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October 6, 2004

NAME  
company  
ADDRESS  
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Dear NAME:

Welcome to WWA's 24<sup>th</sup> Annual Symposium & Trade Show.

For the rest of the week, you will be part of a group that includes some of the smartest, most progressive waterpark professionals in the world. From suppliers and developers to owners and operators, we're all focused on one thing: building our businesses and the waterparks industry as a whole.

I urge you to take advantage of opportunities presented this week. Don't let your learning stop in between the world-class educational programs. Take time to meet and learn from your colleagues. Every year, I'm always amazed at how much I gain from striking up a casual conversation with a fellow WWA member.

Please don't hesitate to talk to any member of the WWA staff if you have a question or need assistance. They are here to make sure your convention exceeds your highest expectations!

Again, welcome to Fort Lauderdale!

Sincerely,

Rick Root  
President



# Sponsors

The following companies are generous sponsors of WWA's 24<sup>th</sup> Annual Symposium & Trade Show:

## Platinum-Level Sponsor

ProSlide Technology .....Booth 803-904

## Gold-Level Sponsors

Aquakita Fiberglass .....Booth 719-820

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KoalaPlay Group.....Booth 825-926

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## Silver-Level Sponsors

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# STAFF DIRECTORY



**Rick Root**  
**President**

Rick leads, directs and manages day-to-day activities for WWA and is responsible for developing the overall strategic positioning for the organization. He has more than 15 years of senior-level experience in all aspects of park management, including serving as General Manager for public-sector, privately owned and corporate facilities. He served as an officer on the WWA Board of Directors from 1997 to 2001, at which point he was hired full-time to serve as WWA President.

E-mail: [rroot@waterparks.org](mailto:rroot@waterparks.org)



**Mary Jane Brewer**  
**Director of Park Member Development**

Mary Jane implements all membership recruitment and retention strategies. She has more than 14 years' experience in both public- and private-sector organizations, including Six Flags, Alfa SmartParks and Palace Entertainment. She has a B.S. degree in Education, with an emphasis on Recreation Administration, and a master's in education with an emphasis on exercise physiology and community health, both from the University of Kansas. Mary Jane joined the staff in January 2004.

E-mail: [mjbrewer@waterparks.org](mailto:mjbrewer@waterparks.org)



**Kelly Harris**  
**Director of Operations & Member Services**

Kelly is responsible for coordinating all aspects of member services including organizing, planning and scheduling WWA's Annual Symposium of educational workshops and sessions. She has worked in the theme park and resort industries for more than 14 years in the areas of finance, operations and corporate security at firms that include Silver Dollar City Inc., Six Flags and Doral Hotels & Resorts. She is a graduate of the University of Florida with a B.S. degree in psychology. Kelly has been with WWA since 2002.

E-mail: [kelly@waterparks.org](mailto:kelly@waterparks.org)



**Gina B. Kellogg**  
**Director of Communications**

Gina is responsible for planning, managing and implementing WWA communications and overseeing all editorial aspects of *World Waterpark Magazine*. Gina joined the Association in January 2004 after working as an editor for trade publications in several industries for more than 17 years, including serving on several Boards of Directors and committees. She has a Bachelor's of Science Degree in Journalism from the University of Kansas, as well as a Bachelor's of Arts Degree in English from K.U.

E-mail: [gkellogg@waterparks.org](mailto:gkellogg@waterparks.org)



**Patty Miller**  
**Director of Trade Show & Advertising**

Patty directs the planning and implementation of all exhibitors at and sponsors of WWA's Annual Trade Show. Simultaneously, she oversees and coordinates all advertising sales for the Association's official member magazine, World Waterpark Magazine. She has more than 18 years of experience in sales and marketing in the waterpark industry and has worked for the WWA since 1986.

E-mail: [patty@waterparks.org](mailto:patty@waterparks.org)



**Jess Shockley**  
**Production Manager**

Jess is in charge of mail and shipping operations for WWA. He also oversees the production and printing of World Waterpark Magazine, as well as numerous other printing jobs the Association does for its members, such as the Development & Expansion Guide, the Buyers' Guide, the Considerations for Operating Safety, the birthday-mailer program, reprints of magazine articles and other projects. Jess previously owned his own printing company. He has been with WWA for more than 20 years.

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**Anthony Frisbie**  
**Trade Show & Advertising Coordinator**

Anthony handles coordination of the advertising and exhibitor database in addition to overseeing advertising-related administrative responsibilities. He has been with WWA since March 2004. Previously, Anthony served in a variety of document-control, administrative support and marketing-support positions for companies such as Bechtel Industries and Waddell & Reed and the U.S. Army. He served in the U.S. military for 7 years.

E-mail: [anthony@waterparks.org](mailto:anthony@waterparks.org)



**Elisa Berg**  
**Graphic Designer**

Elisa creates all of the design work that goes into the Association's publications and marketing pieces. She joined the Association in August 2004. Her previous design experience includes work for several newspapers and news magazines, including the Sun Newspaper Groups, College Boulevard News and the Jewish Chronicle. She also creates all marketing design work for the Kansas City Symphony. She has a degree in graphic design from the University of Kansas.

E-mail: [eberg@waterparks.org](mailto:eberg@waterparks.org)

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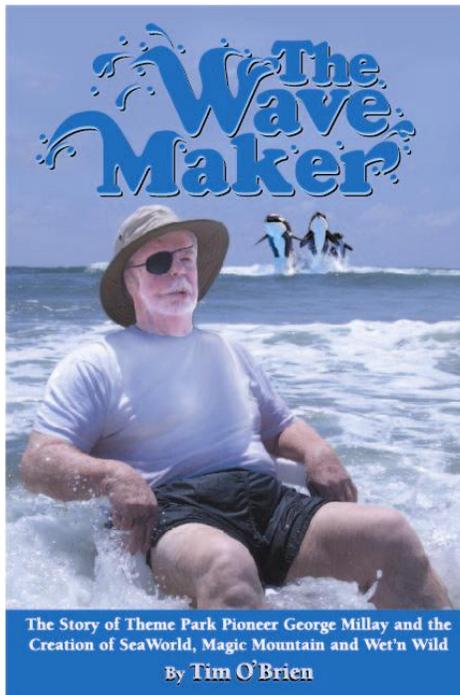
# **GENERAL SESSION: KEYNOTE SPEAKER: GEORGE MILLAY**



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 during the General Session on Friday, Oct. 8, 11 a.m.-12:30 p.m., Millay will focus his creative genius on our industry and provide his unique insight and comments on today's waterpark industry.



# GEORGE MILLAY BOOK SIGNING & PHOTO OP



**Friday, Oct. 8  
3 p.m.  
Trade Show floor**

Known today as “The Father of the Waterpark Industry,” WWA Keynote Speaker George Millay bares it all in a new 352-page biography by author Tim O’Brien. Never before interviewed in such depth, George speaks openly in this book of the people, the deals and the events that shaped him as an individual and that made his parks innovative masterpieces. For the first time, he tells the complete story—from the conception to the completion of these attraction giants. “The Wave Maker” is a historical

biography of a true pioneer, as well as an in-depth look at the business side of creating these parks. He’ll be signing copies of his biography on Friday, Oct. 8, 3 p.m. on the Trade Show floor.



# WWA FACTS

The WWA, which was started in 1982, is governed by a volunteer Board of Directors consisting of 12 waterpark owners, operators, suppliers and developers. The term of each board position is 2 years.

A staff of paid employees works year-round for the WWA, which has its headquarters in Overland Park, Kan., a suburb of Kansas City, Mo. These staff members include an executive director, president, communications director, director of staff member development, production manager, director of supplier memberships and trade shows, supplier membership assistant, finance and member services director and an art director.

The WWA is an international not-for-profit organization. Its primary purpose is to further safety and profitability in the waterpark industry.

There are approximately 1,000 members of the WWA. The members fall into one of two categories: Park Members or Supplier Members.

- *Park Members* are members who own, operate or manage water-leisure facilities. Park Members can also be prospective park developers who plan to build and/or operate a waterpark in the future.
- *Supplier Members* are members who supply products or services to waterpark facilities or developers.



# Waterpark Industry Fun Facts

## GENERAL STATS:

**Number of waterparks in North America:** More than 1,000\*

*\*These numbers comprise all waterpark facilities, including municipal/city-owned pools with waterpark features, as well as corporately owned waterparks, independently owned waterparks and indoor/resort-style waterparks.*

**Estimated attendance at North American waterparks during the Summer 2003 season\*\*:** 70-72 million (includes United States, Canada and Mexico)\*

*\*\*Most recent date for which figures are available.*

**Number of waterparks throughout the rest of the world:** About 600

**Average attendance growth per year (North America over last 5 years):** 3 percent

## FUN FACTS:

*(Note: The information that follows has been compiled from facts supplied to the WWA by outside sources. If discrepancies are noted, please contact the WWA.)*

**First "official" waterpark created:** Wet 'N Wild, Orlando, Fla., 1977, by George Millay (creator and founder of Sea World)

**First U.S. indoor waterpark:** Polynesian Resort Hotel & Suites, Wisconsin Dells, Wis., 1989

**First U.S. wave pool:** Point Mallard Park, Decatur, Ala., 1970

**Longest indoor leisure river in the U.S.:** Zambezi River, Kalahari Resort, Wisconsin Dells, Wis.

**Largest indoor waterpark in North America:** Kalahari Resort, Wisconsin Dells, Wis.

**Fastest-growing segments of the waterpark industry in North America:** Indoor waterpark resorts and municipally owned/city owned waterparks

**Fastest-growing regions of the world:** Eastern Europe and Far East/Pacific Rim

## **POPULAR TOP-10 LISTS:**

### **Best waterparks in U.S. (2004)**

(according to The Travel Channel, 2004)

1. Schlitterbahn Waterpark, New Braunfels, Texas
2. Blizzard Beach at Walt Disney World, Lake Buena Vista, Fla.
3. Raging Waters, San Dimas, Calif.
4. Water Country U.S.A., Williamsburg, Va.
5. Splish Splash, River Head, N.Y.
6. Knott's Soak City, Palm Springs, Calif.
7. Water World (Hyland Hills), Federal Heights, Colo.
8. Six Flags White Water, Marietta, Ga.
9. Wet 'n Wild, Las Vegas
10. Noah's Ark, Wisconsin Dells, Wis.

### **U.S. waterparks with the highest attendance (2003)**

(according to *Amusement Business* magazine)

1. Typhoon Lagoon (1,700,000\*), Walt Disney World, Lake Buena Vista, Fla.
2. Blizzard Beach (1,600,000\*), Walt Disney World, Lake Buena Vista, Fla.
3. Wet 'n Wild (1,250,000\*), Orlando, Fla.
4. Schlitterbahn (995,000\*), New Braunfels, Texas
5. Raging Waters (683,025\*), San Dimas, Calif.
6. Water Country USA (670,000\*), Williamsburg, Va.
7. Adventure Island (600,000\*), Tampa, Fla.
8. (tie) Six Flags Hurricane Harbor (560,000\*), Arlington, Texas
8. (tie) Wet 'n Wild (560,000\*), Las Vegas
10. Noah's Ark (538,000\*), Wisconsin Dells, Wis.
11. Six Flags White Water (500,000\*), Marietta, Ga.
12. Six Flags Hurricane Harbor (460,000\*), Jackson, N.J.
13. Hyland Hills Water World (452,683), Federal Heights, Colo.
14. Wet 'n Wild Emerald Pointe (451,747), Greensboro, N.C.
15. Soak City at Cedar Point (405,000\*), Sandusky, Ohio

\*Estimate, based on 2003 figures

*This information has been compiled and provided by the World Waterpark Association (WWA). Please credit WWA for its use.*



# 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, Oct. 6, 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, this week 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:

## **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. More than 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**. For example:

### **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 attendees are hotel/resort owners interested in cashing in on this hot new trend, public-sector agencies looking to increase service and revenues or seasoned operators considering a major expansion. Top industry consultants, engineers and operators will 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 management. Day one will focus 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 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.

## **Receptions & Social Gatherings**

- *Public Sector Reception.* Fort Lauderdale Marina Marriott, Thursday, Oct. 7, 6-7 p.m.

Attendees will take time to participate in this networking opportunity in honor of their peers from the Public Sector.

- *International Reception.* Fort Lauderdale Marina Marriott, Thursday, Oct. 7, 7-8 p.m.

Participants won't want to 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.

Visitors and friends will gather on the Trade Show floor and learn about the newest products and services available to the water leisure industry.

- *WWA Annual Pool Party.* Fort Lauderdale Marina Marriott, Friday, Oct. 8, 7-10 p.m.

Attendees will enjoy Fort Lauderdale's balmy weather poolside at the Marina Marriott's luxurious, free-form outdoor pool and outdoor deck. They'll nibble on local delicacies and have a drink while networking with peers and enjoying the inviting vista of yachts drifting by. The beauty of this tropical paradise will refresh everyone for the many events still to come at the convention.

- *Ugly Tuna Groove Fest.* Las Olas Riverfront/Ugly Tuna Saloona, Saturday, Oct. 9, 7-10 p.m.

Floridian cuisine, luscious libations and live entertainment will be on the agenda this evening. Attendees will congregate in the outdoor bar overlooking the New River at the popular Ugly Tuna Saloon restaurant, an ultra-casual, old-style Florida seafood grill located at the fashionable Las Olas Riverfront. They'll listen to the wafting notes of a live guitarist while they socialize and enjoy the waterside view during the early part of the evening. Later on, they'll groove to the beat of a steel drum band in the lower-level gazebo. For those ready to keep partying, they can continue into the wee hours with complimentary admission to another local hot spot: The Martini Bar.

- *Sunday Beach Bash*. John U. Lloyd State Park, Sunday, Oct. 10, 11 a.m.-3 p.m.

Attendees will 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 for everyone to interact for an afternoon of fun, food and relaxation in this natural setting.

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

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**GREATER FORT LAUDERDALE HOSTS  
THE WORLD WATERPARK ASSOCIATION'S  
“24<sup>TH</sup> ANNUAL SYMPOSIUM & TRADE SHOW”**

GREATER FORT LAUDERDALE, FLORIDA—The World Waterpark Association will hold its 24<sup>th</sup> Annual Symposium & Trade Show at the Greater Fort Lauderdale/Broward County Convention Center, October 6 - 10, 2004.

The annual conference is the exclusive showcase for the waterpark industry where attendees can find:

- The world's largest gathering of waterpark experts
- The greatest number of waterpark exhibitors
- The most comprehensive program of waterpark-focused education courses

The trade show will focus on and offer access to the most up-to-date information on products and services in the industry. While the trade show focuses on products, the symposium will offer educational sessions on a vast array of topics that apply to all segments of the waterpark industry with more than 50 seminars and intensive workshops on a number of water-leisure topics.

George Millay, known as the “Father of the Waterpark” for his creation of SeaWorld in 1964, will be the Keynote Speaker focusing on the industry and providing his unique insight and comments on today's waterparks. Mr. Millay changed the amusement industry forever when he opened the gates of Wet 'n Wild, the world's first waterpark.

More than 1,200 delegates representing 42 countries are expected to attend the 2004 conference. Contracted hotel room blocks include the Fort Lauderdale Marina Marriott, Holiday Inn Express, and

Renaissance Fort Lauderdale Hotel. According to Nicki E. Grossman, President, Greater Fort Lauderdale Convention & Visitors Bureau, “Greater Fort Lauderdale can expect an economic impact of \$1.6 million.”

Members of the media can obtain further information by contacting Gina B. Kellogg, Director of Communications at [gkellogg@waterparks.org](mailto:gkellogg@waterparks.org) or visit [www.waterparks.org](http://www.waterparks.org).