



# Daily Schedule

## Sunday

Sunday, October 26, 2008

8:30 A.M. – 5:30 P.M.

### AIMS on the Road: Maintenance for Aquatics Facilities **NEW**

This course focuses on the area of maintenance for aquatic facilities. Join us in learning the newest ASTM standards and how the following inspections can improve your aquatic facility:

- Facility Inspections - Is your facility ready for the public? This course will focus on items to survey prior to the arrival of the guests. Fire protection systems, first aid, walkways, parking lots, and slips, trips and fall hazards are only a few of the things that should be previewed to assure that you are ready. The class will include discussions to identify all areas that may cause problems for our guests and how to establish a checklist for your facility.
- Slide Inspection - There's more to a slide than turning the water on and allowing your guests to ride. An in-depth review of what a maintenance team should review on a daily, monthly and yearly basis.
- Pumps and Motors - Pumps and motors keep our pools and attractions in action until something goes wrong. An in-depth review of what a maintenance team should review on a daily, monthly and yearly basis.
- ASTM Standards for Aquatic Attractions - Is your facility compliant with ASTM standards? This class will have an overview of the standards implemented by ASTM for aquatic attractions including structures and netting.

Tuition: \$240.00 / CEU's will be offered for an additional \$40.00.

Speaker(s): **Patty Beazley**, When Pigs Fly, Creative Operational Concepts

**Jeff Abenshein**, Recreation Engineering, Inc.

**Steve Wilson**, Paco Pumps by Grundfos CBS, Inc.

**Wally James**, Con-Serv Associates Inc.

Meeting Room: 105

8:30 A.M. – 6:00 P.M.

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

This two-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 \$269 and includes the class manual. WWA membership is not required. Test and certifications are issued by the NRPA.

Tuition: \$269

Speaker: **Bob Bradley**, Aquatic Consulting & Educational Services

Meeting Room: 107

8:30 A.M. – 6:00 P.M.

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

This two-day workshop from the National Swimming Pool Foundation 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. This workshop will include the Aquatic Play Feature™ Handbook material, which provides guidance on how to operate and manage facilities that have waterpark features. This material concentrates on risk reduction to the users, the employees and the facility itself. It describes the dif-



ferent types of play features, discusses the unique considerations to operate them, proper maintenance of water quality and management and operations.

Tuition: \$269

Speaker: **Lee Hovis**, Adventure Landing

Meeting Room: 106

9:00 A.M. – 5:00 P.M.

### Ready, Set, Go!

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 a 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 guided through a series of practical checklists, guides and presentations. You will take home an outline of how to get your new venture off the ground.

Tuition: \$169

Speaker(s): **Judith Leblein Josephs CPRP**, Judith Leblein Josephs Enterprises LLC

**James Basala**, Deep River Waterpark

**Paula Panton**, Water Safety Products

**Chris Landgrave**, Deep River Waterpark

**Mike Holtzman**, Profitable Foods

Meeting Room: 122

9:00 A.M. – 5:00 P.M.

### Birthday University - A Reason For Guests To Return More Often

When the novelty of your park or property wears off and soaring gas prices and economic tightening hits your park's attendance, it's time to get serious with alternative solutions. One effective way to grow your indoor or outdoor waterpark business with the least amount of investment and energy is to offer reasons for guests to return more often. A quality party program that creates convenience and eliminates typical parent and employee frustration can be

## Sunday/Monday

exactly what you need to maintain a healthy bottom line during uncertain economic times. In this course, you'll learn why most waterpark party programs are set to fail from the start. You'll get the tools to broaden the scope of your market and systems to harness a unique, high-quality program that can perpetuate itself. You'll uncover unexpected marketing potential and additional revenue streams, as your program draws guests onto your property for no other reason than they were invited. If you have failed to get your party program off the ground or simply recognize that the time has come for alternative revenue strategies, this seminar is exactly what your park needs.

Tuition: \$169

Speaker: **Frank Price**, Birthday University

Meeting Room: 104

**Monday, October 27, 2008**

### WWA Annual Golf Tournament

7:30 a.m. – 2:00 p.m.

The Legacy Golf Club

**8:30 A.M. – 6:00 P.M.**

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

Meeting Room: 107

**8:30 A.M. – 6:00 P.M.**

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

Meeting Room: 106

**9:00 A.M. – 5:00 P.M.**

**Crisis Communication Workshop NEW**

This interactive course will provide managers and executives with sample crisis plans, media training and course work on hot topics in the industry. At the end of the day there will be group activities resulting in prepared statements for the "hot-button issues" in the industry that will be shared with all participants. Topics to be discussed are: air & water quality, waterborne illnesses, sexual predators and injuries & drownings.

Tuition: \$169

Moderator: **Tiffany Woodward**, Wave Development LLC

Speaker(s): **Franceen Gonzales**, Great Wolf Resorts

**Jason Arthur**, Great Wolf Lodge

**Richard Cavestri, Ph.D.**, Imagination Resources

**Clay Barnes**, Waterville, USA

**Tom Werts**, Aquatic Safety Consulting

**Det. Jed Seidl**, Wisconsin Dells Police Department

**Dr. Jeff Williams**, Halosource

**Britt-Darwin Looney**, Praesidium Inc.

Meeting Room: 104

**9:00 A.M. – 5:00 P.M.**

**Advanced Waterpark Group Sales Workshop**

A dynamic team of some of the industry's most experienced Group Sales & Marketing managers will lead this full-day workshop. Learn real world strategies from peers who have faced the same challenges and found what works. Group sales managers with all levels of experience will learn to increase their group sales revenue with topics such as: The Group Scoop (what groups to target for maximum profit potential); Top Notch Group Service (how to keep groups coming back); Stop Telling, Start Selling (using customer-focused dialogue to close the sale.) Participants will study group marketing materials from brochures to videos to direct mail and will discuss consignment sales, group sales department structures and waterpark resort group sales strategies.

Tuition: \$169.

Speaker(s): **Tiffany Quilici**, Roaring Springs Waterpark & Boondocks Fun Center

**Angie Fletcher**, Hyland Hills Waterworld

**Lianne Leiss**, Wild Rivers Waterpark

**Bob Baldwin**, Management Resources

Meeting Room: 120

**9:00 A.M. – 5:00 P.M.**

**American Red Cross Lifeguard Management Training**

This American Red Cross Lifeguard Management course is ideal for experienced managers new to aquatics and experienced aquatics professionals new to management. This course teaches skills and knowledge to effectively manage lifeguards and create an environment that keeps patrons, lifeguards and the aquatic facility safe. You'll learn about supervisory responsibilities, lifeguard selection/training, teambuilding, injury prevention, risk minimization and emergency-response planning. You'll get a copy of the Lifeguard Management Participant's Manual and CD-ROM with sample in-service trainings, records and reports.

Tuition: \$119

Speaker: **Greg Stockton**, American Red Cross

Meeting Room: 101



# Daily Schedule

## Monday

9:00 A.M. – 5:00 P.M.

### StarGuard Lifeguard Instructor Workshop

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. Registrations received after Oct. 3rd require approval from Starfish Aquatics Institute.

Tuition: \$180

Speaker: **Jill White**, Starfish Aquatic Institute

9:00 A.M. – 5:00 P.M.

### WWA Advanced Water Quality Certification 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. CEU certificate is available.

Tuition: \$179

Speaker: **Kent Williams**, Professional Pool Operators

Meeting Room: 109

9:00 A.M. – 6:00 P.M.

### Waterpark Resort Development & Expansion Workshop **NEW**

The WWA brings the industry's leading development experts together for the industry's most complete waterpark resort development and expansion workshop. From feasibility to financing, design to operations, hear the industry's top development pros cover the topics you need to know to venture into this hot market trend. And after a full day of hitting the books, don't miss the opportunity to network with fellow developers at Monday evening's Developers' Reception.

Tuition: \$149

#### Agenda

- *The Future of Hotel/Resort Waterparks*
- *The Feasibility Process*
- *Waterpark Resort Project Development – Design, Engineering & Costs of Construction*

*Lunch is provided for workshop attendees.*

- *What's it Cost to Operate a Waterpark Resort*
- *Finding the Money & Getting Your Project Financed*
- *Maximizing the Guest Experience*
- *Key Engineering Issues & Challenges*
- *Choosing the Right Attractions Mix for Your Project*
- *Development Showcases - Mega & Mid-Sized Projects*
- *Detailed Q&A Round Table with all speakers*
- *Speaker & Delegate Reception*

Speaker(s): **Dan Martin**, Economic Research Associates

**David Sangree**, Hotel & Leisure Advisors

**Ken Ellis**, Aquatic Development Group

**Chuck Neuman**, Water Technology, Inc.

**Mike Conaghan**, The Marshall Group

**Richard Coleman**, American Resort Management

**Bob Hawken**, Neptune-Benson

**Frank Seninsky**, Amusement Entertainment Management

**Andrew Mowatt**, Whitewater West Industries

**Jeff Janovich**, ProSlide Technology

**Corry Cloward**, EDSA Cloward

**Duane Wepking**, Ramaker & Associates

Meeting Room: 118

*This workshop is part of the Development & Expansion Track, which offers educational sessions led by industry experts and professionals from within the development segment. Check out the "Here's what's happening in the Tracks" sidebars on page 50, 53 & 55 to find sessions that are part of the Development & Expansion Track.*

1:00 P.M. – 4:30 P.M.

### Disaster Experience Workshop:

#### A Tabletop Exercise for Waterpark Managers **NEW**

Chances are that while you read this, an unexpected disaster is causing a waterpark management team stress and confusion while affecting its ability to operate. Are your park managers prepared to handle an unexpected disaster? This session has been designed to put you in the throes of a real-life disaster situation as it unfolds. Waterparks have their own unique disaster situations that include drowning, sabotage, mass illness, equipment failures, workplace violence, public relation issues, as well as tornadoes and violent thunderstorms. In this workshop, you will make the critical decisions any park management team would have to make—and deal with the consequences of those decisions! After you've finished, you'll understand the importance of planning for disasters or disruptions. Never be caught unprepared again!

Here's what's happening in the Tracks on

## Monday

### Development & Expansion Track

9:00 a.m. - 6:00 p.m. Waterpark Resort Development & Expansion Workshop

6:00 p.m. - 7:00 p.m. Developer's Reception  
(Registered workshop attendees & speakers only, please.)

### Marketing & Communications Track

9:00 a.m. - 5:00 p.m. Crisis Communications Workshop

9:00 a.m. - 5:00 p.m. Advanced Waterpark Group Sales Workshop

1:00 p.m. - 2:00 p.m. Media Buying for Waterparks

### Waterpark Resort Operations Track

1:00 p.m. - 2:00 p.m. Waterpark Resort Technology Review

2:15 p.m. - 3:30 p.m. Preventative Maintenance for Indoor Waterparks

3:45 p.m. - 5:00 p.m. Generating Revenue and Maximizing the Yield

Tuition: \$149

Speaker(s): **Bob Mellinger**, Attainium Corp

**Cheryl Burress**, Attainium Corp

Meeting Room: 110

## 1:00 P.M. – 2:00 P.M.

### Media Buying for Waterparks **NEW**

Get the most out of your marketing budget whether you are buying your own media or working with an ad agency. Learn how to narrow target demographics and determine timing for advertising flights. Electronic media negotiation topics will include: how to read a Tapscan or TVscan report; guidelines for cost-per-point goals, frequency, gross rating points and reach; and the importance of negotiating value-added components (on-air ticket giveaways, email blasts, web inclusion, etc.). This session will also cover print and direct mail advertising, internet advertising and the benefits of buying media for a waterpark.

Speaker: **Julie Dion**, Adventure Landing

Meeting Room: 123

## 1:00 P.M. – 2:00 P.M.

### Waterpark Resort Technology Review **NEW**

This session will highlight the current state of technology in the waterpark resort industry and the amazing benefits that are currently offered. With technology impacting both the guest experience and our operational efficiencies a solid understanding of what is available is a necessity. We will also be discussing many of the new ideas that are coming soon or may even be on your mind that need to be developed. So join us for a tour of technology and how it will impact your operation from this point forward.

Speaker(s): **Mike Skelton**, Ideal Software Systems

**Tom Foster**, Precision Dynamics Corporation

**Mark Moore**, Splash Universe Water Park Resorts

**Denise Weston**, Creative Kindgoms, LLC

Meeting Room: 122

## 1:00 P.M. – 2:00 P.M.

### Getting the Most Out of Your Sand Filter

This session will focus on design elements of sand filtration along with operational/maintenance tips to maximize performance. Also to be presented is the latest trend in filtration systems. The hour will be great for current park operators and perfect for anyone planning a new park.

Speaker: **Jack Stanley**, Neptune Benson

Meeting Room: 121

## 2:15 P.M. – 3:30 P.M.

### The Strategy of International Staffing **NEW**

The world is going global. Learn how to hire and manage international staff to solve your most pressing business needs. Learn your rights and obligations, as well as your employees', when using J-1's, H-2B's, or Q-1's. Learn useful tips to successfully fulfill your I-9 verification responsibilities under state and federal law. Don't get caught with your lederhosen down.

Speaker: **R. Wayne Pierce, Esquire**, AdventureLaw

Meeting Room: 121

## 2:15 P.M. – 3:30 P.M.

### Preventative Maintenance for Indoor Waterparks **NEW**

Are you operating year round with little or no downtime for periodic maintenance projects? A panel of experts will discuss how to analyze and implement preventative maintenance projects for year round/indoor waterparks. Issues



including play structure maintenance, cleaning & repair; flooring maintenance & repair; and filtration and chemical feed maintenance will be discussed.

Speakers: **Randy Neuman**, Neuman Pools

**Bryan Merritt**, SCS Interactive

**James Gardiner**, PurePlay

**Jeff Gruszynski**, Neuman Pools

**Glenn Urban**, Applied Flooring

Meeting Room: 122

## 2:15 P.M. – 3:30 P.M.

### Small Food Service Operations - Big Profits **NEW**

Just because your F&B operation is small, doesn't mean the profits have to be small! Join us as we learn about how to package/present your products for the biggest return, menu creation, product promotion and tools for controlling costs. We will also review the top 10 profit-eaters and how to avoid them. All attendees will walk away from this session with some samples that they can take back to their facility, including sample documents to help you get started immediately to more profitability. Larger centers will also benefit from this session.

Speaker: **Alan Ramsay**, CLM Entertainment

Meeting Room: 123

## 3:45 P.M. – 5:00 P.M.

### Generating Revenue and Maximizing the Yield **NEW**

How to create cash flow at a waterpark resort can be challenging. Making sure you maximize your revenue potential during peak times is of utmost importance. During this session we will review the known strategies and explore new options of revenue growth for waterpark resorts.

Speaker: **Mark Moore**, Splash Universe Water Park Resorts

Meeting Room: 121

## 3:45 P.M. – 5:00 P.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-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: **Steve Miklosi**, Breakers Water Park

Meeting Room: 123

# Daily Schedule

## Monday/Tuesday



### 3:45 P.M. – 5:00 P.M.

#### Virginia Graeme Baker Act's Impact on the Waterpark Industry **NEW**

Find out the latest developments in the Virginia Graeme Baker Act. Learn how it is being enforced, what it means for waterparks and what challenges the industry will face with compliance. Gather together to brainstorm solutions with your peers and industry manufacturers.

Speaker(s): **Franceen Gonzales**, Great Wolf Resorts  
**James F. Dunn**, Aquatic Development Group  
**Brian Freber**, Water Technology Inc.  
**Trip Knox**, Northeast Aquatic Design  
Meeting Room: 122

## Kick-Off Reception

at MGM's Wet Republic  
7:00 p.m. – 9:00 p.m.

## Tuesday, October 28, 2008

### 8:30 A.M. – 9:30 A.M.

#### Using Themeing to Grow Your Brand & Bottom Line **NEW**

What is it about themeparks that draw tourists from far and wide who are happy to wait in long lines for a single ride experience lasting less than five minutes? The answer is brand value, the emotional response customers have to a product. At a well-branded property, every visit becomes an occasion, which creates more willingness - and more opportunities - for customer spending. Themeparks have become masters in the art of branding and savvy waterpark operators can use the same approach to create new opportunities to increase customer spending and guest stays. Come be part of this interactive session and learn strategies for increasing revenue through brand application.

Speaker(s): **Donny Weber**, Weber Group  
Meeting Room: 104

### 8:30 A.M. – 9:30 A.M.

#### Guest Experience & Expectations at Resort Waterparks **NEW**

Your sales and marketing team have gotten the people to your resort water park. Now what? People want the absolute best in their vacation experience for the least amount of money and no hassles. This is especially true when you are calling yourself a resort. How do you give your guests everything they expect, and more, so they will come back, potentially every year? This session will provide you the information, tools and tips so you are able to provide your guests with a lifetime of memories during their stay with you. We will cover topics such as how guest expectations have changed, the importance of consistently providing your guests resort level service and how you can do all of this without draining the budget.

Speaker(s): **Sarah Elson**, Massanutten Resort  
**Richard Coleman**, American Resort Management, LLC  
**Joe James**, Haas & Wilkerson, Inc.  
Meeting Room: 120

### 8:30 A.M. – 9:30 A.M.

#### After the Accident: What to do When, How & Why **NEW**

We'd all like to avoid accidents, but when they do occur, we want to prevent the event from occurring again while reducing future costs associated with reconstructing and investigating what happened after-the-fact. Learn how to evaluate your existing accident investigation procedures and implement a thorough, consistent investigation protocol. Obtain new, non-intuitive investigation tactics. Discussion topics will include: a brief overview of the law of premises liability and law of negligence; the effect of investigation on the litigation and discovery process; when to perform an investigation; how to gather and preserve evidence to avoid spoliation claims and to protect potential subrogation claims against third parties; how to obtain statements from injured people and witnesses; how to identify and document comparative negligence; how to take effective photographs; effective completion of investigation forms, (i.e. "documenting the ordinary"); and how to gather other helpful information, (i.e. signage, corrective action, etc.)

Speaker(s): **Hilary High, Esquire**, Hill Ward Henderson  
**Kent Sanders**, Haas & Wilkerson, Inc.  
Meeting Room: 121

### 8:30 A.M. – 9:30 A.M.

#### eMarketing Solutions: Reaching Customers on Their Terms **NEW**

E-blasts, RSS feeds, mobile web sites, social media, viral marketing and search engine optimization. Wow! What does all that mean and how do you best utilize these E-marketing efforts to get people to your waterpark? Not only will we tell you how you can effectively use this media, we'll also highlight the importance of capturing data from your visitors so you can easily target them in the future. Most importantly, we'll demonstrate how all of this information can lead to customized reports that truly tell you if your marketing campaigns have traction in the marketplace. Our panel will be a collaborative discussion where we'll answer your real-world questions so you can successfully implement some of these ideas in your own marketing plan.

Speaker(s): **Chad Diedrick**, Discover Mediaworks  
**Tom Bergman**, Bergman Communications  
**Todd Maahs**, Discover Mediaworks  
**Chris LaScala**, Great Wolf Resorts  
Meeting Room: 124

**8:30 A.M. – 9:30 A.M.**

## **Spray Parks - Making a Splash or Going Down the Drain**

This interactive session will showcase some of the true success stories around the industry and review some of the nightmares that you do not want to repeat at your facility. Site plans, equipment, operations, automation, media relations and policy & procedures are all topics that will be discussed. Decisions will be highlighted to generate discussion on how make your spray park a success and learn from others about how to avoid problems that could keep you up nights.

Speaker: **Bob Bradley**, Aquatic Consulting & Educational Services  
Meeting Room: 109

**8:30 A.M. – 9:30 A.M.**

## **Missing Links of Waterpark Party Programs NEW**

Why has the birthday program at my park not reached its potential? How do I start a party program that increases revenue and not frustration? Where has my party program gone wrong? Is it worth the time and can I make money with a party program? What are the basics I need to know for a successful party program in an indoor or outdoor waterpark? When should I start a party program and why? It's time for you to find the answers and take action to improve your bottom line, even when the economy is down.

Speaker: **Frank Price**, Birthday University  
Meeting Room: 123

**8:30 A.M. – 9:30 A.M.**

## **World Aquatic Health Conference Review NEW**

The World Aquatic Health Conference is the leading scientific conference on aquatic health benefits and prevention topics. A spectrum of leaders and scientist from around the world presented findings at the WAHC, October 15-17th. In the spirit of partnership with WWA, this seminar will summarize some of the highlights from the WAHC that are particularly timely for WWA conference attendees. Topics where key advances have been made include scientific findings that link aquatic exercise and immersion to health benefits. In addition, there is a growing interest in reducing energy requirements and maintaining air and water quality. Other key topics that will be briefly reviewed include recreational water illness prevention, the science behind lifeguarding and new industrial technologies coming into the market.

Speaker: **Tom Lachoki**, National Swimming Pool Foundation  
Meeting Room: 122

**8:30 A.M. – 9:30 A.M.**

## **Predator Prevention Practices, Part 2 NEW**

Do your hiring managers know how to screen out potential offenders? Do your employees know the warning signs of inappropriate or abusive behavior and how to respond when a person/child within your park is in danger? During this session, Praesidium will address how to create a safe environment that protects children from abuse by employees and review the ways to identify and protect your staff and guests against inappropriate or abusive behaviors in your park. Raise your level of awareness and leave this session with valuable information including: 1) Types of risk unique to water and amusement parks; 2) The "top ten" screening and selection tips to reduce the likelihood that hiring managers will unknowingly hire an abusive perpetrator to work within your parks; 3) Inappropriate and abusive behaviors seen in pools and waterparks; 4) Five actions you can take to protect your facilities.

Speaker(s): **Britt Darwin-Looney**, PraesidiumInc.com  
Meeting Room: 106

**9:45 A.M. – 10:45 A.M.**

## **Avoiding the Slippery Slopes in your Aquatic Facility NEW**

Experienced IALDA defense attorneys will host a panel discussion on risk management and "Avoiding the Slippery Slopes in Your Aquatic Facility." The audience will learn to identify and prevent such slippery slopes that lead to liability exposure, and discuss a number of hot topics including updates on document retention practices, updates on school year start-date legislation, and what else is new on the legal and legislative horizons.

Speaker(s): **Gaylee W. Gillim, Esquire**, Themeparks, L.L.C.

**Dwayne Beck, Esquire**, Law Firm of Beck, Sirna and Jenkins

**David J. Daly, Esquire**, Daly Cavanaugh LLP

**John Grund Esquire**, Grund, Dagner & Nelson, P.C.

**Joe Hassinger, Esquire**, Galloway, Johnson, Tompkins, Burr & Smith

**Jeff Johnson, Esquire**, Johnson, Leiter & Belsky

**Michael Amaro, Esquire**, Prindle, Decker & Amaro LLP

Meeting Room: 121

Here's what's happening in the Tracks on

# Tuesday

## **Development & Expansion Track**

**8:30 a.m. - 9:30 a.m.** Using Themeing to Grow Your Brand & Bottom Line

**9:45 a.m. – 10:45 a.m.** Evaluating Hotel Indoor Waterpark Sites

## **Marketing & Communications Track**

**8:30 a.m. - 9:30 a.m.** eMarketing Solutions: Reaching Customers on Their Terms

**9:45 a.m. – 10:45 a.m.** Back to the Future: Transport Your Media Strategy into the New Media World

## **Waterpark Resort Operations Track**

**8:30 a.m. - 9:30 a.m.** Guest Experience & Expectations at Resort Waterparks

**9:45 a.m. – 10:45 a.m.** Waterpark Energy Efficiency: Optimal Design and Operation

## **Public-Sector Education Track**

**8:30 a.m. - 9:30 a.m.** Spray Parks – Making a Splash or Going Down the Drain

**9:45 a.m. – 10:45 a.m.** Improving the Effectiveness of Your Lifeguard In-Service Training Program

# Daily Schedule

## Tuesday

**9:45 A.M. – 10:45 A.M.**

### **Evaluating Hotel Indoor Waterpark Sites NEW**

How many acres are needed? Are the utilities adequate? Is the zoning right? Which site is best? One of the industries leading design-builders walks you through evaluating sites for your project.

Speaker(s): **Greg Callin**, Iconica  
**Tom Pientka**, Iconica  
Meeting Room: 104

**9:45 A.M. – 10:45 A.M.**

### **Back to the Future: Transport Your Media Strategy into the New Media World NEW**

It's not 1985 anymore, Marty McFly! Check out the latest technology for reaching your target audience, from e-Newsletters to 3-D Google Earth to on-line ride simulation. Add interactive elements to your web site to keep visitors coming back again and again. And find out how to adapt your traditional media strategy to work in the face of Tivo, iPods and other ad-filtering devices. Fire up your flux capacitor and get ready for the ride!

Speaker(s): **Ryan Djakovic**, H2O Parks  
**Tiffany Quilici**, Roaring Springs Waterpark & Boondocks Fun Center  
**Chad Diedrick**, Discover Mediaworks  
Meeting Room: 124

**9:45 A.M. – 10:45 A.M.**

### **Waterpark Energy Efficiency: Optimal Design and Operation NEW**

Fresh air ventilation is required in a waterpark to maintain a world class environment for the guests. The main driver for the ventilation rate is space humidity from the evaporation of water. The evaporation rate of water varies with the ambient weather conditions and the occupancy of the waterpark. In order for a system to maintain a world class environment with energy efficiency, it has to be able to sense and react to the key variables. We will review the physics behind the drivers for the evaporation rate in the waterpark. We will also discuss the HVAC system concepts that allow the system to be dynamic in its response to an always changing waterpark space environment.

The concepts include Controls and Data Archiving, HVAC air distribution, heating and heat recovery techniques and variable frequency drives (VFD).

Speaker: **Ed Kiser**, Professional Supply Inc.  
Meeting Room: 120

**9:45 A.M. – 10:45 A.M.**

### **Celebrities Draw Customers: How Do We Find the Right Celebrity? NEW**

Learn how to leverage the value of a celebrity visit and/or partnership with your facility. In this session, you will find out how to decide what kind of celebrity is the best fit for your park, where to find them and how much they cost. Other topics that will be explored are: how to use a celebrity on-site; whether to choose a regional or national personality; how to engage local media; the logistics of hosting a celebrity visit and more.

Speaker: **Evan Morgenstein**, Premier Management Group  
Meeting Room: 123

**9:45 A.M. – 10:45 A.M.**

### **Large Park Great Debate**

In this interactive discussion, you will debate a variety of issues, discuss management dilemmas and comment on policy decisions that affect revenue and day-to-day operation for the new millennium. 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): **Mary Jane Brewer**, PARC Management, LLC  
**Lori Kaupp**, Elitch Gardens  
Meeting Room: 106

**9:45 A.M. – 10:45 A.M.**

### **Developing Your Emergency Action Plan NEW**

Aquatic facilities should have written, rehearsed plans that are specific to the types of accidents and emergencies that occur at the facility. Any situation that may endanger someone and require immediate attention of a staff member should be considered an emergency. This session will provide information to assist staff and managers in the development of effective Emergency Action Plans.

Speaker: **Thomas Werts**, Aquatic Safety Consulting  
Meeting Room: 122

**9:45 A.M. – 10:45 A.M.**

### **Improving the Effectiveness of your Lifeguard In-Service Training Program NEW**

Lifeguards must maintain the quality of their training through consistent practice, reinforcement and evaluation. An effectively designed in-service training program will help them do so. This session will educate the participants about the many designs for providing in-service training, what topics and activities should be included and how to evaluate whether your program is working the best for your facility. Participants will be encouraged to share their ideas!

Speaker: **Lake White**, Starfish Aquatics Institute  
Meeting Room: 109

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

### **Education Committee Meeting**

Meeting Room: 104

**3:00 P.M. - 3:45 P.M.**

### **Marketing & Communications Committee Meeting**

Meeting Room: 104

## General Session

11:00 a.m. – 12:30 p.m. | Room 119

## Trade Show

12:30 p.m. – 6:30 p.m. | Marquee Ballroom

(Lunch is served 12:30 p.m. – 2:30 p.m.)

## Welcome Reception

4:00 p.m. – 6:00 p.m. | Marquee Ballroom

WWA Annual

## Reunion Party

7:00 p.m. – 10:00 p.m. | MGM's Studio 54

**4:00 P.M. - 4:45 P.M.**

**Public Sector Committee Meeting**

Meeting Room: 104

## Wednesday, October 29, 2008

**8:30 A.M. - 9:30 A.M.**

**Tax Planning for Waterparks – Home Runs and Base Hits for Developers & Operators NEW**

Looking for a creative way to help finance a waterpark or an expansion project, boost returns on investment or improve cash flow? Think a bit about federal, state and local tax issues. These things are often forgotten about because taxes don't sound "sexy." Tax issues can often make or break a deal or development. Smart developers and investors understand that tax benefits can be a bounty of value. Credits and tax incentives come from a variety of sources requiring considerable negotiations with local, county and state officials. Cost segregation studies, although not new, are still missed by many developers. These studies can accelerate depreciation deductions that increase after-tax cash flows in the early years of operation. On credits, incentives, and cost segregation studies, snoozing often means losing. Come learn how to take advantage of these benefits.

Speaker: **Brian Walsh**, Virchow Krause & Company  
Meeting Room: 104

**8:30 A.M. - 9:30 A.M.**

**Best Practices for Hiring Waterpark Resort Staff NEW**

Hiring quality waterpark staff for year round employment can be a challenging feat. Join us and discover new methods and ideas to explore in order to increase your hiring pool. Learn some hiring practices to obtain quality employees. Once you have the employees, learn different ways of maintaining a good retention level. You will leave this session with new ideas.

Speaker: **Jeremiah Whitman**, Focus Enterprises – Splash Universe  
Meeting Room: 123

**8:30 A.M. - 9:30 A.M.**

**Plants for Poolscapes NEW**

Plants are a critical element in the design of a waterpark. Healthy plants in an appropriate location can enhance the customer's experience. However, inappropriate plants that are poorly managed quickly become an eyesore, as well as a potential hazard. Learn to select, place and maintain plants that enjoy year round color and interest with strategies that will enhance their beauty, decrease maintenance cost and reduce the amount of water used on irrigation.

Speaker: **Lucy Bradley**, North Carolina State University  
Meeting Room: 120

**8:30 A.M. - 9:30 A.M.**

**Get Creative: Marketing That Cuts Through the Clutter NEW**

Selling more tickets is a challenge in good economic times or bad. But when customers tighten their wallets, parks and attractions have to work harder to get their piece of shrinking discretionary income. Consumers are still spending money, but they are being very conscientious about where they spend it. How can your park continue to keep guests coming in the gate? This session will provide examples, both good and bad, of tactics that generate more advance sales. What can your waterpark learn from festivals, auto racing, sporting events, concerts and other events that are out there competing for your same customers? Learn specific marketing and promotion techniques to drive more people to your web site and to your gate. Interactive discussion of your successes and lessons learned will be encouraged.

Speaker(s): **Michael Patrick**, ClicknPrint Tickets  
**Brett Petit**, Palace Entertainment  
Meeting Room: 124

**8:30 A.M. - 9:30 A.M.**

**Addressing Government Relations Issues NEW**

This panel discussion, sponsored by the Government Relations Committee, will focus on a regulatory call-to-action on three of the top legislative issues, including the shortened summers/school calendar issue, rider responsibility and worker's comp. Knowledgeable industry insiders will offer a brief overview of each issue—which states have what and why—and how states and local communities have enacted change. Discussion will also include how and why attendees should get started on their own grass roots efforts on local and state levels.

Moderator: **Doug Knight**, Caribbean Water Adventure At Knight's Action Park  
Speaker(s): **R. Wayne Pierce, Esquire**, AdventureLaw  
**Tina Bruno**, The Coalition for a Traditional School Calendar  
**Lee Hovis**, Adventure Landing  
Meeting Room: 121

Here's what's happening in the Tracks on

## Wednesday

### Development & Expansion Track

**8:30 a.m. - 9:30 a.m.** Tax Planning for Waterparks: Home Runs and Base Hits for Developers & Operators

**9:45 a.m. - 11:00 p.m.** Local Land Use Applications and Regulatory Strategies

**11:15 a.m. - 12:30 p.m.** Indoor Waterpark Design: What Does It Mean to be Green?

### Marketing & Communications Track

**8:30 a.m. - 9:30 a.m.** Get Creative – Marketing That Cuts Through the Clutter

**9:45 a.m. - 11:00 a.m.** On Target – Customer Focused Marketing

**11:15 a.m. - 12:30 p.m.** Group Sales Power Hour

### Waterpark Resort Operations Track

**8:30 a.m. - 9:30 a.m.** Best Practices for Hiring Waterpark Resort Staff

**9:45 a.m. - 11:00 a.m.** The Next Generation of Leaders: Turning Your Kids into Captains

**11:15 a.m. - 12:30 p.m.** What's in Your Air? Keeping Guests and Employees Healthy and Happy

### Public-Sector Education Track

**8:30 a.m. - 9:30 a.m.** Turning Your Aquatic Center into a Destination Waterpark

**9:45 a.m. - 11:00 a.m.** Public Sector Roundtable

**11:15 a.m. - 12:30 p.m.** Who Knew? The things I wish someone had told me before I choose public life

# Daily Schedule

## Wednesday

**8:30 A.M. – 9:30 A.M.**

### **Turning your Aquatic Center into a Destination Waterpark NEW**

Public-sector aquatic facilities are not often known to be a destination waterpark. Often constraints with first dollar project budgets, staffing resources and community expectations may create limitations to your facilities' growth. In this session you will learn how one community started with a traditional municipal aquatic facility and developed it into a destination waterpark. Learn how planning for the future at the onset of your project is an important asset to long term growth and prosperity. Discuss how community education and expectations can help achieve your goals and successes. Additionally, you will see how your facility operations will evolve as you transition into a destination waterpark.

Speaker(s): **Scott Hester**, Counsilman - Hunsaker  
**Rick Fuller**, Hyland Hills Water World  
Meeting Room: 106

**8:30 A.M. – 9:30 A.M.**

### **What Happened Last Summer: An Update on the Battle Against Waterborne Illness NEW**

The summer of 2007 was one of the worst in history for the number of Recreational Water Illness Outbreaks (RWIs). In Utah, public water facility attendance and revenues dropped drastically. This the result of consumer fears over disease outbreaks at public recreational water attractions. Fears of even more outbreaks are causing strict regulations to be put in place. This presentation will offer the latest information along with a review of summer 2008 on the waterborne diseases and what solutions are currently in place. New and future technologies in this battle will be presented as well. A discussion of water quality concerns and solutions will also be a part of this presentation.

Speaker(s): **Jeff Williams Ph.D., MRCVS, BVSc**, HaloSource, Inc.  
Meeting Room: 122

**9:45 A.M. – 11:00 A.M.**

### **Concession Operation: 51 Ways to Improve Service, Increase Sales, and Reduce Costs**

Identify what it takes to make a healthy concession profit. Discover what items you should offer, and what items don't sell. Learn techniques to increase sales without spending additional capital. Discover some innovative ways to increase the \$ per customer by up to 200 percent! Understand how to properly market the concession operation.

Speaker(s): **Michael Holtzman**, Profitable Foods  
Meeting Room: 120

**9:45 A.M. – 11:00 A.M.**

### **The Next Generation of Leaders: Turning Your Kids into Captains NEW**

This session will address the generation that is now in our workforce, and how to develop their leadership skills. By looking at the differences in generational communication styles, learning approach and culture, participants will discover strategies for developing the next generation of leaders in their parks. The strategies are

designed to be easily implemented for large and small, as well as seasonal, operators to reduce labor costs and improve their operational efficiency.

Speaker: **Josh Davies, CHT**, Sage Hospitality  
Meeting Room: 123

**9:45 A.M. – 11:00 A.M.**

### **On Target - Customer Focused Marketing NEW**

With so many options for your limited marketing budget, no budget will ever be big enough to do it all. New options to reach your target audience are popping up every day. On top of that, your customer is being bombarded with new ways to get their information. This presentation and panel Q & A centers on your customer's behavior and how to reach them.

Speaker: **Shawn Bowman**, Splash Universe/Focus Hospitality Services  
**Tiffany Quilici**, Roaring Springs Waterpark & Boondocks Fun Center  
**Jeff Lococo**, Lococo Company LLC  
Meeting Room: 124

**9:45 A.M. – 11:00 A.M.**

### **Public Sector Roundtable**

Meet and sit down with some of the leading public-sector operators to share ideas about operations, maintenance, staffing, marketing, promotions, sponsorships, future growth and much more.

Speaker: **Public Sector Committee**  
Meeting Room: 106

**9:45 A.M. – 11:00 A.M.**

### **Tools for Drowning Prevention through Public Awareness NEW**

Explore the WWA's new online library provided by WWA Members which includes samples of signage, policies & procedures, swim lesson information and other important tools that members can put in place at their facilities. Hear about the projects of the Child Drowning Prevention Council (CDPC) and how you can help combat child drowning.

Speaker(s): **Pat Finnegan**, Chula Vista Waterpark Resort  
**Mike Fijas**, Raging Waves  
Meeting Room: 122

**9:45 A.M. – 11:00 A.M.**

### **Local Land Use Applications and Regulatory Strategies NEW**

Understand the appropriate land use application and permitting process for new construction or expansion of your facility. Also learn how to effectively communicate with local units of government such as zoning administrators, planning commissions and councils to achieve your goals.

Speaker: **Tommy Woog**, Water Wars  
Meeting Room: 104

**9:45 A.M. – 11:00 A.M.**

### **Reducing Energy Costs & Resource Conservation NEW**

Today's waterpark operator is being buffeted on all sides when it comes to energy use and resource conservation. Your guests are asking how "green" you are; your finance staff wants to know how you plan to manage double-digit energy cost increases and everywhere you turn, someone is telling you it will only get worse. Join this panel of industry experts with years of experience in the design and operation of some of the industry's leading waterparks to hear what actions you can take today. Whether you're an aging facility or just starting the design phase of a new project, this session will help you learn how to be more energy efficient and conserve natural and financial resources at your park.

Wednesday

## Trade Show Hours

**11:30 a.m. - 4:30 p.m. | Marquee Ballroom**

(Lunch is served from 12:30 p.m. - 2:30 p.m.)

Moderator: **Roger Currie**, Aqua Leisure International Limited  
Speaker(s): **James Schwingle**, Ramaker & Associates  
**Randy Mendioroz**, Aquatic Design Group  
**Chris Landgrave**, Deep River Waterpark  
**John Child**, Sandcastle Waterworld  
Meeting Room: 121

**10:30 A.M. - 11:15 A.M.**

### **Supplier Member & Exhibitor Meeting**

Meeting Room: 118

**11:15 A.M. - 12:30 P.M.**

### **Indoor Waterpark Design: What does it Mean to be Green? NEW**

The new trend in 'being green' has spread to all levels of our lives—from the types of materials used in everyday activities to reducing energy use. This trend has increased the number of health and environmentally conscious travelers that are looking for green rooms and facilities. In addition to being a positive impact on our environment, green building certification programs can be effectively used to reduce construction and operational cost through design and construction material alternatives. Gain a better understanding of what it means to be 'green' and the programs that are in place to certify green building, as well as the possible construction alternatives that can reduce operational cost. Learn what it means to be a 'green' facility, distinguish between the major types of green certification (LEED, Green Globes, Green Seal & Ecotel), effectively realize the operational cost savings in utilizing green design practices and the possible construction alternative that can save additional building and operational expenses.

Speaker(s): **Paul Newman**, Architectural Design Consultants, Inc. (ADCI)

**Bob Nagel**, Architectural Design Consultants, Inc. (ADCI)

Meeting Room: 104

**11:15 A.M. - 12:30 P.M.**

### **Who Knew? The things I wish someone had told me before I chose public life NEW**

Everyone can use a good laugh now and then. Parks and Recreation professionals are no exception. This session will discuss some of the trials and tribulations of public life and help the participants to approach them with a whole new attitude. A sense of humor is a major requirement in our profession. This session emphasizes the need and shows how to face every day with style, grace and a few laughs. Waterpark operators for both public and private facilities will enjoy this one.

Speaker: **Judith Leblein Josephs CPRP**, Judith Leblein Josephs LLC

Meeting Room: 106

**11:15 A.M. - 12:30 P.M.**

### **Millennial Workforce: Solutions for Today's Staffing Issues NEW**

You hear it all the time, "the work force just isn't what it once was..." Actually, it can be better—if you understand the workforce and know how to tap into our millennial generation. The class will review the evolution of "Generation Why" and discuss how to develop a rapport and motivate our employees of today.

Speaker: **Patty Beazley**, When Pigs Fly

Meeting Room: 120

**11:15 A.M. - 12:30 P.M.**

### **Aging Waterparks and the Life Cycle of Slides & Structures NEW**

As the waterpark industry matures, one of the key components of its success is beginning to show its age. This presentation will discuss issues that impact the useful life cycle of fiberglass waterslides and the related structures. Some of these issues include the normal use of the slides, care of materials used in the slide, environmental exposures and general care and maintenance of the slide and structures. Some waterslides may have issues originating from its original installation that impact its useful life.

Speakers: **Eric "Chet" Jacobson**, NASCO  
**John Hunsucker, Ph.D., PE**, NASCO

Meeting Room: 121

**11:15 A.M. - 12:30 P.M.**

### **Group Sales Power Hour NEW**

Increase your Group Sales in one power-packed hour led by some of the industry's most experienced professionals presenting current group trends and water park industry best-practice sales programs. This session will cover the ABC's of successful and innovative group sales and illustrate why groups should become your top money makers, especially in these challenging economic times. See how packaging can increase your group per cap beyond general admission and learn the best way to market to groups, from direct mail to over-the-phone and in-person meetings. Get ready to hear some great ideas, as well as share some of your own!

Speaker(s): **Randy Thomas**, Randy Thomas & Associates

**Tiffany Quilici**, Roaring Springs Waterpark & Boondocks Fun Center

**Bob Baldwin**, Management Resources

Meeting Room: 124

**11:15 A.M. - 12:30 P.M.**

### **What's in Your Air? Keeping Guests and Employees Healthy & Happy**

This session will address air quality in indoor waterpark environments including how water quality affects air quality, what is in your air and the general concepts of HVAC design to keep air comfortable and healthy for guests and employees. We will also discuss available technologies for managing air and water quality.

Speaker(s): **Richard Cavestri, Ph.D.**, Imagination Resources, Inc.

**Franceen Gonzales**, Great Wolf Resorts

Meeting Room: 123

**11:15 A.M. - 12:30 P.M.**

### **Safety Discussion Hosted by the CDCP and the Safety Committee**

Join the Children's Drowning Prevention Council and the WWA Safety Committee for an open forum discussion of the issues facing today's waterpark operators. There will be an opportunity for follow-up discussions on topics that have been brought up during this year's Symposium. Bring your ideas and unresolved issues for a frank discussion with your industry colleagues.

Speaker(s): **Patrick Finnegan**, Chula Vista Waterpark Resort

**Chris Swartz**, NRH2O Family Waterpark

**Mike Fijas**, Raging Waves

Meeting Room: 122

**12:45 P.M. - 1:30 P.M.**

### **Waterpark Resort Committee Meeting**

Meeting Room: 104

**1:45 P.M. - 2:30 P.M.**

### **Government Relations Committee Meeting**

Meeting Room: 104

Thursday, October 30, 2008

# WWA Goodbye Brunch

10:30 a.m. - Noon | MGM's Cabana Grille  
Grand Pool Complex