



World Waterpark Association
 8826 Santa Fe Drive, Suite 310
 Overland Park, KS 66212 U.S.A.



C'mon,

Show Us Your Best...

Employee Training & Motivation!

The SWIM! (Superior Waterpark Inspiration & Motivation!) Awards are a merit competition sponsored by the World Waterpark Association. The SWIM! Awards honor excellence in training, inspiring and maintaining exceptional, motivated employee teams who provide outstanding guest service at waterparks.



Symposium: Oct. 3-7, 2011
 Trade Show: Oct. 5-6, 2011
 ✦ Louisiana, U.S.A. ✦

July 30 deadline | No entry fee



Award recognition: WWA will recognize the SWIM! awards' winners at a specially designated time during the 31st Annual Symposium & Trade Show, Oct. 3-7, Ernest N. Morial Convention Center, New Orleans, Louisiana, U.S.A.

Judging: Entries will be judged against other entries in your category and attendance level. The judging criteria consist of a review of your overall training program and responses to questions specified for each individual category.

Eligibility: Eligible entrants must be current WWA members with membership dues paid in full at time of receipt of entry or entries.

Deadline: All entry materials must be received in the WWA office by July 30, 2011.

How to Enter

What to submit:

- 1) Fill out a separate entry form (at right) for each category you enter. (Photocopies are acceptable.)
- 2) Answer the questions designated for each award category you enter. **All entries must include this component in order to be considered.**
- 3) Attach entry form for each award category you enter.
- 4) Submit a copy of your training manual and related resources.
- 5) Include supplementary materials that help support your training program (photos, recruitment posters, award certificates, etc.).

For each category you enter, include answers to the specific category's questions (which follow) on a separate sheet. Include any additional information you think would be helpful to the judges in evaluating the success of your program.

Category 1: Employee Retention & Reward Programs

Questions to answer:

- Please describe in detail your reward program and who is eligible to receive awards.
- How do you evaluate the success of your retention and reward program?
- What is your seasonal employee retention rate?
- Please provide a copy of your employee retention and reward program.

Category 2: Employee Training Programs (Includes Front-Line and Seasonal Supervisor)

Questions to answer:

- How many hours of orientation training does a typical front-line employee receive prior to the first day of work?
- How many employees do you train in a season?
- Not including the initial orientation training, how many hours per week/month/season of on-going or in-service training do you provide for each position category?
- Have you won any awards from a third-party agency for your training programs? If so, describe.
- How do you evaluate the effectiveness of your training programs (in-house audits, third-party audits, secret shoppers, mid-season tests, etc.)?
- Please provide examples of your park's training manuals or SOPs.

Category 3: Recruiting & Hiring Programs

Questions to answer:

- What specific recruiting programs do you have in place?
- How do you screen prospective employees?
- How many interviews do you conduct in a season?
- How many seasonal/part-time positions do you fill in a season?
- How do you evaluate the effectiveness of your recruitment and hiring programs?
- Please provide a recruitment/hiring procedures manual or SOP manual if you have one.

July 30 deadline | No entry fee

OFFICIAL ENTRY FORM

Entry deadline is July 30!



Park name: _____

Contact name: _____

Park address: _____

City: _____ State: _____ ZIP code: _____

Country: _____ Phone: _____ Fax: _____

E-mail address: _____

Attendance classification Please check the appropriate attendance category for your waterpark:

- Up to 100,000 annual attendance 250,000 or more annual attendance
 100,000 to 250,000 annual attendance

Categories Please check the appropriate entry category (check only one—judges reserve the right to reclassify):

1. Employee Retention & Reward Programs 3. Recruiting & Hiring Programs
 2. Employee Training Programs

Send this form and complete entry materials to:

WWA SWIM! Awards
 World Waterpark Association
 8826 Santa Fe Dr., Suite 310
 Overland Park, KS 66212 USA.

For questions, contact:

Aleatha Ezra
 Director of Park Member Development
 (913) 599-0300
 aezra@waterparks.org