott

*Meeting Room:* 213



**10:00 a.m. to 11:15 a.m.**

### **Safety Committee/CDPC Roundtable**

Join your peers for an interactive and dynamic session covering an array of park safety issues and concerns. Toss your challenges and questions out to the group for some great dialogue and feedback. In addition to your hottest issues, we will also be discussing updates and news related to ASTM and APSP.

**Speaker(s):**

Mike Fijas, Raging Waves

Patrick Finnegan, Whitewater West Industries Ltd.

**Meeting Room:** 205

**11:15 a.m. to 12:30 p.m.**

### **You Can't Make This Stuff Up! *NEW***

Bring along your best stories of things that made you shake your head and say, "You Can't Make This Stuff Up!" Members' stories will be shared and the lessons learned will be discussed. Our speaker will guide the audience through this highly interactive story sharing session. The stories shared and lessons learned will be featured in an article in WWA Magazine following the conference. Names will be changed, if the innocent must be protected. Lots of fun and life's lessons too.

**Speaker(s):**

Judith Leblein Josephs, CPRP, Judith Leblein Josephs

Enterprises LLC

**Meeting Room:** 210

**11:30 a.m. to 12:45 p.m.**

### **Breaking the Code: The Latest Updates on the Model Aquatic Health Code, ADA & ICC's Pool Code *NEW***

2012 will see the launch of ICC's International Swimming Pool & Spa Code and the modules of the CDC's Model Aquatic Health Code. These codes will have implication for both new and existing waterpark and aquatic facilities. The ADA's revised regulations went into effect in 2010. This session will provide you with the latest updates, what you need to know to be in compliance and how the WWA is working with other organizations to impact final code language.

**Speaker(s):**

Wally James, Con-Serv Associates Inc.

Lee Hovis, Tolomato Community Development District

James Dunn, Aquatic Development Group

**Meeting Room:** 205

# Daily Schedule

**11:30 a.m. to 12:45 p.m.**

## **Ground Rules Apply: Creating Employee Manuals That Work** *NEW*

Creating an effective employee manual will save you and your company valuable time and energy by establishing the “ground rules” with your team. “Ground rules” or company policies and procedures must be established to provide the basic framework for everyone. It is vital to protect the company from lawsuits regarding wrongful termination, discrimination, harassment, etc. In addition, it is important to communicate your company vision, values, working conditions and benefits through your employer brand while at the same time making it fun! Come and learn how to create an employee manual that works!

*Speaker(s):*

Lori Caligiuri, Farah Leisure

Martesha Brown, Magic Waters Waterpark-Rockford Park District

Gaylee W. Gillim, Law Office of Gaylee W. Gillim

*Meeting Room:* 208

**11:30 a.m. to 12:45 p.m.**

## **Marketing Committee's Hot Topic Roundtable** *NEW*

Be part of this interactive discussion with the Marketing & Communications Committee regarding topics that are all the buzz right now. Come prepared to hear and share with the group what is happening at your park this year.

*Speaker(s):*

Tiffany Woodward, Wave Renovations LLC

Shawn Bowman, IdeaSeat Internet Marketing and Advertising, LLC

Joanne Cortéz, Hyland Hills Water World

*Meeting Room:* 209

**11:30 a.m. to 12:45 p.m.**

## **No Money, No Problem! Low-cost and no-cost ways to keep your park relevant in a down economy** *NEW*

Has your expansion money been pushed or it's not coming at all? Do you have an aging facility that needs a facelift? Come learn cost-effective ways to improve the look and operations of your facility to keep your guests coming back all summer long.

*Speaker(s):*

George Deines, City of Garland

Lindsey Saller, Perpetual Motion, LLC

*Meeting Room:* 213