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# Press Release

## Annual waterpark convention plunges into new topics and dives into new ideas

*WWA's 24th Annual Symposium & Trade Show invites the industry to "immerse" itself into the only show focused exclusively on the water leisure industry*

Overland Park, KS, August 3, 2004—To get ahead, waterpark facilities need access to new information. Sometimes they need to rethink strategies and stimulate their creative juices. The World Waterpark Association's 24<sup>th</sup> Annual Symposium & Trade Show, Oct. 6-10, 2004, in Fort Lauderdale, Fla. (at the Greater Fort Lauderdale/Broward County Convention Center) allows those in the water leisure industry to do all of that—and more!

Those attending the convention in Fort Lauderdale will be a part of:

- The world's largest gathering of water leisure professionals and development experts!
- The most comprehensive waterpark education program available with targeted seminars designed for every specialty segment of the industry!
- Great social events and networking opportunities with experienced operators, creative developers and leading suppliers!
- The ONLY SHOW focused exclusively on the water leisure industry!

Some highlights of this year's convention will include:

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## **Education**

The WWA offers the world's most comprehensive waterpark education program. This year's symposium is bursting with results-producing content from more than 50 different seminars and workshops. The WWA curriculum is specifically designed to provide waterpark operators and developers, in each segment of the industry, with the tools they need to be more effective, more creative and more successful. Half of this year's courses feature new topics or presenters, reflecting the evolving industry and the latest trends. The education program consists of **Breakout Seminars, Workshops** and **Certification Courses** and the **General Session**:

### **Breakout seminars**

#### *Operations topics:*

- Managing the Unique Challenges of Indoor Waterpark Operations NEW!
- Hiring International Employees NEW!
- Beyond the Rescue – What's Next? NEW!
- Attractions Management 101 NEW!
- Top Ten Tips for Sand Filter Operation
- Aquatics Risk Management Best Practices: The Game Show NEW!
- Using Geographic Information Systems To Manage Your Facility NEW!
- Developing Superior Seasonal Supervisors NEW!
- 101 Ways To Save Money
- Water Quality and Pool Operations

#### *Management topics*

- Your Organization's Culture – The Impact & Importance NEW!
- Using Citizen Surveys To Help Design Your Family Aquatic Center NEW!
- How To Complete Your Hotel Waterpark Package –Becoming Family Friendly To Increase Your Profits NEW!
- Growing an Outstanding Crop of Employees NEW!
- Seven Deadly Sins of Aquatic Facilities NEW!
- The Eye of the Storm: Legal Issues that are NEW!
- Shaping our Industry
- Surviving the Dreaded Deposition NEW!
- Rider Responsibility Reform On a Local Level NEW!
- Managing the Aftermath of the Worst-Case Scenario NEW!

#### *Marketing topics*

- Building Powerful Customer Relationships With E-Platform Marketing NEW!
- Consumer Trends Impacting America – and the U.S. Attractions Industry NEW!

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- How To Conduct Low-Cost Guest Research NEW!
- Kids Make Cents NEW!
- Birthday University – Marketing UPDATED!
- Corporate Sponsorship Goes Public NEW!
- The Impact of Children’s Decision-Making on Family Vacation Trips
- Introductory Group Sales

□ *Revenue topics*

- Quarters In & Nickels Out, Dollars In & Quarters Out NEW!
- Take Your Concession Operation “To the Next Level” NEW!
- Birthday University – Planning & Profit UPDATED!
- 10 Proven Ways To Increase Online Advance Ticket Sales NEW!
- Increase Per Caps with Impactful Merchandising NEW!
- Contact-less Smart Card Applications for Waterparks NEW!
- Operations as a Revenue Source – Summer Camps
- Fraud Detection & Loss Prevention

□ *Meetings & Panels*

- General Managers Panel – Top Operators Share Insights and Expertise NEW!
- Women of Water (WOW) Annual Meeting
- Annual Safety Committee Report and Industry Review Insurance Industry Summit
- Smaller Park Meeting (Attendance less than 100,000)
- Large Park Great Debate (Attendance greater than 100,000)

**Workshops and Certification Courses**

- *Ellis & Associates National Pool and Waterpark Lifeguard Instructor Training Course* (Tuesday-Thursday, Oct 5-7, 8 a.m. – 6 p.m.) Become licensed or re-licensed through the Ellis & Associates Lifeguard Instructor training program.
- *NASCO (National Aquatic Safety Co.) Lifeguard Instructor Program* (Tuesday-Thursday, Oct 5-7, 9 a.m. – 5 p.m.) Become licensed or re-licensed to teach NASCO water-safety programs.
- *Aquatic Facility Operator (AFO) Certification Course* (Wednesday-Thursday, Oct. 6-7, 8:30 a.m. – 6 p.m.) Earn your AFO certification while learning about water quality, maintenance and pool management. Presented in conjunction with the National Recreation and Park Association (NRPA).
- *Advanced Water-Quality Certificate Course* (Thursday, Oct. 7, 9 a.m. – 5 p.m.) This one-day, exclusive WWA program provides the AFO (NRPA) or CPO (NSPF) water-quality manager or practitioner new insight and rationale to expand his or her understanding of aquatic recreation, facility water-quality science. Current certification and three years’ experience or equivalent are prerequisites to participate in this seminar. Attendees who successfully complete the seminar and group case study program will receive a

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certificate in Aquatic Recreation Advanced Water Quality Theory and Practice. C.E.U credit is also available.

- *Ready, Set, Go* (Wednesday, Oct. 6, 9 a.m. – 5 p.m.) Get a head start on your operations, management and marketing plans for new or expanded facilities and find new ways to energize your operations.
- *American Red Cross Lifeguard Management Training* (Thursday, Oct. 6, 8 a.m. - 5:30 p.m.) Learn about the responsibilities of a lifeguard supervisor, selection and training, team building, injury prevention, risk minimization and emergency-response planning.
- *Crisis Communication and Media Management Strategies* (Thursday, Oct. 7, 9 a.m. – 12 p.m.) The media will find out, they will expect you to talk, and they will have the last word. This interactive crisis management workshop will address the three P's of media management: Preparation, Positioning and Presentation.
- *Advanced Waterpark Group Sales Workshop* (Thursday, Oct. 7, 9 a.m. – 5 p.m.) Improve your knowledge of waterpark group sales and bring your operation to a higher level of profitability. This workshop covers: creative use of the Internet for Incremental group sales business, emerging trends by type of group, structuring a competitive group pricing discount structure, direct-mail and telemarketing, creating market-by-market action plans and strategies for key types of groups.
- *Safe Swimming Beaches NEW!* (Sunday, Oct. 10, 9 a.m. – 5 p.m.) This full-day seminar is the only national education and training program designed for beach and waterfront managers. Developed by Dr. Tom Griffiths, many consider this to be the open-water equivalent to the AFO course!

### **General Session & Keynote Speaker: George Millay**

(Friday, Oct. 8: 11 a.m.-12:30 p.m.) George Millay is a creative genius and the unchallenged "Father of the Waterpark." His creation of SeaWorld in 1964 took the idea of sea-life parks to new levels. In 1977, he changed the amusement industry forever when he opened the gates of Wet 'N Wild, the world's first waterpark. As biographer Tim O'Brien writes, Millay is "a man who has turned water into gold – a modern-day Poseidon with the creativity, stamina and smarts to conceive recreational opportunities centered on the sea and oceans." As keynote speaker, Millay will focus his creative genius on our industry and provide his unique insight and comments on today's waterpark industry.

### **Development & Expansion Workshop**

(Wednesday & Thursday, Oct. 6 & 7: 9 a.m.-5 p.m.) This event has been standing room only the last two years. It is a must-attend event whether you are a hotel/resort owner interested in cashing in on this hot new trend, a public-sector agency looking to increase service and revenues or a seasoned operator considering a major expansion. Top industry consultants, engineers and operators present real-world examples and the latest data for developing water leisure attractions in today's marketplace – from feasibility and site selection to construction costs, pricing, pre-opening marketing and on-going

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management. Day one focuses on how outdoor waterparks can adapt and expand to compete with new entertainment developments. Day two focuses on the fast-growing indoor waterpark concept.

### **WWA Trade Show**

(Friday, Oct. 8: 12:30 to 6:30 p.m.; Saturday, Oct. 9: 12 to 4 p.m.) As with any fast-paced industry, the time of a waterpark facility manager, owner and operator is precious. To be successful, these individuals have to spend that time wisely. Their best bet, then, is to come to the global meeting of the water leisure industry and connect with all their important contacts in one place. The trade show is the largest gathering of water leisure exhibitors in the world. With more than 100,000 square feet of the newest and most innovative waterpark-related goods and services, they'll find no better place than the WWA's Annual Trade Show to source and secure the quality products, competitive pricing, vital services and merchandising resources they need to compete in this growing and expanding industry.

At the WWA Annual Trade Show, they will:

- Network with the primary suppliers to the water leisure industry
- Enhance business relationships with current suppliers
- Establish new leads on hot products and services
- Find solutions to their most difficult challenges
- Gain valuable insights into industry and consumer trends!

### **Networking & Socializing**

One of the biggest benefits of the WWA Symposium & Trade show is spending time with colleagues - the friends, professionals and experts that industry members count on for advice, support and inspiration. No other industry gathering provides as many opportunities to interact with industry professionals to exchange ideas, craft solutions and find support. From the invigorating evening events to the challenging WWA Golf Tournament, WWA events are the best. Attendees will go home revitalized and ready to implement with new ideas and strategies. A major part of networking and socializing opportunities are the Annual Golf Tournament and a variety of receptions:

### **WWA's Annual Golf Tournament**

Thursday, Oct. 7, 7:30 a.m.

Bonaventure Country Club

[www.golfbonaventure.com](http://www.golfbonaventure.com)

954-389-2100

This award-winning course features two championship, 18-hole golf courses set on more than 300 acres of mature trees, vegetation and lakes with a variety of wildlife. WWA's tournament will

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take place on the facility's East course, known as one of the most challenging golf courses in South Florida. This course features water on 14 holes. One of those, the nationally famous No. 3 waterfall hole, was recently voted one of the top 18 holes in South Florida. Designed by Joe Lee, this course is a par 72 that measures 7,001 yards from the blue tees.

- Shotgun start at 7:30 a.m.
- \$90 fee includes cart, greens fees, range balls, BBQ lunch & transportation.
- Pickup from WWA hotels at 6:15 a.m.
- Proper golf attire required.
- Metal spikes prohibited.

Registration deadline is Sept. 14.

### **Receptions**

- *Public Sector Reception.* Fort Lauderdale Marina Marriott, Thursday, Oct. 7, 6-7 p.m.  
Take time to participate in this networking opportunity in honor of our peers from the Public Sector.
- *International Reception.* Fort Lauderdale Marina Marriott, Thursday, Oct. 7, 7-8 p.m.  
Don't miss out on this networking event with colleagues from parks representing dozens of countries across the globe.
- *Welcome Reception.* Fort Lauderdale Convention Center, Exhibit Hall, Friday, Oct. 8, 4-6 p.m.  
Visit with friends on the Trade Show floor and learn about the newest products and services available to the water leisure industry.
- *Saturday Evening Reception.* Fort Lauderdale Marina Marriott, Saturday, Oct. 9, 7-10 p.m.  
Reconnect with old friends and make new ones. Great food and beverages will be served and live entertainment will keep the party going.
- *WWA Annual Pool Party.* Fort Lauderdale Marina Marriott, Friday, Oct. 8, 7-10 p.m.  
Nibble on local delicacies, mingle with peers and savor the beauty of tropical South Florida.
- *Sunday Beach Bash.* John U. Lloyd State Park, Sunday, Oct. 10, 11 a.m.-3 p.m.  
Come visit a beautiful barrier island beach between the Atlantic Ocean and the Intracoastal Waterway where more than 10,000 sea turtles hatch each year. It's one last opportunity to interact with WWA friends for an afternoon of fun, food and relaxation in this natural setting.

### **Lodging**

Attendees have the choice of two different lodging options for reduced rates:

*Fort Lauderdale Marina Marriott*

\$129/night

1881 SE 17th St., Fort Lauderdale, FL 33316

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Phone: 954-463-4000 \* Fax: 954-527-6705 \* International toll-free: 1-800-228-9290

The WWA's Headquarters Hotel and the site of many social events for the 2004 Symposium & Trade Show is the Marina Marriott, a hotel dedicated to the pleasure and comfort of every guest with exceptional amenities and services delivered with genuine warmth. Located directly across from the convention center, the hotel is just a short walk across the street. Tastefully appointed guest rooms provide a spacious retreat, along with truly spectacular views of Florida's Intracoastal Waterway. Another major benefit of the Headquarters Hotel is its central locale to nearby attractions. With the Fort Lauderdale International Airport and sun-dazzled beaches nearby, the Fort Lauderdale Marina Marriott mixes business and pleasure with style and ease. WWA group rates are \$129 (single) and \$139 (double) per night. To make reservations, link directly from the WWA's Web site—[www.waterparks.org](http://www.waterparks.org)—or call the hotel and reference code WWPWWPA. Make reservations by Sept. 14<sup>th</sup>.

*Holiday Inn Express Fort Lauderdale-Convention Center*

\$84/night

1500 SE 17th St., Fort Lauderdale, FL 33316

954-728-2577

For most people, this property is within walking distance of the Convention Center. Group room rates are \$84 per night for single, double, triple & quad rooms. The hotel offers a free shuttle from the airport. To make reservations, link directly from the WWA's Website—[www.waterparks.org](http://www.waterparks.org)—or call the hotel and reference code WWP.

**Rental cars:**

Attendees who plan to rent a car should make sure to take advantage of the WWA discount through Hertz and Thrifty. Visit [www.waterparks.org](http://www.waterparks.org) for details on this member benefit.

**Travel Tips**

*Taxi service:* Taxi cab stands are centrally located at the Fort Lauderdale airport. Cab fare from the Fort Lauderdale Airport to the Marina Marriott is \$12 to \$15. (The Holiday Inn Express offers a complimentary shuttle service.)

*Attractions:* Fort Lauderdale offers 23 miles of stunning Atlantic shoreline from Hollywood/Hallandale Beach in the south to Deerfield Beach in the north. Visit [www.sunny.org](http://www.sunny.org) for your official guide from the beaches to the Everglades plus golf, shops, dining, sports and more.

*Fort Lauderdale/Hollywood International Airport:* It's only 7 minutes from the airport to the Fort Lauderdale Convention Center and most major hotels. From Palm Beach International Airport or Miami International Airport, it's a 45-minute drive.

*The WWA is the world's premier water-leisure trade Association serving more than 1,000 park and supplier members representing 42 countries.*

*For more information, contact Gina B. Kellogg, Director of Communications, at (913) 599-0300 or [gkellogg@waterparks.org](mailto:gkellogg@waterparks.org) or visit [www.waterparks.org](http://www.waterparks.org).*

*For photos and the official convention logo, contact Gina B. Kellogg, Director of Communications, at (913) 599-0300 or [gkellogg@waterparks.org](mailto:gkellogg@waterparks.org).*