PRECONVENTION ISSUE

SEPTEMBER 2021

WORLD WATERPARK™

The Official Magazine of the World Waterpark Association

Waterful Fun Comes To Aqaba

Saraya Aqaba Waterpark, Jordan

Deep In The Heart Of The WWA Show!
Find out what makes the annual WWA Show a must-attend

Bravo, Aquabrava!
Aquabrava in Roses, Spain adds new thrill-level waterslides to its mix

Hello, Corrine J. Rose Park!
Illinois' Waukegan Park District opens a regional family entertainment destination

TRANSFORMING WATER PARKS

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BAHA BAY AT BAHA MAR

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WWA BOOTH #302-408

SEPTEMBER 2021

CONTENTS

62

26

IN EVERY ISSUE

5 Chair's Column
6 WWA News
8 Committee Voices
22 Member Spotlight
48 Rave Reviews
62 Management Pointers
64 Committee Voices
66 News Drops
67 Classifieds
68 Advertising Index

32

40

FEATURES

4 **THE WWA SHOW SCHEDULE IS JAM-PACKED!**
We're giving you so many great reasons to travel to the WWA Show this October

12 **DEEP IN THE HEART OF THE WWA SHOW**
Education sessions, trade show shopping and networking await you at this year's WWA Show

26 **BRAVO, AQUABRAVA!**
Even after three decades in operation, Aquabrava continues to find new ways to excite and thrill guests who visit this beautiful waterpark in Roses, Spain

32 **WATERFUL FUN COMES TO AQABA**
Saraya Aqaba Waterpark is the first-of-its-kind in Aqaba and the largest in the Kingdom of Jordan

40 **HELLO, CORRINE J. ROSE PARK!**
Illinois' Waukegan Park District took on the challenge of replacing its popular park with a regional family entertainment destination that features a unique mix of dry, wet and musical attractions
BY SHELBY MCDONALD

52 **TEAM WLSL™ GOT BACK ON DECK IN 2021**
This year's World's Largest Swimming Lesson™ continued to deliver the message to thousands around the globe that learning to swim is a life-saving skill

58 **HOW-TO: MAINTENANCE**
Troubleshooting & Fixing Clogged Injectors
BY GARRETT COLBY

THE COVER

In early July, Saraya Aqaba Waterpark welcomed its first guests to the ultimate aquatic adventure. This world-class waterpark is the first-of-its-kind in Aqaba (the Kingdom's only coastal city), and the largest in the Kingdom of Jordan. Home to unique and exhilarating water adventures, Saraya Aqaba Waterpark features more than 25 rides, slides and experiences in addition to family-friendly eateries.

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THE 2021 WWA SHOW SCHEDULE IS JAM-PACKED!

WWASHOW
OCTOBER 19-22, 2021
SAN ANTONIO, TX U.S.A.

SUNDAY OCTOBER 17, 2021

8:30 a.m. – 6:30 p.m.
Aquatic Facility Operator (AFO) Certification Course – *Day 1 of 2*
Certified Pool Operator (CPO) Certification Course – *Day 1 of 2*

10 a.m. – 7 p.m.
E&A Lifeguard Instructor Course – *Day 1 of 3*

MONDAY OCTOBER 18, 2021

8 a.m. – 6 p.m.
StarGuard ELITE Lifeguard Instructor Development Course – *Day 1 of 2*

8:30 a.m. – 6:30 p.m.
Aquatic Facility Operator (AFO) Certification Course – *Day 2 of 2*
Certified Pool Operator (CPO) Certification Course – *Day 2 of 2*
& Blended Course

9 a.m. – 9 p.m.
E&A Lifeguard Instructor Course – *Day 2 of 3*
E&A Lifeguard Instructor Course – *Renewal*

TUESDAY OCTOBER 19, 2021

8 a.m. - 6 p.m.
StarGuard ELITE Lifeguard Instructor Development Course – *Day 2 of 2*

9 a.m. - 5 p.m.
WWA University: Waterpark Design, Development & Expansion Workshop
WWA University: Waterpark Maintenance School
WWA University: Ready, Set, Go! A Guide To Getting Started
WWA Advanced Water Quality Certificate Course

9 a.m. - 7 p.m.
E&A Lifeguard Instructor Course - *Day 3 of 3*

1 - 6:30 p.m.
ANNUAL GOLF TOURNAMENT
Optional Event
Hosted by The Quarry Golf Course, San Antonio's top rated golf course. New for 2021, the tournament will kick-off in the afternoon!

WEDNESDAY OCTOBER 20, 2021

8:45 - 9:45 a.m.
BREAKOUT SESSIONS

10 - 11:15 a.m.
BREAKOUT SESSIONS

11:30 a.m. - 12:30 p.m.
OPENING GENERAL SESSION

12:30 - 6:30 p.m.
TRADE SHOW OPEN

7:30 - 10:30 p.m.
ANNUAL REUNION PARTY AT SIX FLAGS FIESTA TEXAS
This year's Annual Reunion Party will never mean more as we come back together to share ideas, make new connections and rejuvenate for what's next in our industry. You'll enjoy quality networking time all while exploring behind the scenes of Six Flags Fiesta Texas.

THURSDAY OCTOBER 21, 2021

8:45 - 9:45 a.m.
BREAKOUT SESSIONS

10 - 11 a.m.
KEYNOTE SESSION: STORIES IN LEADERSHIP
featuring Mark Rucker

Mark Rucker presents "Stories In Leadership"

11 a.m. - 3:30 p.m.
TRADE SHOW OPEN

3:30 - 4:45 p.m.
BREAKOUT SESSIONS

5 - 6 p.m.
BREAKOUT SESSIONS

7 - 10 p.m.
EXPLORE SAN ANTONIO'S RIVER WALK
Make plans to join some of your favorite WWA friends—new and old—for some time to explore San Antonio's River Walk together. Meet up for food and drinks at one of the dozens of restaurants offering al fresco dining, take a boat ride down the river itself or go on a walking ghost tour! The options to create new WWA Show memories are endless!

FRIDAY OCTOBER 22, 2021

9 - 10 a.m.
BREAKOUT SESSIONS

10:15 - 11:15 a.m.
BREAKOUT SESSIONS

11:30 a.m. - 12:30 p.m.
BREAKOUT SESSIONS

VISIT WWASHOW.ORG NOW!

IT'S WHERE YOU CAN REGISTER, BOOK YOUR HOTEL ROOM, SEE WHO'S EXHIBITING, PREVIEW SESSION DESCRIPTIONS AND MUCH MORE!

"Anyone in the industry who is not attending this show is missing out on great educational opportunities and the potential to find a trade partner that can make you safer, more efficient and possibly increase attendance and profits."

- MARK L. DUKES, GENERAL MANAGER, WATER PARKS, MINI GOLF & MICKEY'S RETREAT AT THE WALT DISNEY WORLD RESORT

WELCOME, NEXT GENERATION

"WE'VE DECIDED TO CANCEL the in-person show." And with those words, the fate of last year's 40th anniversary World Waterpark Association Symposium & Trade Show was sealed.

It was tough news for our Board Chair to deliver, following an equally tough month of agonizing deliberation. Fortunately, through the resiliency and creativity of our WWA staff, we would carry on with a virtual show that ultimately proved highly successful.

But the year felt lonely. As hard as it was not seeing our families in person, we missed the company of this family too.

A founding father of the U.S.—and human lightning detector—Ben Franklin once said, "nothing is certain except death and taxes." As an offset to that direness, I would add our annual WWA show as the only one of the three inevitabilities to look forward to. Through our many personal evolutions in role, title, employer, location and overall station in life, the WWA show and family are our constants. And depending on where we are in our career and life arch, we come to the show as a student or teacher. A buyer or servicer. A candidate or hirer. And sometimes, and in some years, all of the above.

Through our many personal evolutions in role, title, employer, location and overall station in life, the WWA show and family are our constants.

For us all, "the show" is part of our growth as a professional and as a person. It serves as our starting point, a meeting spot, the backdrop, a transition and, for the legends amongst us mere mortals, the ultimate recognition of a career and life well-lived (thank you, Vera and Wally).

As we look forward to this year's 41st annual WWA Show, let us reflect and *truly* appreciate the benefits of attending…IN PERSON! It is a once-a-year opportunity for your next generation of teachers, servicers and hirers to find their calling. And it is an opportunity for your park's entire team, inclusive of operations, finance, maintenance, human resources, construction, marketing and beyond to exchange knowledge, explore new concepts and ideas and just plain come together and grow.

To whatever degree it benefits one or all, your participation will make your park and our collective community exponentially better. This issue includes tons of great detail about the upcoming WWA Show, which I invite you to begin reviewing on page 12. There's also more information, as well as online registration, available at WWASHOW.org.

I cannot wait to see you in San Antonio this October. I cannot wait to learn and laugh with you in person again. And I cannot wait to see our future leaders come and take their journey to legendary. •

JESSE VARGAS
GUEST COLUMNIST

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MEMBERSHIP COORDINATOR
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ANDY W. MILLER

GRAPHIC DESIGNER
ELISA BERG

Education sessions and the trade show floor will be located inside the Henry B. Gonzalez Convention Center, which is adjacent to the Grand Hyatt San Antonio.

PRECONVENTION PLANNING: WWA SHOW

OCTOBER 19-22, 2021
HENRY B. GONZALEZ CONVENTION CENTER & GRAND HYATT SAN ANTONIO

Providing you with a safe, comfortable, enriching show experience is our #1 priority for this year's annual World Waterpark Association Symposium & Trade Show. Currently, we are in communication with our partners at the Henry B. Gonzalez Convention Center, and other show venues to determine what safety measures should be in place for the show in October.

Also, we are monitoring recommendations made by the U.S. Centers For Disease Control & Prevention for meetings and events like ours. We know that recommendations are continuing to change on an ongoing bases, hence we will continue to post updates to WWASHOW.org with the latest safety best practices as we get closer to the show dates.

WWA REGISTRATION

Registration and the entrance to the trade show floor will be located in the West Registration area outside of Hall 4 in the Henry B. Gonzalez Convention Center. Attendees may pick-up their registration materials here or find information about something taking place at the show.

REGISTRATION HOURS ARE:

TUESDAY, Oct. 19, 8:00 a.m. – 6 p.m.
WEDNESDAY, Oct. 20, 8 a.m. – 6:30 p.m.
THURSDAY, Oct. 21, 8 a.m. – 6 p.m.
FRIDAY, Oct. 22, 8 a.m. – 12:30 p.m.

WHAT TO WEAR

Dress for the WWA Symposium & Trade Show is casual and comfortable. We recommend that you bring a light jacket or sweater for comfort in air-conditioned seminars, walkways and restaurants and comfortable shoes for walking the trade show floor. We also recommend that you bring facial coverings and hand sanitizer should you need either for public spaces in the hotel, convention center or throughout San Antonio.

AIRPORT & TRANSPORTATION

San Antonio International Airport is located in northern San Antonio, approximately 8 miles or 15 minutes from the downtown loop. Ground transportation access and service are available at both Terminal 1 & 2. To get from the airport to the Grand Hyatt San Antonio or other hotels near the River Walk, consider one of the following means of transportation:

- **UBER & LYFT.** Both services are available at San Antonio International Airport by using the respective app to find a nearby driver. Approved rideshare services meet customers on the outer commercial curbside, lower level of Terminal A.
- **TAXIS.** Taxi cabs are available at the outer commercial curbside at Terminal A. For assistance, please see the Airport Ground Transportation employee (wearing red shirt). Fares to San Antonio downtown areas start at $24 – $29 (U.S.) per taxi cab. (Up to 6 may share a cab, if both luggage and passengers fit safely.)
- **CAR RENTALS.** San Antonio International Airport offers rental car options from all major providers, including Hertz, Thrifty, Enterprise and others. Car rental counters are located in the lobby of the Consolidated Car Rental Facility. Take the elevator or escalator to the Mezzanine Level in Terminal B and cross the Sky Bridge.

WEATHER

San Antonio weather in October is often dry and the temperatures are quite pleasant. The average high temperature in October is 80 º Fahrenheit with average low temperatures at 62 º Fahrenheit. •

EXPLORE THE RIVER WALK!

The San Antonio River Walk, known as the "world's largest hotel lobby," offers a beautiful and historic setting for networking, exploring and entertaining. You'll want to set aside some evening time to explore the shaded stone pathways that wind along the gently flowing San Antonio River through the city center.

Plan to use the **"SHOW US YOUR BADGE"** program. Simply present your WWA badge at participating restaurants and take advantage of special offers during your time at the WWA show. Just a few participating locations on the River Walk include:

- **ACENAR –** One free chef's appetizer with purchase of an entree (one appetizer per table of 4 guests)
- **HOWL AT THE MOON –** Receive 2 for 1 admission valid Sun. – Fri. until 10 p.m. & Sat. until 9 p.m.
- **HARD ROCK CAFÉ –** Receive 20 percent off food and beverage (excludes alcohol)
- **RJA GHOST TOURS –** Get $3 off per ticket using coupon code: RJASUYB

WWA BOOTH #225-328

LOOKING FORWARD

By Dr. Stephen Sims, Ed, ATC
General Manager
SomerSplash Waterpark

AS THE 2021 aquatic season wraps up for many of us within the aquatics industry, this season brought back many of the familiar sounds that we missed from the prior year in 2020. Simply hearing the sounds of the water splashing, rides back in operation and children laughing was enough to bring smiles to so many. Now is the time for us, as an industry, to come together and reflect with friends and colleagues, both old and new, to share what we have learned over the past couple of seasons. Of course, the WWA's staff and committees did a fantastic job of providing close to 100 opportunities for members to engage, learn and connect over virtual platforms in 2020, but there is no better place to connect with each other than at WWA's 41st Annual Symposium & Trade Show that will be held in San Antonio, Texas from October 19-22, 2021. The annual symposium is bound to have something for everyone. Whether it is learning from some of the top leaders within the industry during the various breakout sessions, walking the trade show floor or simply attending one of the several social events, there is definitely something for everyone.

Set your daily plan by reviewing educational session titles and descriptions at WWAShow.org/education-tracks/.

While attending the show, attendees will have the opportunity to partake in more than 40 breakout sessions, workshops and various certifications courses. The breakout sessions will focus on a variety of tracks such as human resources, in-park revenue, legal topics, maintenance, management, safety, personal development and training and staff development; and, they will be presented by some of the top professionals within the aquatic industry. Plus, for an extra fee you can attend one of the workshops, like the Waterpark Design, Development & Expansion Workshop or the Ready Set Go! Workshop, or take advantage of one of several certification courses being presented during the symposium.

We all know the annual show isn't just about attending the educational breakout sessions and workshops. There is also a vast amount of knowledge to be shared and learned while attending the Annual Reunion Party that will be hosted by Six Flags Fiesta Texas. Utilize this time to network with others within the aquatic industry and meet up with old colleagues, while making new connections.

Whatever else you do while in San Antonio, don't forget to take advantage of the trade show floor. If you are looking for something to enhance revenue, adding a new attraction, making facility upgrades or simply looking for new apparel, you will want to take advantage of what the trade show floor has to offer. Feel free to speak to the various venders and take advantage of interacting with them in-person. You never know what you might be able to find; just remember, the next big idea might be down the next aisle.

We hope everyone can attend the WWA Show this year. This is a great way for us, within the industry, to come together and share our knowledge amongst one another. We all missed our in-person show time in 2020, so there should be plenty for us to discuss. The WWA staff and committees have been working hard to make this event as memorable as they have been in the past. So, come and enjoy that southern hospitality that San Antonio and Texas have to offer while we are there. •

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AND WAFFLES ON A WATERSLIDE

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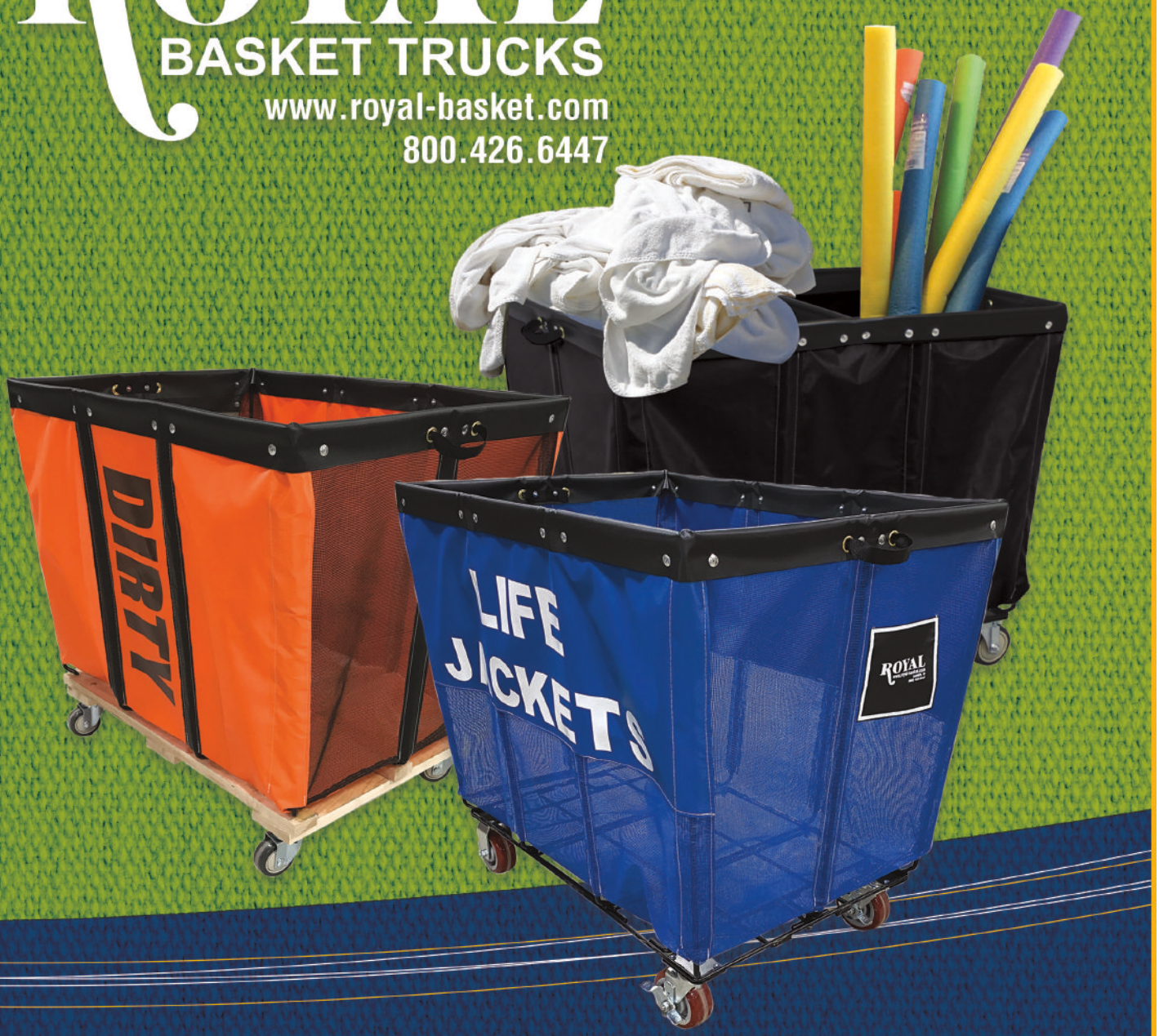

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"Our team holds no boundaries at the WWA Show as key learnings are the star of the show. Our teams are anxiously anticipating this one-of-a-kind industry collaboration, in person."

– EVAN BARNETT, PRESIDENT/GENERAL MANAGER, TYPHOON TEXAS

WWASHOW

OCTOBER 19-22, 2021

SAN ANTONIO, TX U.S.A.

DEEP IN THE HEART OF THE WWA SHOW

Reconnecting with the truly inspiring people who are leading the way in the water leisure industry is the #1 reason why you need to attend the World Waterpark Association's Annual Symposium & Trade Show, October 19-22, 2021. You won't want to miss this opportunity to come back together in-person to share lessons learned throughout the past year and to benchmark hundreds of products and services that make your business better and stronger. Visit WWASHOW.org to book your room and review show details.

We'll See YOU in San Antonio!

THE WWA SHOW IS YOUR TIME TO COME TOGETHER!

We've got three great hotel options for your stay during the WWA Show.

Choose between the Grand Hyatt San Antonio at $232 per night, which has limited availability left, the Hyatt Regency San Antonio River Walk at $239 per night and La Quinta San Antonio River Walk at $169 per night. All three are well situated by the Henry B. Gonzalez Convention Center and the famous River Walk. Plus, staying at any of our HQ hotels will save you $100 on your Symposium Package registration!

Save even more by pre-registering.

Register for the Symposium Package by October 18th and you'll gain access to 40+ breakout sessions, panels and round tables, both days of the trade show, two lunches, the Annual Reunion Party at Six Flags Fiesta Texas, the Opening General Session and the Keynote Session featuring Mark Rucker for $549*.

NOT A CURRENT MEMBER?

Purchase the same package above with all the same benefits for $724*. If you'd like to check your member status, call +1-913-599-0300.

REGISTER ONLINE
OR BOOK YOUR ROOM AT
WWASHOW.ORG.

QUESTIONS? CALL US AT
+1-913-599-0300.

**This WWA package price includes a $50 advanced registration discount that expires after October 18th and a $100 discount for staying at one of the three headquarters hotels.*

COME MIX IT UP WITH THE INDUSTRY'S BEST!

Whether you operate a waterpark, an aquatic center, a waterpark resort, a spray park or you are looking at putting together a new development, we know that you are seeking the latest ways to elevate your business. The WWA Show will immerse you in the latest trends and best practices by connecting you with hundreds of the industry's most prolific experts – in the classroom and on the show floor. Preview a small taste of the robust 2021 education program here. Then, visit WWASHOW.org to see dozens more session descriptions and other details.

Valuable Marketing Shifts In A Digital Age

This session will kick-off with a brief overview of how the 2020 pandemic accelerated the shift to a more digital world in every sense possible. We'll dive into how Epic Waters shifted almost all of its advertising to a wide array of digital solutions and away from a largely traditional marketing budget. During the session, we'll go through examples of how this proactive budget change dramatically affected ROI in a positive way, and how the results seen by the facility in 2020 and 2021 will affect its advertising decisions for years to come. We'll leave plenty of Q&A time available at the end, so come ready with questions.

Building Your Legacy The Average Joe's Way

Learn how to turn your average Joe's around and build a winning legacy. Discover the 5 D's of legacy: deliver your vision for your legacy; define what it takes to achieve it; demonstrate through leading by example; dodge your legacy pitfalls; and deliver your winning legacy.

A KEYNOTE PREVIEW

Join Us For Our Keynote Session: "Stories In Leadership" Featuring Mark Rucker

Thursday, October 21, 2021

We've got a fantastic Keynote Session planned for you in 2021! You'll hear inspiring messages from Mark Rucker, a 30+ year industry veteran who spent decades leading some of the world's top leisure brands, including Walt Disney Parks and Resorts and Great Wolf Resorts. This Keynote Session is included in the Symposium Package – just another great value for you as an attendee!

WWA Food & Beverage Trends 2021

Engage with Food & Beverage industry leaders in a panel discussion sharing their knowledge and secrets to success (and some not so successful) within the waterpark industry. Learn about new menu strategies, new products that waterparks are offering, innovative ideas for your food venues, successful marketing promotions and, finally, employee incentives.

Multigenerational Approach To In-Service Training

This session will provide a hands-on experience and navigate in-service training techniques for using a multigenerational approach to train staff. This session will help to identify the needs of the entire team. You'll hear about a 360 degree approach to aquatic training using technology to simulate different scenarios. Join us as we uncover creative ways to polish skills, communicate effectively and drill your team while sharpening their skills.

Food Quality - Don't Be Intimidated By Made-From-Scratch Food

A lot of parks use only fully cooked items. Learn how significantly improving food quality can help increase guest satisfaction and your park's bottom line. Discover how changing to more made-from-scratch food can seem intimidating, but is actually not as hard as it sounds. Guests will really notice a difference in the fresh new concept. Proper training of team members will help in the success of the operation. Improved guest satisfaction will likely lead to longer length of stay and additional revenue, and guests may eat two meals instead of just one.

100 Maintenance Tips & Maintenance Roundtable In 60 Minutes

Discover 100 quick but useful maintenance tips that are typically outside the scope of an AFO or CPO course. Learn maintenance tips that are important, but are also less common knowledge. Get your questions about pool maintenance answered during an interactive panel discussion.

The New-Norm Employee Experience: 5 Essentials For Creating A Happy And Effective Team

As most managers, directors and HR personnel know, "culture eats strategy for breakfast." The problem is that for many parks, organizational culture has become synonymous

with perks like free admission tickets, team member parties and swag. Now, there is nothing wrong with perks, but perks alone can't create a healthy team culture. Being valued does. Valuing employees precedes creating loyal customers. The global attractions industry is entering a new season. A season where the employee experience must be more important than the customer experience. It's a season where you get the opportunity to hit the reset button on your organizational culture. But outdated and authentic-less management won't do the trick. There is no more hiding behind perks and benefits. In this new norm, healthy cultures will be built on intentionality, trust and autonomy. In this session, you will learn how to improve your organization's culture through the 5 essentials for creating a happy and effective team culture.

When Is The Right Time To Plan For New Attractions? ...NOW!

Knowing when to capitalize on growing trends and open new streams of revenue is a crucial strength for waterpark operators. But you shouldn't always wait until your metrics are plateauing, or worse—dropping—before you start thinking about a new attraction or expansion. Having a masterplan in place and talking to the right consultants NOW will put you ahead of the game when it comes to budgeting, selecting attractions, forecasting manufacturers' lead times and scheduling construction that will limit the impact on operations. In this session, the team of an aquatic engineer and an executive waterpark operator will share their tips for how to proactively plan for your waterpark's expansion.

Expanding The Guest Experience To Maximize Sales & Guest Relations

Come learn how you can develop new and innovative skills and techniques that enable you to enhance and maximize the Group Sales relationship while also generating guest experiences that lead to higher retention, participation and attendance rates. You'll return to your park with new knowledge on: identifying new prospects in the business and community sectors; increasing and widening your active pipelines; answering the question: "what makes their park unique;" and achieving your park's sales objective by developing innovative programs and offerings.

A SPEAKER PREVIEW

Beatrice Carrillo
Food & Beverage Manager
Typhoon Texas Houston

Pete DeQuincy
Aquatics Manager
East Bay Regional Park District

Damian Dondero
General Manager
H2OBX Waterpark

Laura Hardin Aceves
Senior Risk Consultant
Praesidium

Cindee Huddy
Consultant
International Ride Training

Jody Kneupper
Regional Vice President
Premier Parks / Wild Waves

Melissa Lockwood
General Manager – Baha Bay
Baha Mar Resorts

Mike Loya
Director of Sales & Guest Services
Wild Water Adventure Park

Larry Newell
Vice President of Education Services
Jeff Ellis & Associates

Frank Perez
General Manager
NRH_20 Family Water Park

Taylor Roby
Assistant Director Of Aquatics
University of Texas at San Antonio

Kier Rouse
Director of Marketing
Epic Waters Indoor Waterpark

Boot Scoot 'N Boogie - Operational Safety Step By Step

Just like country line dancing, creating effective operational safety procedures that are written and taught in a detailed step by step manner elevates the long term success of the trainee. Within the step by step process standards of performance and clear expectations will ensure the level of consistency and overall results.

Marketing 2021 – Getting Back On Track

2020 had us all on an unknown journey – some of us going in different directions and some of us not going anywhere at all. Now, it's time to get back on track and bring people back to our parks. You don't want to miss this year's Marketing Roundtable. Join marketing professionals and other waterpark managers as we discuss social media, food and beverage, group sales, events and promotion and so much more. Attendees will be able to rotate through various topics sharing information and posing questions to table participants.

Maximizing Your Passive Capacity: The Hidden Factor To Driving Your Per Cap Revenue

While active capacity generally gets all of the attention, passive capacity can be as important a contributor to a park's overall success. Passive capacity, the spaces between the attractions, is where a park's identity really shines. Identifying the ideal number of appropriately designed and located passive areas can be as impactful on guest experience and a park's bottom line as attractions, facilities and location—it can also be what helps differentiate a park in a saturated market, lengthening stay and driving satisfaction. A panel will discuss identifying and planning the right passive solutions in conjunction with the right active attractions, adjacency to main pedestrian circulation routes and service access points, as well as minimum space requirements.

Decluttering COVID -- Choosing What Marketing & Revenue Strategies To Keep

The COVID-19 pandemic forced everyone to make operational and marketing changes in 2020 and 2021. From reservations, capacity restrictions, a greater push to online purchases and decreased promotions, we all experienced different highs and lows. Some parks liked the changes and plan on continuing to utilize these systems and others couldn't wait to toss them and get back to their regular practices. This session will be hosted by a panel of professionals with a mixture of opinions and lessons learned that should be sure to leave participants contemplating possible future strategies.

"Until I Got High": Operational And Legal Perspectives On Recreational Marijuana

"I was gonna get up and go to work but then I got high..." High times, what to do? We've got recommendations. Hiring, drug testing policies, guests who may be under the influence or impaired, smoking on property and post incident follow up to in-park incidents. This session will cover these issues, among others where the recreational use of marijuana by team members or guests may be involved. You will walk away with great suggestions regarding how to handle practical scenarios regarding recreational marijuana from operational and legal perspectives, and you'll find recommendations for updating your park's policies and practices regarding employees and guests.

Best Practices For Ensuring A Successful Project Build From Below Ground To Top-Of-The-Tower

Discover ALL of the "hidden" or often unseen elements involved with designing and building a new park or ride, and learn best practices when it comes to the program management of your project. Whether you are considering an expansion, single ride addition or designing and building a completely new indoor or outdoor park, in this session you will discover key learnings and best practices on how to keep your project moving forward while also avoiding unnecessary delays and costly overruns.

> *"It's great to meet like-minded people from around the world who are so passionate about what we do as an industry! I definitely come away from this show with new ideas for products, programs and events which help us improve our operations and generate more revenue for our park."*
>
> – MELISSA LOCKWOOD, BAHA MAR RESORT

I Got To Build My Own Waterpark

Learn how two operators were able to influence park design and build of their waterparks to ensure operational efficiency and safety. Learn the value of being involved from the start and how to overcome the hurdles to opening a brand new waterpark or expansion during a global pandemic. Understand how to communicate your operational needs to the design and build teams, educating them on your why. Gain insights from experienced park operators who have gone through the full process from design to operation.

From Crisis To Critical Path: What's Your Back-Up Plan?

Collectively, we have seen more "once-in-a-lifetime" events than many of us have ever seen -- events that test our preparedness, our staff and our resolve to problem-solve. In the calm that follows the storm(s), now is the time to examine the plans that our teams have in place to secure operational and safety sustainability. We must create back-up plans to be prepared for the unknown. We might even be able to take advantage of an unplanned or extended shutdown. This could very well be the time to schedule assessment, maintenance, renovation, etc. in other areas. Now that you have a back-up plan, have you tested it, and does it work?

Blended/Virtual Learning In Today's World

This session will look to explore blended and virtual learning as a means of providing staff training to include the use of training beyond the traditional classroom and topics. We will discuss LMS systems and their usage, available resources from the training arena and provide some tips/tricks/traps and best practices for implementing virtual and/or blended learning into staff training.

Preventing Sexual Abuse At Waterparks

Learn specific best practices for managing the risk of sexual abuse in the waterpark environment. Take steps to make your facility safer, and understand what you can do to protect your guests. Discover how to detect red-flag behaviors in adults and youth, how to supervise high-risk activities and locations and how to interrupt suspicious interactions and report concerns.

Legal Updates For Waterpark Operation

A waterpark owner/operator and IALDA attorneys will focus on human resources issues that managers face on a daily basis, including sexual harassment, recordkeeping for employees, termination of employees and related topics. Come with your questions and get answers from experienced trial attorneys.

A MARKETPLACE PREVIEW

Discover the newest ideas, products and solutions on the WWA Trade Show Floor!

We know that you have a lot of choices when it comes time to purchase new products and services for your park, but there's only one marketplace where you will find the water leisure industry's most talented waterpark designers, builders and suppliers in one easy-to-navigate space.

Our exhibitors are ready to spend quality time with you and your team. They want to learn more about your park, hear about your latest challenges and help you craft new solutions.

Get ready to connect in person with industry leaders in hundreds of booths showcasing the best, most innovative products, including:

- Admissions
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- River Rides
- Theming Elements
- Surf Simulators
- Safety Products
- ...and more!

See who's exhibiting at WWASHOW.org/whos-exhibiting/

"The WWA Show's exhibit hall floor is an amazing opportunity to shop products, meet vendors and get new ideas to share with my team. It's a great tool for improving our business."

– STEPHANIE HEE-JOHNSTON, NRH_2O FAMILY WATER PARK

A NETWORKING PREVIEW

Build upon the kind of industry connections that will get you from year 1 of your waterpark career to year 30! We REALLY UNDERSTAND how important networking time is to YOU, so we've built some great opportunities into this year's schedule, including:

WWA Annual Golf Tournament

Tuesday, October 19, 2021

The WWA Annual Golf Tournament will be hosted by The Quarry Golf Course San Antonio. The course team ensures the best playing conditions, a natural wildlife habitat and one of the most unique golf experiences in the U.S.! New for 2021, this optional networking event will kick off in the afternoon with a 1:00 p.m. shotgun start.

Welcome Reception & Texas Operators' Meet-Up On The Trade Show Floor

Wednesday, October 20, 2021

After shopping the Trade Show floor, take some time Wednesday afternoon to mingle with your fellow attendees in an informal setting while enjoying a refreshing beverage. We'll be hosting a special meet-up for Texas facility owners, operators and developers at the same time! This is a fantastic opportunity to meet new people and connect with fellow operators.

Annual Reunion Party At Six Flags Fiesta Texas

Wednesday, October 20, 2021

This year's Annual Reunion Party will never mean more as we come back together to share ideas, make new connections and rejuvenate for what's next in our industry. You'll enjoy quality networking time all while exploring behind the scenes of Six Flags Fiesta Texas.

Explore San Antonio's River Walk

Thursday, October 21, 2021

Make plans to join some of your favorite WWA friends—new and old—for some time to explore San Antonio's River Walk together. Meet up for food and drinks at one of the dozens of restaurants offering al fresco dining, take a boat ride down the river itself or go on a walking ghost tour! The options to create new WWA Show memories are endless!

"I highly recommend the WWA Show to all waterpark operators around the globe. The educational sessions, time on the show floor, seeing old friends and meeting new ones – all provide the strength for the year ahead."

– ALAN MAHONY, AQUAVENTURE, ATLANTIS SANYA

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SCOTT LOOS

General Manager
Wet'n'Wild Hawaii / Premier Parks
Kapolei, Hawaii, U.S.A.
sloos@wetnwildhawaii.com

WHAT IS YOUR EDUCATION AND PROFESSIONAL EXPERIENCE?

I have a bachelor of science degree in accounting from the University of Dayton. Additionally, as part of my continuing education requirement at the time, I completed a real estate and hospitality curriculum. I started my career in public accounting and quickly realized that I was drawn to the waterpark and amusement industry. While I started in an accounting role at Sea Life Park Hawaii, I soon transitioned into roles that allowed me to marry accounting and hands-on skills. I went from Accounting Supervisor to Operations Manager, then Director of Operations and then Assistant General Manager. In 2014, I moved over to Wet'n'Wild Hawaii as Assistant General Manager, working closely with Jerry Pupillo, who was the General Manager at the time. Jerry recently accepted a cabinet position with the Mayor of the city and county of Honolulu and I was appointed General Manager in January 2021.

WHAT CERTIFICATION OR LICENSING DO YOU HAVE?

Upon my entry into the waterpark industry, I completed my Ellis & Associates lifeguard certification. Additionally, I have completed Bar Manager training with the city and county of Honolulu and Food Handler certification from ServSafe. Beyond this formal training, I have learned a tremendous amount of industry-specific information from Hue Eichelberger, Jody Kneupper and Jerry Pupillo.

WHAT HONORS, AWARDS OR SPECIAL RECOGNITION HAVE YOU ACHIEVED?

During my time at Sea Life Park Hawaii, I was the recipient of the Palace Entertainment Rising Star Award, Top PerCap in F&B and Top Sanitation in F&B. When I transitioned over to Wet'n'Wild Hawaii, I was the recipient of *Pacific Business News* Top 40 under 40 class of 2017.

WHAT MADE YOU GO INTO THIS FIELD?

Some of my favorite memories growing up centered around waterparks and amusement parks in my hometown just outside of Cleveland. I feel very fortunate to have had these experiences. When I made the decision to relocate from Cleveland to Honolulu, I quickly realized how important creating lasting memories was for others. This passion drove my career toward this industry. I love the idea that what we do can help create impactful guest experiences.

The park's "Hawaiian Waters Wave Pool" features 400,000 gallons of water and two-foot high waves.

WHAT ASPECT OF THE WATERPARK INDUSTRY DO YOU LIKE BEST?

I LOVE every part of the business. The variety of each day is something I think is enjoyable about the waterpark industry. The fun, the challenges and the ability to impact guests and employees daily is something that I look forward to every single day. I believe my accounting background also has laid a strong foundation for me to operate a waterpark. Analyzing trends and data is enjoyable and allows us to operate at a consistently high level.

WHO HAS MOST INSPIRED YOU IN YOUR CAREER?

Jerry Pupillo. I was lucky enough to meet him more than 10 years ago. He helped me transition out of an exclusive role of accounting and into operations. His leadership and friendship over the years has been one of the most impactful relationships of my life.

WHAT HAS BEEN THE GREATEST CHALLENGE IN YOUR WATERPARK CAREER?

COVID…with 13+ years of experience in the industry, I have never experienced anything like it. I am sure everyone has had challenges over the past 16 months and we were no different. In a tourist-centric market with strict government approaches to COVID, it was undoubtedly the most challenging time I have ever experienced. The unwavering support of Kieran Burke and leadership of Premier Parks during the entire pandemic has been the bright spot to a challenging year. While at times things seemed dire, my role at the park is honestly what kept me going. I used the time we were closed to really dive deep into what other parks were doing and analyze all of the information coming from the CDC and other entities. I feel fortunate to have had this time to really dive headfirst into ensuring we could open as soon as possible and in a way that would make our employees and guests feel safe. Our whole team knew what a unique position we were in to have an opportunity to allow guests a place to feel "free" again in a safe and enjoyable manner.

HOW DO YOU KEEP FOCUSED AND MOTIVATED?

My wife and two young children help me stay motivated. Their support during our busy times of year allows me the freedom to focus on the job

CONTINUED ON PAGE 67

ARM
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Zoombezi Bay
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addison.zimmer@columbuszoo.org

WHAT IS YOUR EDUCATION AND PROFESSIONAL EXPERIENCE?

I am currently still attending school in pursuit of a degree in business management from The Ohio State University. My professional experience just began as I recently took on the role and responsibilities of Aquatics Manager at Zoombezi Bay.

WHAT CERTIFICATION OR LICENSING DO YOU HAVE?

I currently am in possession of a CPO certification and have my Lifeguard Instructor license through Ellis & Associates.

WHAT HONORS, AWARDS OR SPECIAL RECOGNITION HAVE YOU ACHIEVED?

None yet in the professional business. However, one of my biggest goals as manager is for Zoombezi Bay to earn the Platinum Ellis Safety award.

WHAT MADE YOU GO INTO THIS FIELD?

My journey in this field began in 2016 as a 16-year-old lifeguard. Since then I have slowly made my way up through the organization, and I accepted the role of manager this past winter. It has been a very humbling experience to take on the manager role with the same organization that began my career.

WHAT ASPECT OF THE WATERPARK INDUSTRY DO YOU LIKE BEST?

The opportunity to work not only outside, but in the middle of a waterpark is my favorite part of this industry. I often find myself next to a slide tower or a pool and look around and remember how awesome it is to work in an industry built around fun.

WHO HAS MOST INSPIRED YOU IN YOUR CAREER?

My father has been the biggest inspiration for my career. I would not be in the place I am today without his teachings. I work as hard as I do to reflect everything he has taught me.

Zoombezi Bay has been a long-time supporter of the World's Largest Swimming Lesson event and participated again in 2021.

WHAT HAS BEEN THE GREATEST CHALLENGE IN YOUR WATERPARK CAREER?

The biggest challenge I have faced in my career is dealing with difficult guests that enter the park. There are times when some guests come out with comments that are shocking to hear, to say the least. Finding an appropriate response, that also satisfies them, is a challenge each year.

HOW DO YOU KEEP FOCUSED AND MOTIVATED?

There are a few pictures I keep on my desk of future goals that I want to obtain. Whenever I find myself struggling to stay focused, I look at these pictures to help remind myself that the work I put in today will have a direct impact on me obtaining these goals in the future.

WHAT ADVICE WOULD YOU GIVE SOMEONE WHO IS INTERESTED IN WORKING IN THE WATERPARK INDUSTRY?

Safety is obviously the number one priority of any waterpark. Past that, something that I have learned is that a park is what you make of it. Take advantage of the fun that surrounds this industry, while still having your main focus set on safety.

WHAT BOOKS OR PUBLICATIONS DO YOU RELY ON MOST FOR INSPIRATION OR MOTIVATION?

Every morning when I wake up, I listen to a new motivational speech that I find on YouTube the night before. This helps me come into work with a focused attitude and determination to tackle whatever task is placed in front of me for that day.

WHAT IS YOUR FAVORITE PART OF YOUR JOB?

The opportunity to work with a staff of 200+ lifeguards is my favorite part of my job. Being able to see the growth in each employee, especially in those who are starting up their first jobs, is very rewarding. This is not only just for myself, but also our leadership team who works so closely with them.

WHAT CAREER OR BUSINESS WOULD YOU CONSIDER IF YOU WERE STARTING ALL OVER AGAIN?

If I could start all over again, I would love to somehow be a part of the boating industry. There's something about being on a boat that doesn't relate to anything else and I would love to explore the field more.

HOW DID YOU FIRST GET INVOLVED WITH THE WWA?

The previous manager of Zoombezi talked to me about the WWA and I just recently became involved this past winter. I hope to get more involved as I continue my career within the industry.

WHAT IS SOMETHING INTERESTING ABOUT YOU THAT FEW KNOW OR WOULD GUESS?

As much as I love the water, I have an irrational fear of the ocean. There is no reasoning behind it, but it is by far my biggest fear. •

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BRAVO, AQUABRAVA!

EVEN AFTER THREE DECADES IN OPERATION, AQUABRAVA CONTINUES TO FIND NEW WAYS TO EXCITE AND THRILL GUESTS WHO VISIT THIS BEAUTIFUL WATERPARK IN ROSES, SPAIN.

Located in Roses, one of the most popular and scenic tourist villages in the Costa Brava, Aquabrava has been delivering the thrills and excitement of water leisure entertainment to hundreds of thousands of visitors since 1987.

The region's name, Costa Brava, means brave or fierce coast, which inspired the creators of the waterpark to give it this name.

Today, Aquabrava is home to 19 of the most amazing rides for all ages, making it one of the best experiences anyone can have with family or friends. The park offers guests the opportunity to enjoy a terrific refreshing summer's day in a beautiful tropical setting.

Aquabrava opened "AquaXjump," a collection of high thrill waterslides for riders over the age of 16.

KEEPING THE OFFERINGS FRESH AT AQUABRAVA

Over the past 34 years, Aquabrava has continued to seek out the latest and greatest rides and attractions to add to its strong mix of family-friendly fun. Launched at the beginning of July, Aquabrava's latest addition is called "AquaXjump." For this new area, the park worked closely with Rolba Loisir to create a unique selection of amazing attractions.

Because of the high thrill level of "AquaXjump," guests are required to register to use these attractions and they must be in good physical condition and have complete respect for the safety rules. The minimum age is 16 years old and users must be able to prove their age with digital or physical documentation. The park uses facial recognition to ensure that only those who have been approved may use the attractions. However, once a guest has successfully registered, they are able to access the "AquaXjump" area continuously.

"As we worked through this new addition to the park, we carefully considered how we could keep safety of the users top of mind. We felt that controlling access through an automated system was the best option," said David Cappelletti, Rolba Loisir. "Throughout the design and develop process, Eric Bos worked closely with our team on almost 30 versions of the new ride complex before arriving at the one which is currently operating."

One challenge that the design team needed to overcome was this new area had to fit into a small space. The whole project has been designed to be compact and takes up an area of only 2,000 square meters, which excludes surrounding beaches.

Now that "AquaXjump" is open, it joins a fantastic collection of existing attractions at Aquabrava that include:

- **"ANACONDA."** This long family river rafting adventure for kids, teens and adults sends guests racing through 200 meters of twists and turns. This waterslide accommodates up to 4 people at once, making it very popular with families who visit.
- **"AQUAROC."** The "Aquaroc" attraction is a beautiful clear-blue pool, flanked by palm trees and surrounded by grass and luxuriant vegetation. It is very popular because it has a climbing wall, which is the real star. Who doesn't want to try their climbing skills and take a good dip? The wall is 26 meter long, with a maximum height of 4.5 meters. The wall or rock, as it is known, was built with the help of sculptors, geologists and professional climbers.
- **"OCTOSPEED."** "Octospeed" is a fun multi-slide ride. There are 8 parallel slides that run 50-meters in length. What makes this attraction even more special and innovative is that there are sensors that indicate the speed at which a rider slides down. Guests are always wondering who will be the first to arrive.
- **"PIRATE ISLAND."** This legendary attraction with its pirate theme is now twice as big and is an exclusive area where kids will find "adult attractions" sized to their own scale. This includes mini slides, kamikaze waterslides and even a wave pool! At 3,000-square-meters, this is a unique installation in Europe, where the younger ones may safely live out their own adventure.

The wave pool at Aquabrava is one of the largest in Europe.

- **"WAVE POOL."** This is the largest wave pool in Europe and is set in a paradise with abundant flora, gold beaches and turquoise water, just like a real tropical beach. The artificial waves are gentle and calm, with 7 different kind of waves. In this area is located the "Tropic Island" children's area, a spectacular children's lagoon, with waterfalls, towers, bridges, mini slides, climbing games and more.

Other waterslides at Aquabrava include: "Kamikaze," "Cobra," "White Hole," "Black Hole," "Rio Danube," "Rio Bravo," among many others. "Amazonas" is a wild river that offers guests many surprises. A rafting descent through rapids, waterfalls and bridges to cross, riders are surrounded by lush vegetation, like the real Amazon river. There is also a leisure river just for kids called "Rio Tranquilo."

MAKING A DAY OF IT AT AQUABRAVA

In addition to all the rides and attractions, guests also appreciate other amenities available at the park, including lockers, free parking, shower and changing rooms, a tourist information office and spacious

CONTINUED ON PAGE 30

ONE

CHALLENGE

THAT THE DESIGN TEAM NEEDED TO OVERCOME WAS THIS NEW AREA HAD TO FIT INTO A SMALL SPACE.

AQUABRAVA

ROSES, CATALUNYA, SPAIN

AQUABRAVA.COM

ADMISSION PRICES: 34 €

DATES OPEN: JUNE TO MID-SEPTEMBER

SIZE/ACRES: 10 HECTARES / 25 ACRES

CAPACITY: 5,000

NUMBER OF EMPLOYEES: YEAR-ROUND: 15 SEASONAL: 120

CLIENTELE (PERCENT LOCAL VS. TOURIST): 10 PERCENT LOCAL VS. 90 PERCENT TOURIST

SUPPLIERS

DEVELOPMENT/DESIGN: ERIC BOS / DAVID CAPPELLETTI; ROLBA LOISIR SL

CONSULTANTS: EURO POOLS DESIGN LTD.

CONSTRUCTION: AQUABRAVA

THEMING: AQUABRAVA

STUDY CIVIL WORKS: ROLBA LOISIR SL

SLIDES AND ACRYLIQUE SLIDE: ROLBA LOISIR SL

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WAVE POOL: MURPHYS WAVES

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AS ONE OF THE LARGER OUTDOOR WATERPARKS IN SPAIN,

AQUABRAVA

REMAINS A VERY POPULAR PLACE TO VISIT DURING THE HOT SUMMER MONTHS.

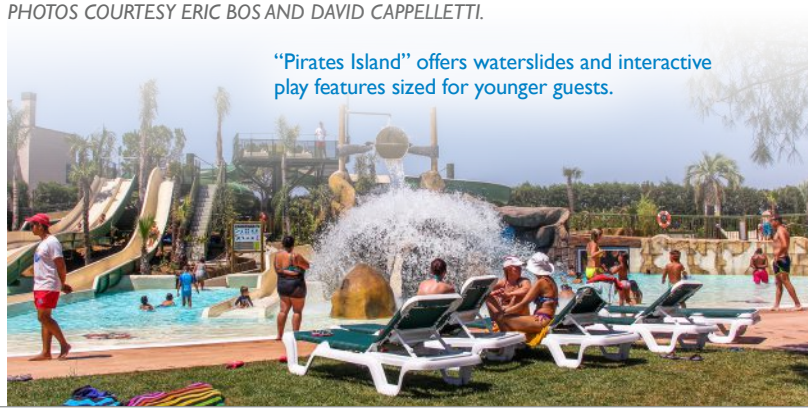
AQUABRAVA CONTINUED FROM PAGE 28

green areas with beautiful vegetation that offer shade on hot days.

When visitors want to refuel with some tasty food and beverage treats, they can choose to visit a variety of dining options. El Patio is a self-service restaurant situated in the lower part of the park. Here, guests will find combined dishes, paellas, grilled fish, pasta, among other dishes. This restaurant has plenty of seating space and features hand-painted decoration done by local artist, Diana Taubin. Aqua Burger is located in the upper part of the park and offers hungry guests a chance to order a pizza, hamburger, salads, nuggets, hotdogs, veggie burgers and more. The park also features three bars—Oasis, Belvedere and Aloha—where they can enjoy sandwiches, paninis, snacks and a wide range of cocktails.

As one of the larger outdoor waterparks in Spain, Aquabrava remains a very popular place to visit during the hot summer months. To learn more about the waterpark, visit https://www.aquabrava.com/en/. •

PHOTOS COURTESY ERIC BOS AND DAVID CAPPELLETTI.



"Pirates Island" offers waterslides and interactive play features sized for younger guests.

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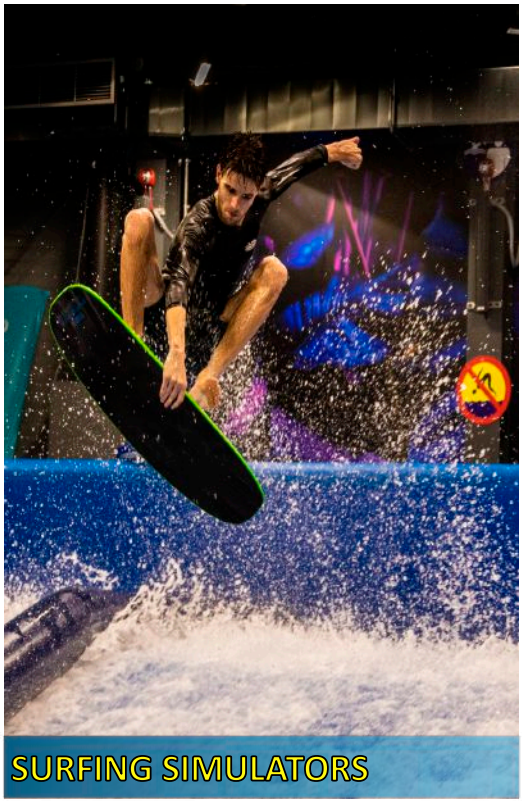

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Saraya Aqaba WATERPARK

Launched in July 2021, the waterpark is home to more than 25 attractions and unique experiences.

Waterful Fun COMES TO AQABA

Saraya Aqaba Waterpark is the first-of-its-kind in Aqaba and the largest in the Kingdom of Jordan.

Sun-kissed summers on the shores of the Red Sea have officially been elevated with the launch of an all-new waterpark. In early July, Jordan's Saraya Aqaba Waterpark welcomed its first guests for the ultimate aquatic adventure. The world-class waterpark is the first-of-its-kind in Aqaba (the Kingdom's only coastal city), and the largest in the Kingdom of Jordan. Home to unique and exhilarating water adventures, Saraya Aqaba Waterpark features more than 25 rides, slides and experiences in addition to family-friendly eateries.

The waterpark was developed by Eagle Hills Jordan, the largest developer in the country and is operated by Farah Experiences LLC, a wholly owned subsidiary of Abu Dhabi-based Miral Asset Management LLC. Situated in the stunning Saraya Aqaba development, the waterpark is surrounded by a unique mix of residential, business, leisure and entertainment facilities and outlets in addition to four 5-star hotels.

Creating the guest experience

Construction on the waterpark first commenced in November of 2018. Saraya Aqaba Waterpark currently features more than 28,500 square meters of rides, slides and thrilling experiences which took more than 475,900 man-hours to build. Promising a truly spectacular guest-experience, the waterpark was designed by Amusement Logic, one of the leisure industry's leading design firms whose clients include award-winning waterparks and entertainment centers.

The waterpark's brand identity offers guests a hint of the exhilarating excitement that awaits them. The logo consists of different shades of azure blue, reflecting the different shades of water. The 'S' in Saraya is also designed in the shape of a waterslide, alluding to the adrenaline-inducing rides and slides which guests can enjoy at the waterpark.

Since its opening, the waterpark has been entirely managed and operated by Farah Experiences. Alongside Saraya Aqaba Waterpark, Farah Experiences manages

SARAYA AQABA WATERPARK

SARAYA AQABA, AQABA, JORDAN

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ADMISSION PRICES:

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DATES OPEN: YEAR-ROUND

SIZE/ACRES: 36 ACRES

CAPACITY: 1,865 VISITORS

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Guests at Saraya Aqaba Waterpark can create memorable experiences under the sun with rides and attractions inspired by Jordan's most iconic landmarks including the Dead Sea, Wadi Rum, Jerash and more. The design and structure of the rides at the waterpark is inspired by historical and cultural sites in Jordan including the columns of Jerash, Petra Treasury, Mount Nebo and more.

What sets Saraya Aqaba Waterpark apart from other waterparks is the inspiration it draws from the Jordanian heritage, combining local personality with fun aquatic adventures to offer families the most engaging Jordanian-themed experience filled with thrilling adventures.

Saraya Aqaba Waterpark offers its guests the ultimate aquatic adventure as they slide, float and swim at the world-class waterpark with more than 25 rides, slides and attractions. Thrill-seekers can challenge themselves on the loops of the exciting "Raging River" or take on "Dead Sea Drop," one of the tallest and steepest slides in the country. Little ones are spoiled for choice with a variety of slides and activities located within "Aqua Jerash," a playground dedicated specially to keep children entertained all day. Meanwhile, older guests can recharge in a secluded spot with bubbling waters, loungers and pool sunbeds at "Azure Oasis," accessible only to guests above the age of 12.

Exploring all that Saraya Aqaba offers

Before diving into the adventure, guests can make a stop at Al Siq Souk and stock up on all the pool essentials they will need for a day full of fun under the sun. Situated at the waterpark's main entrance, Al Siq Souk offers a variety of branded merchandise and

CONTINUED ON PAGE 36

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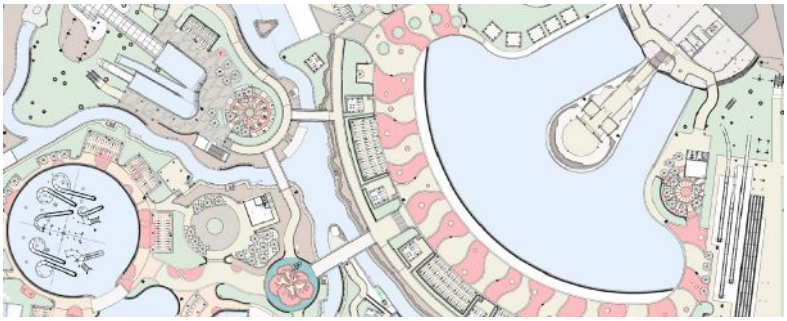

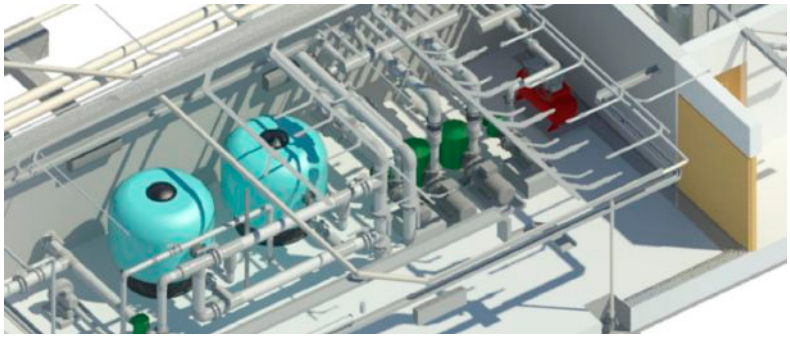

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info@amusementlogic.es

Saraya Aqaba WATERPARK

SUPPLIERS

DEVELOPMENT/DESIGN: EAGLE HILLS JORDAN (PROJECT DEVELOPER); AMUSEMENT LOGIC (PROJECT DESIGNER)

CONSTRUCTION: ISSA HADDADIN & PARTNERS

THEMING: AMUSEMENT LOGIC

WATERSLIDES: AMUSEMENT LOGIC

WAVE POOL: AMUSEMENT LOGIC

WAVE GENERATOR: AMUSEMENT LOGIC

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CHEMICAL: MAISEH TRADING (SUPPLIER NOT MANUFACTURER)

CHEMICAL CONTROLLERS: HAYWARD

SCALE SYSTEM: METTLER TOLEDO

ADMISSION SYSTEM: VIVA

SARAYA AQABA WATERPARK CONTINUED FROM PAGE 34

mementos including mugs, masks, towels, bathing suits and many more.

Guests who wish to upgrade their tickets can visit the Guest Services Kiosk to find out more about season pass upgrade offers as well as learn more about rentals of cabanas, lockers and towels. A single day ticket is priced at JOD 35 while seasonal passes are currently priced at JOD 100 (special introductory rate to celebrate the Kingdom of Jordan's centenary anniversary – originally priced at JOD 150).

Complete with slides, interactive activities, waterfalls and rotating water jets, "Aqua Jerash" is the perfect spot for family members of all ages. "Aqua Jerash" also features an aquatic playground created especially for kids and a giant tipping bucket that delights guests by spilling gallons of water on passers-by when they least expect it!

Featuring a 200-meter-long waterway, guests can lay back and enjoy the beautiful "Al Mujib River." With delightful scenery along the way, those who wish to relax and steer away from the nonstop waterpark adventures are sure to enjoy this rejuvenating experience.

Surrounded by a breathtaking 360 view of the waterpark, "Mount Nebo" is home to 4 thrilling slides: "Cavern of Wonders," "Raging River," "Summit Soaker" and "Syagha Serpent." Meanwhile, "Aqaba Waterfront" is home to 5 exhilarating rides including the tallest and steepest ride at the park. These rides include "Dead Sea Drop," "Pella Plunge," "Wadi Rum Racer," "White Water Whirlpool" and "Afra Splash."

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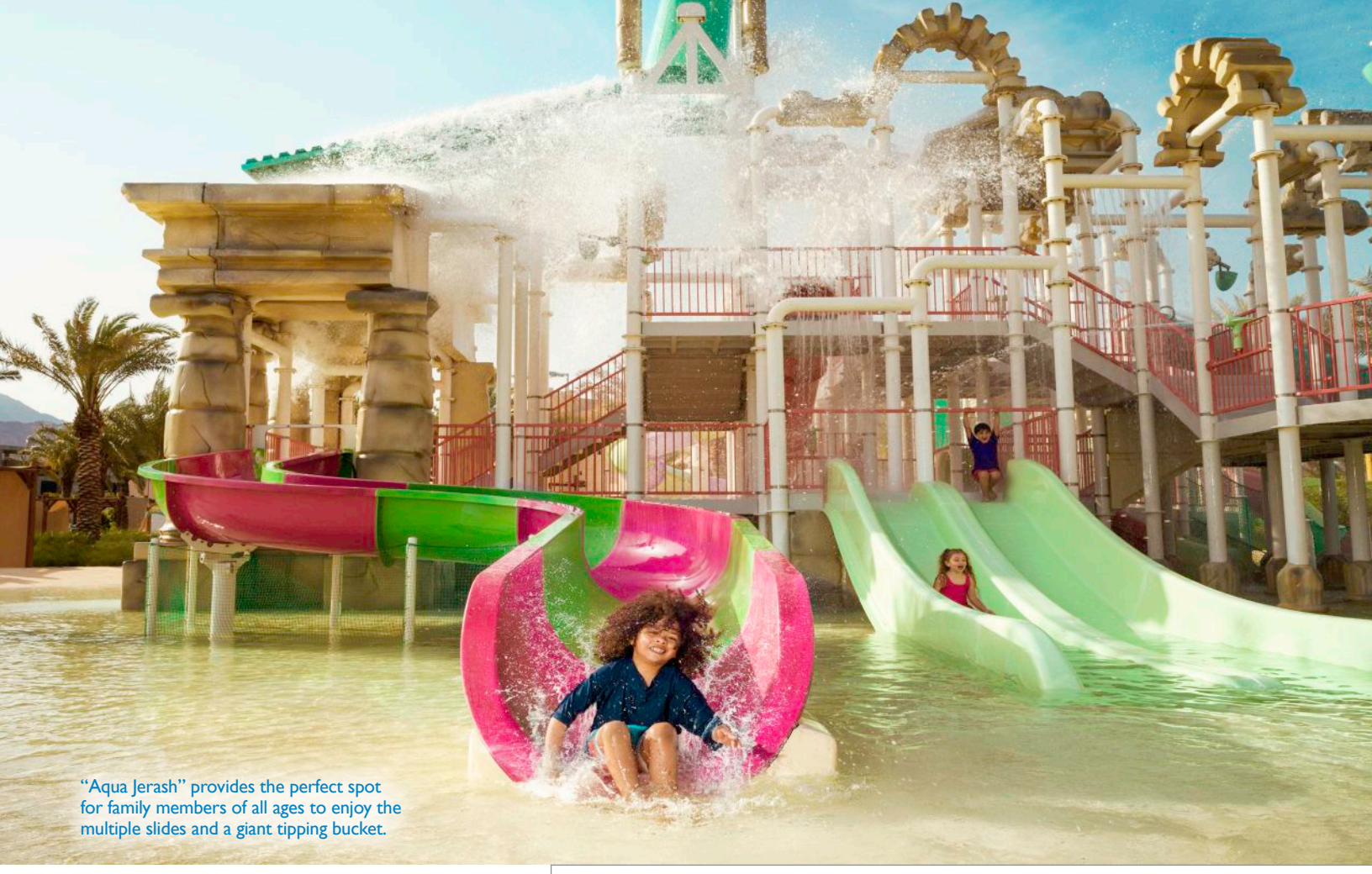

"Aqua Jerash" provides the perfect spot for family members of all ages to enjoy the multiple slides and a giant tipping bucket.

Saraya Aqaba Waterpark offers experiences, both in and out of the water, with a variety of dining, entertainment and shopping options to choose from. A variety of dining options with menus to satisfy everyone are available at the waterpark's main dining outlet, Rose City Diner, for hungry guests who want to refuel throughout their adventurous day at Saraya Aqaba Waterpark. At Rose City Diner, visitors will find an array of options ranging from sharable meals to on-the-go snacks including burgers, pizza, pasta and more along with a special drinks menu with options to quench your thirst.

In addition, strategically placed refreshment kiosks can be found around the waterpark serving a variety of snacks such as nachos and popcorn along with ice cream, fresh juices, soft drinks and more. The three refreshment kiosks at the waterpark are Azure Cove Bar, Al Mujib Snack Shack and Jerash Beach Bazaar.

As part of its ongoing development plan, Saraya Aqaba Waterpark will continue to elevate its offerings by introducing a number of new experiences with time. A variety of dining options are set to open at the park soon, including authentic live BBQ stations.

For more information on Saraya Aqaba Waterpark, or to purchase tickets, please visit https://sarayaaqabawaterpark.com/. •

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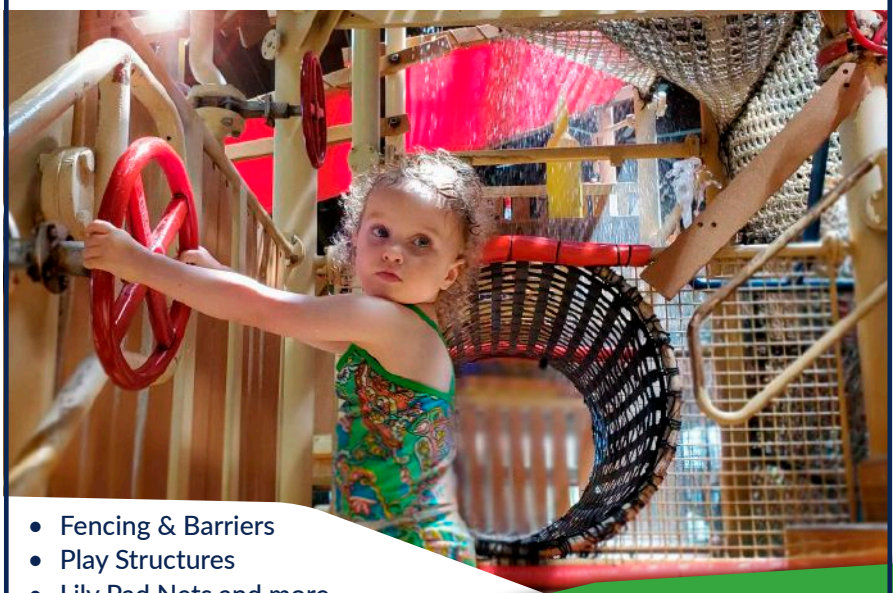

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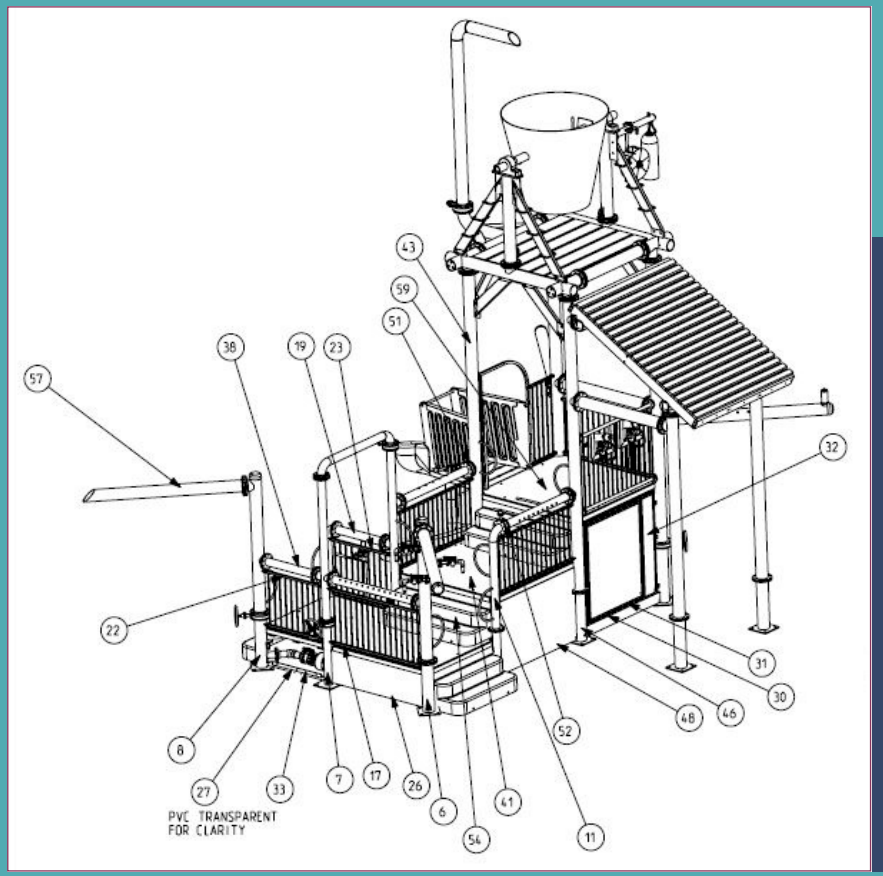

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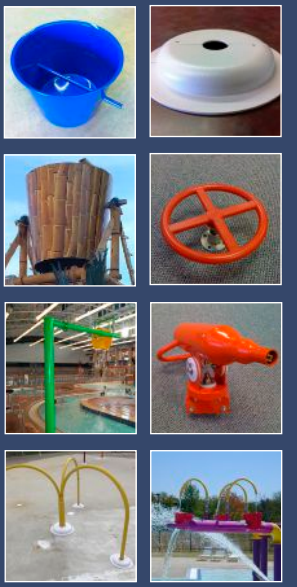

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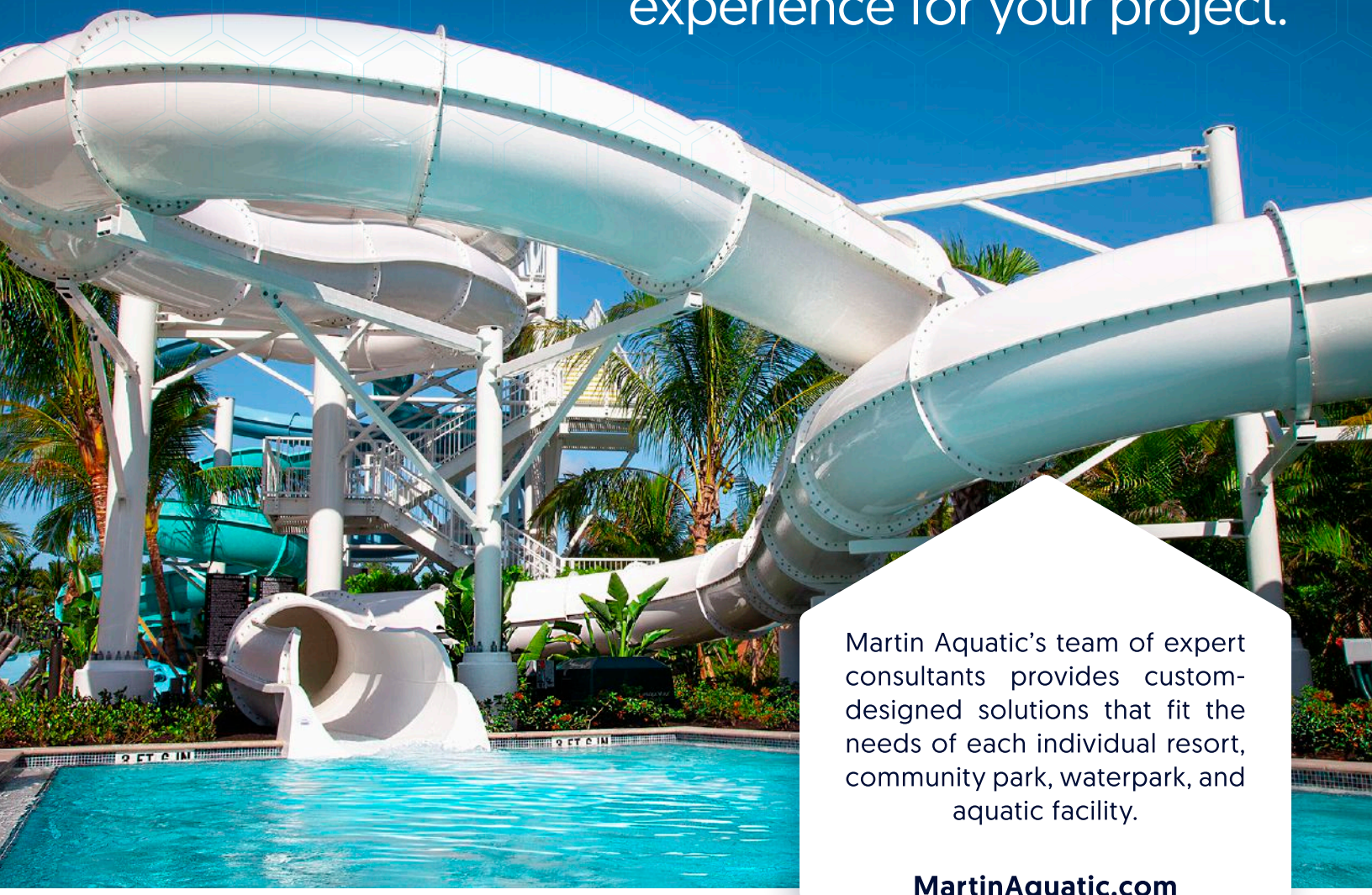

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HELLO, CORRINE J. ROSE PARK!

Illinois' Waukegan Park District took on the challenge of replacing its popular park with a regional family entertainment destination that features a unique mix of dry, wet and musical attractions.

By Shelby McDonald

THE SPLASH FEATURES PROVIDED MORE FLEXIBILITY RELATED TO WEATHER, EXTENDED THE NUMBER OF POTENTIAL USE DAYS FROM EIGHT WEEKS TO THREE MONTHS AND REDUCED OPERATIONAL COSTS WHEN COMPARED TO A POOL.

The decision to replace a pool ultimately led to the $8.7 million renovation of a large community park on the southside of Waukegan, in a neighborhood characterized by poverty and disinvestment. What follows are the chronology and factors that led to the park's spectacular transformation and evolution from the well-used Belvidere Park into a regional family and entertainment destination, Corrine J. Rose Park.

For years, Howard E. Ganster Pool was the only public swimming pool in Waukegan, a community of nearly 90,000. Built in the 1980s, the dated outdoor pool had exceeded its expected lifespan. The pool required extensive and costly annual repairs. Renovating and updating the diving well, boards, lap and kiddie pools and bath house to meet today's standards and codes was nearly impossible, and very expensive. The Waukegan Park District prides itself in building world class facilities and a new pool would have to be special.

In December 2016, the Waukegan Park District completed the aquatic center addition to its existing Field House Sports and Fitness Center, adding a 23,000-square-foot modern indoor aquatics facility with an eight lane competition lap pool, warm water therapy pool and children's pool. All swim lessons, water aerobics and related programs such as family swim Saturdays were permanently moved to the indoor facility where weather was not a factor in day to day operations. The public high school used the lap pool for competitions through an intergovernmental agreement and the facility was rented for swim meets.

SETTING THE BEST PLAN FOR THE COMMUNITY

Planning to replace the outdoor pool began in summer 2017. An architectural firm was hired to design the outdoor aquatic center. Their first task was to develop a cost estimate for bonding the pool's replacement. Bonding was successful, and as the district began to move forward with the development phase, the projected costs had increased by a staggering $2.7 million. The district halted the project in early 2018. After community meetings and research, an alternate plan was presented to the elected Board of Commissioners.

The revised plan proposed installing a dramatic new playground, three story water tower, slides, large splash pad and bath house with concessions; adding picnic shelters, grill stations, exercise equipment, walking paths and parking; replacing bocce ball courts and renovating the recreation center; while demolishing the administrative building to create additional space for the water features and green space. The splash features provided more flexibility related to weather, extended the number of potential use days from eight weeks to three months and reduced operational costs when compared to a pool. The new plan also reflected the community's need for more shelters, grills and green space while keeping admission costs at a minimum. With all the added amenities, the projected cost was $2.5 million less than the original projections.

PUTTING THE PLAN INTO ACTION

Once the Board agreed to the plan, the decision was made to demolish the administrative center. New space for those functions was required. After determining an addition to the park's recreation center was going to add almost $3 million to the project, the board recommended exploring existing properties in the community. A vacant three-story bank building was identified, purchased and transformed into an updated administrative center for a fraction of the cost, $1.7 million. The District moved to its new Administrative Center in the fall of 2019

Since the old administrative building had been named to honor the district's first female Executive Director, the Board wanted to recognize her contribution. The park name, Belvidere Park, was changed to Corrine J. Rose Park. The district purchased an empty single story building sitting on the prominent intersection, demolished it, added signage and improved the corner landscaping to visually announce the park.

Actual moving of dirt began in Spring of 2019 and park renovations were completed during winter 2020. The first component, the playground, opened in May 2021. It features a three-story Miracle Recreation XGen Playground designed to be an aboveground obstacle course with skyway challenges simulating an elaborate ropes course. It features the district's first gravity rail providing an additional challenge. (Kids intuitively knew

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CAPACITY: 338

NUMBER OF EMPLOYEES: YEAR-ROUND: 3; SEASONAL: 12

CLIENTELE (PERCENT LOCAL VS. TOURIST): LOCAL

UNIQUE PARK PROGRAMS: MOVIES IN PARK, THE BIG SPLASH (PARKS FOUNDATION FUNDRAISER EVENT), MONTHLY WATER THEMED FAMILY NIGHTS

STAFF RETENTION PROGRAMS OR IN-SERVICE PROGRAMS: MONTHLY STAFF MEETINGS

The main attraction at SplashZone is the multigenerational water playground that features 6 slides and numerous play elements.

what the rail was and were improvising prior to its completion and opening.) There are two play areas, one for ages 2-5 and the other for 5-12. This playground is the district's most inclusive and features equipment such as the Alta Glider, Inclusive Whirl/Merry Go Round and Reflex that support the five sensory fundamentals. The tallest tower is also ADA accessible. For those intimidated by the skyway and heights, the poured in place playground surface has many built in ground activities.

LAUNCHING THE SPLASHZONE

The second component, the SplashZone opened in June 2021; it includes a three story Splashtacular tower and waterslide structure with a 500-gallon dump bucket, four run-out slides, two connected kiddie slides and many water-play features. Immediately adjacent to the splash tower is a separate splash pad that can be operated independently. The facility is called the SplashZone to differentiate it from a pool, although two lifeguards are on duty during the splash tower hours of operation.

THE FACILITY IS CALLED THE SPLASHZONE TO DIFFERENTIATE IT FROM A POOL, ALTHOUGH TWO LIFEGUARDS ARE ON DUTY DURING THE SPLASH TOWER HOURS OF OPERATION.

Water pumps through the SplashZone at 3,000 gallons per minute when all systems are running. All water is returned to a surge tank through the drains located around the splash pads. The designer allowed for stormwater from the deck to also return to the surge tank; its capacity is 40,000 gallons. From there, the water is filtered with a state of the art Filtrex filter, heated, treated with chlorine to control germs and pH and returned for use.

The SplashZone is fenced to allow for controlled admission related to capacity and non-resident fees. It includes a bathhouse with locker rooms, showers, restrooms, concessions, a guard office

CONTINUED ON PAGE 44

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SplashZone features five commercial waterslides, in addition to two splash pads, plenty of water blasters, tipping buckets, and even stainless steel bongos! This family-friendly waterpark was created in collaboration with Hitchcock Design Group.

SplashZone has been a huge hit this summer for Waukegan families of all ages!

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CORRINE J. ROSE PARK CONTINUED FROM PAGE 42

and cashier booth. There are also two restrooms on the west side of the building that service the whole park. Plenty of chaise lounges, tables and chairs are available for families to gather inside the SplashZone. There are shade sails and designated areas for rentals, i.e., birthday parties, fundraisers and company outings. Concessions are run by a local contractor and accessible to both park and SplashZone patrons. There are no restrictions on bringing food into the SplashZone, but none is allowed inside the splash tower or pad areas. No glass is allowed. The pro-shop sells SplashZone necessities such as swim diapers, sunscreen, towels and basic swimming needs. A side note, Waukegan parks are tobacco and alcohol free.

The SplashZone is free to residents of the Waukegan Park District this year; non-residents are charged a daily rate of $6 for youth and $10 for 18 and older. Wristbands are used for entrance to the facility. Hours are weekend: 11 a.m.-7 p.m.; weekdays 12 p.m.-7 p.m. Swimsuits are required in the splash tower section. The SplashZone hosts themed family nights, field trips, internal and external camp rentals.

CONTINUED ON PAGE 46

The park district launched its new three-story playground in May 2021.

SUPPLIERS

DEVELOPMENT/DESIGN: HITCHCOCK DESIGN GROUP; ERIC HORNIG (PRINCIPAL LANDSCAPE ARCHITECT); JENNA BECK (ASSOCIATE ARCHITECT)

CONSULTANTS: THE AT GROUP INC. (CONSTRUCTION AND PROJECT MANAGEMENT)

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CORRINE J. ROSE PARK CONTINUED FROM PAGE 44

HITTING ITS STRIDE WITH SO MANY FUN OPTIONS

The final component in the park, a percussion playground, opened late June of 2021. The percussion playground was financed by a Waukegan Parks Foundation capital campaign. The Percussion Playground, made by Percussion Play, features nine outdoor musical instruments, including drums, chimes, marimbas and xylophones. The instruments were inaugurated with a performance by the Waukegan High School Percussion Ensemble.

Corrine J. Rose Park is located at a corner of two major transportation corridors, and with the colorful three-story playground and water tower equipment, the park's progress and transformation are on display for the whole community. Interest has been high and supplemented with social media posts, seasonal program guide articles and press releases. The community flocks to the new playground. On weekends, several hundred children, accompanied by their parents, enjoy the challenges, obstacle course and play equipment. Shelters and green space in the park are rented. Since the early June opening, the SplashZone has averaged 145 in weekday attendance and weekend attendance is around 250. A typical weekend day generates over $1,000 in revenue from non-resident fees confirming the facility's status as a regional destination.

To learn more about the district's newest attractions, please contact Shelby McDonald at smcdonald@waukeganparks.org or 847-782-3628. •

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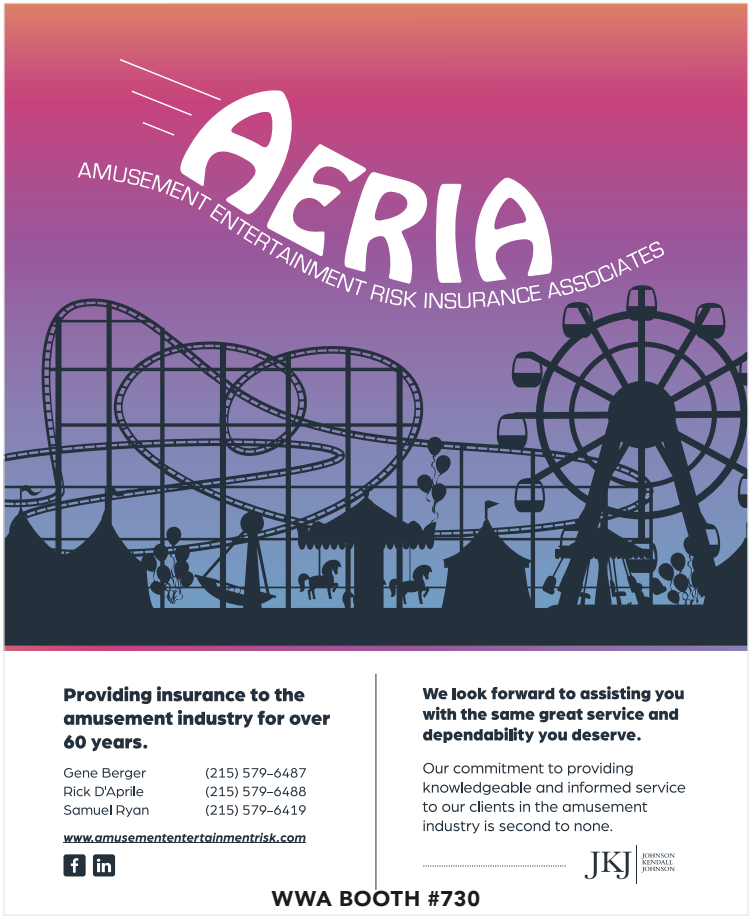

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WINNERS: PROMOTION

The trick is to come up with an in-park promotion that grabs the attention of your target audience, which could be Mom or Dad for some facilities or teens and tweens for others.

LAUNCHING A SUCCESSFUL promotion at your waterpark facility requires two key elements—creativity and planning.

Since most people already want to visit your waterpark as a family, launching a memorable, engaging in-park promotion is a great way to incentivize people to get off the fence and book a date to come visit your facility because it adds a little something extra to their visit. The trick is to come up with an in-park promotion that grabs the attention of your target audience, which could be Mom or Dad for some facilities or teens and tweens for others.

You know who your most desirable demographic is, so that should help you craft the right in-park promotion or event for your facility. Once you have the idea, here are some basic things you should keep in mind as you organize your next in-park promotion:

- Create a plan for the various pieces and parts of your in-park promotion. If you need specific supplies to implement your promotion, then make sure you have everything on hand and ready to go.
- Promote your promotion. Tell your followers about what's taking place in your park. Post information on your website and include updates to those who've already bought a ticket. Send out press releases, as you may be able to drum up media coverage if your promotion has a unique angle to it.
- Communicate with your team about what the promotion is and what their support role will be.
- Make it easy for your guests to sign-up and participate.

While the above list isn't everything you need to do to make a promotion work in your facility, it's a great start. So, get going on planning your next promotion and check out the noteworthy work from the 2020 Wave Review winners for best promotion. •

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TEAM WLSL™ GOT BACK ON DECK IN 2021

This year's World's Largest Swimming Lesson™ continued to deliver the message to thousands around the globe that learning to swim is a life-saving skill.

Capacity limitations. Later than normal school closings. Staffing shortages. Despite a plethora of potential challenges, members of TEAM WLSL™ pushed forward and hit the reset button to get everyone back on deck during live, in-person events to raise awareness about the critical importance of teaching kids and parents to Be Water Aware™ to prevent drowning.

"After 12 years of organizing the WLSL event, we know how passionate our host locations are about drowning prevention and teaching people how to swim," said Aleatha Ezra, Director of Park Member Development, World Waterpark Association. "This year, we focused less on promoting large events and more on hosting smaller events that could safely accommodate continuing safety protocols that might still be in effect in various communities. Our #21in21 program was created to encourage facilities to host an event whether they could welcome 21 participants or 2,100."

One goal for this year was to give as many host locations as possible the tools to get back on deck and spread the message that *Swimming Lessons Save Lives*™. The Host Location Kit was refreshed to include 2 curriculum options—one for events that required social distancing and one where operations were back to 2019 levels.

New for 2021, the WWA worked with Supporting Organization partner, Splash Radio!/Neptune to create Public Service Announcements (PSAs) suitable for radio and television to help promote local WLSL events. These PSAs were made available to Host Locations, as well as distributed to Neptune stations that signed on to play them and Suddenlink, one of the largest cable companies in America with a presence in 17 different states.

> *"We believe that getting kids back into the water to learn to swim can prevent tragic fatal and non-fatal drownings in the future."*
>
> – ALEATHA EZRA

"We have much to celebrate about our 2021 WLSL event," said Ezra. "We met and exceeded our event planning goals this year thanks to the amazing support we received from hundreds of waterparks, aquatic centers, YMCAs and swim schools located in 10 countries around the world. We believe that getting kids back into the water to learn to swim can prevent tragic fatal and non-fatal drownings in the future. In addition, we're

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A sincere **THANK YOU** goes out to the following 7 host locations for being a part of TEAM WLSL™ for all 12 years that this event has been held.

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- Aqua Pros Swim School
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- Lulu Cisneros Educación Acuática
- NRH_2O Family Water Park
- Wild Wadi Waterpark

thrilled to have had the opportunity to provide additional exposure for the event through our new PSA program."

What Makes This Relevant In Year 12

Due to the COVID-19 pandemic, swim lessons were halted in 2020 and millions of children lost the opportunity to learn life-saving water competency skills. This fact made hosting WLSL events at the beginning of the summer swimming season even more important.

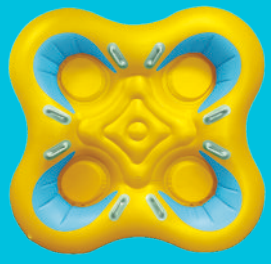
"It has been exciting to watch our powerful team of drowning prevention champions reunite and focus on meeting the urgent need for formal swimming lessons and water safety education," said Rick Root, President, World Waterpark Association.

Learning to swim early on can make a big difference, too. Research from the American Academy

CONTINUED ON PAGE 56

INNOVATION MEETS CUTTING EDGE SLIDES

RAVE SPORTS



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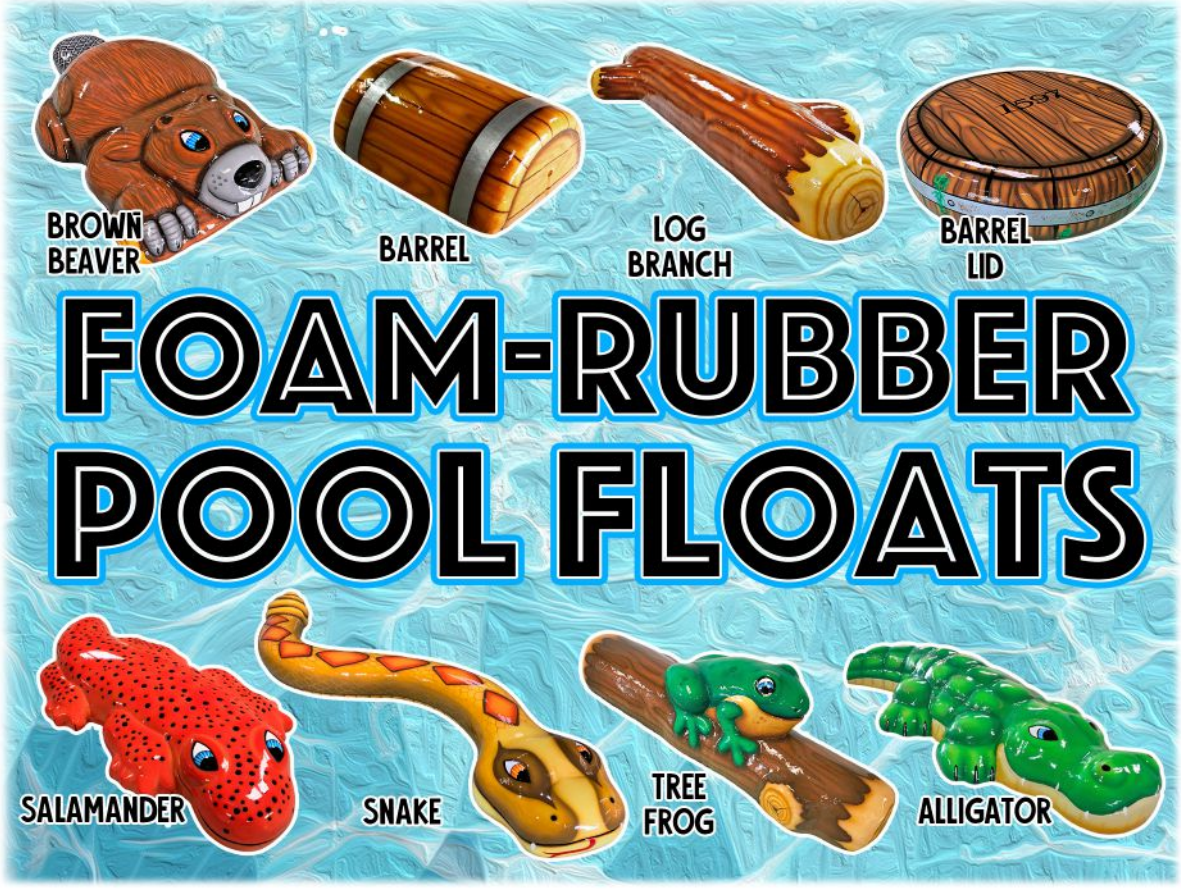

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WLSL CONTINUED FROM PAGE 54

of Pediatrics shows that participation in formal swimming lessons can reduce the risk of drowning by 88 percent among children aged 1-4. Yet, according to a 2020 research study by the American Red Cross, more than half (54%) of kids ages 4-17 cannot perform the basic water safety skills they need to save their life.

The WLSL program works to raise awareness of the risks involved with water, the critical importance of teaching children water safety and swimming skills and the crucial need for guardian vigilance at all times when supervising children in and around water. Drowning is fast, silent and preventable, with more drowning and near-drowning accidents taking place in June and July than any other months.

> *"It has been exciting to watch our powerful team of drowning prevention champions reunite and focus on meeting the urgent need for formal swimming lessons and water safety education."*
>
> – RICK ROOT

First launched in 2010, the WLSL event serves as a platform to use one voice to send the clear and united message, *Swimming Lessons Save Lives*™. This message has been shared more than two billion times in the U.S. alone. WLSL events have provided more than 160,000 working hours of water safety training, with more than 332,000 children and adults in 48 countries participating in local lessons.

To learn more about the 2022 World's Largest Swimming Lesson event, set for June 23, 2022, and how to get involved as a host location, visit http://www.wlsl.org. •

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TROUBLESHOOTING & FIXING CLOGGED INJECTORS

BY GARRETT COLBY

White mounds around the discharge valve of the chemical pump can be a sign of a clog within the chlorine injector.

CHLORINE INJECTORS are one of the best inventions created for automated chemical treatment. However, like any complex system, keeping your injectors clear of blockages or leaks is an important part of your weekly maintenance schedule. Plus, fixing a clogged injector would be most ideal for most facilities since the price of a new injector can cost hundreds of dollars.

Troubleshooting and fixing clogged injectors is easier than you think. That's partly because whether you use a duckbill or a spring and ball injector, the signs of a clogged injector remain the same.

CONSIDER LOCATION

Before I get into troubleshooting, let's talk about injector location as this is a very crucial first step in preventing clogged injectors. The liquid chemicals I have used have been the same for whatever facility at which I have worked. Those are liquid chlorine (bleach) and muriatic (hydrochloric) acid. The placement of both injectors should be post filtration. Once the chlorine injector is placed into the pipe, the acid injector should be at a minimum of 12 inches down stream of the chlorine. This is because muriatic acid almost instantly calcifies the chlorine causing calcium creep, like the white mounds of buildup seen on pool tiles and cracks in the plaster. This in turn will clog the injector fairly quickly. I personally will never put an acid injector closer than 16 inches to the chlorine injector (space permitting).

MONITOR CAREFULLY

Placement of the injectors is not the only important step. The second most important part of understanding injector maintenance is monitoring. A public pool is protected and monitored in many aspects, whether it be lifeguards watching swimmers, park services checking trash cans or, my favorite department, technicians monitoring equipment. The technician is responsible for catching problems before they become serious. This includes checking for clogged chemical injectors and knowing what to look for.

The first of many signs leading to a clogged injector will be a change in chemical readings. For example, if a chlorine injector is clogged, the pH will be nearly a 7, and the free available chlorine will be virtually nonexistent. For a clogged acid injector, the opposite will happen, with high pH and high chlorine.

Once you have double checked your readings, take a look at the chemical pumps. A properly functioning pump will have no visible leaking and a nice strong pulse. I usually look for the wiggling of the chemical lines on the discharge side. A common sign of a chlorine injector that is clogged will be that the bleach has calcified and is building up a white mound either around the discharge valve of the chemical pump or on the floor below it.

Another location to look at would be at the chemical injector itself. If there is a clog in the injector, the chemical may be leaking out and calcifying around the tube or on the ground below.

Another sign that there may be a clogged injector is looking at the chemical inventory. If the level of your storage tank is remaining the same, but your chemical controllers have been verifiably feeding product, there may be a clog in an injector.

CLEARING THE CLOG

A final and most obvious way of checking for a clog is to manually remove the injector from the pipe and inspect the end for blockage. To do this, make sure your filtration pump is turned off or you will take a face full of pressurized water.

After the filtration is turned off, make sure your chemical controller has stopped feed. Next, put on some chemical resistant gloves (I use nitrile gloves) as well as face protection in case the tubing you are about to remove is pressurized. I also

CONTINUED ON PAGE 60

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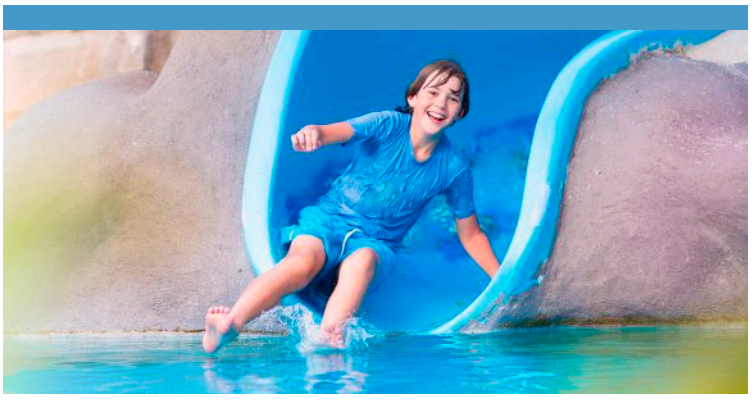

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HOW TO CONTINUED FROM PAGE 58

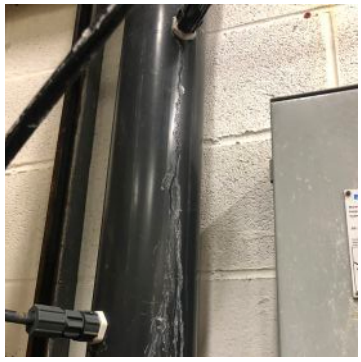
recommend a bucket to catch any chemical inside the tubing. Now, remove the chemical tubing from the injector by unscrewing the collar nut slowly. Once the tubing is free, position it so that any leftover liquid in the tubing will fall into a bucket while you are working. Remove the entire injector using either your hand or channel lock pliers. Once removed, you may hear a suction noise coming from the now empty hole in your pipe. This is normal.

Look at the end of the injector that sticks into the pipe and check for any calcium buildup. If you can see buildup, you need to clean it out. To do this, I use an old gun-cleaning pick, but a dental pick or even a filed down Phillips-head screw driver will work depending on the amount of buildup. Very carefully scrape away all of the buildup the best you can. With really tough and caked on calcium, I have found soaking it in CLR overnight will loosen or even completely dissolve the calcium.

Once the buildup has been removed and you are ready to reinstall the injector, don't forget to wrap the threads with some new Teflon tape. Insert the injector into the hole and thread until hand tight. I like to use my pliers and do another quarter turn to make sure it isn't loose. When the injector is secure, you can reattach the tubing and tighten down with the collar nut.

After tightening the tube back into place, you are good to turn your filtration back on. Take a quick glance to make sure you have no leaking from your injector before you turn your chemical feed back on. If all is dry, turn your chemical feed back on. If it doesn't start right away, manually run it and prime your lines as you normally would. Once primed, look at your injector to make sure no chemical leaks out. If not, you have successfully cleaned out your injector.

Hopefully you never have a clogged injector as this can cause confusion and unnecessary downtime for chemical dosing.



Leaking from an injector can be another sign of a clog, which indicates a thorough cleaning is needed.

ADD TO YOUR WEEKLY SCHEDULE

Hopefully you never have a clogged injector as this can cause confusion and unnecessary downtime for chemical dosing. To prevent this, you can add this to your weekly PM checklist. Choose a day that you clean your strainer baskets out, since your filtration will need to be off for this anyway.

Once you clean or swap the basket, go ahead and just remove the injector to look at it. If it looks like it needs some cleaning, have an extra injector on hand with which to replace it.

Clean the dirty one, and then that becomes your backup. •

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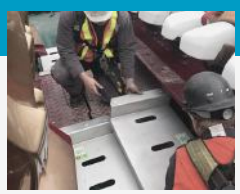

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WAYS TO HELP YOUR TEAM RECOVER FROM A BAD DAY

Give those involved in the bad day a few minutes to vent about different issues that happened.

10:30 A.M. – the deep fryer breaks leaving your F&B team unable to make some of your most popular food items

1:00 P.M. – your lead lifeguard calls out sick for her shift, forcing you to call-in a team member who was supposed to have the day off

2:45 P.M. – a guest complaint escalates to the point where you have to call security to remove the guest from your facility

4:15 P.M. – a young swimmer not wearing a swim diaper has an accident in the wave pool, causing a shutdown for one of your most popular areas for the rest of the day

8:00 P.M. – you overhear one of your management team lose his patience with a team member, who then leaves for the day in tears

9:00 P.M. – the park closes for the day and you ponder how and why so many things went wrong in a single day

As a manager, you know that terrible, horrible, not good, very bad days are going to happen now and again. It's hard enough for you to shake off the frustration of a bad day but it's even harder when you realize that your whole team has been impacted by the chain of events. Bad days can put the people you manage into a negative headspace that leaves them questioning their commitment to the job and that's the last thing you want to see happen. Fortunately, there are some easy tactics you can use to help ease the effects of a bad day. Here are some steps to consider taking when you need to help your team recover from a bad day:

1. **DETERMINE WHICH ISSUES NEED TO BE ADDRESSED ONE-TO-ONE AND WHICH CAN BE ADDRESSED AS A GROUP.** For example, the guest service issue that went wrong the day before could present a learning opportunity for the whole team, while the issue that led a manager to lose his patience with a subordinate might be better handled during a private conversation between you and the manager.
2. **ALLOW YOUR TEAM TO VENT.** Give those involved in the bad day a few minutes to vent about different issues that happened. It's only human to feel frustration that rules like putting your toddler in a swim diaper aren't always followed. Being able to speak about their feelings can help your team members release some of their frustration and it could lead to some new strategies and solutions. Maybe your facility can add signage closer to the wave pool about the role guests play in keeping water clean and safe for all to use.
3. **BE CLEAR ABOUT WHAT WENT WRONG.** Focus on the facts—on the how and why certain things went wrong throughout the bad day. For example, if the deep fryer breakdown had something to do with a missed maintenance procedure, then be transparent about the issue. Review maintenance schedules as a group and ask for input on how to improve the daily and weekly processes. Employees appreciate knowing that when there is a problem, there will be a solution presented to stop it from happening over and over again.
4. **DON'T ATTEMPT TO ASSIGN BLAME.** When multiple things go wrong within your operation, you need to be cautious that fingers don't start to be pointed at individuals who may or may not be responsible. Once one person is called out for a missed assignment or opportunity, then they might retaliate with their own accusation. We'll call this circular blaming and it's neither productive nor does it help your team move on from a bad day. One exercise you could try is to ask each person to write down a piece of feedback for every other person attending the meeting. This allows employees to share thoughts they have with a fellow team member while keeping the feedback equitable. This type of exercise works best with a smaller group, so

CONTINUED ON PAGE 67

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GETTING BACK INTO THE SWING OF THINGS

By Emily Polinsky
Executive Assistant
& Digital Media Manager
Wet N' Wild Waterworld

AFTER MORE THAN A year away and a now bustling summer season, it's time to reconnect and recharge with fellow industry peers. The Marketing Committee invites you to join us for the World Waterpark Association's Annual Symposium & Trade Show this October 19-22 in San Antonio, Texas. We've got a couple of great marketing sessions planned for this year's show including:

- **VALUABLE MARKETING SHIFTS IN A DIGITAL AGE –** A behind the scenes look at Epic Waters shift to a predominantly digital ad budget with real world examples of how this shift positively affected their facility's attendance and ROI.
- **DECLUTTERING COVID - CHOOSING WHAT MARKETING & REVENUE STRATEGIES TO KEEP –** An in-depth discussion into which COVID era procedures parks around the country will be keeping, and which ones will be left by the wayside. This session will be conducted by a panel of industry professionals from outdoor and indoor facilities.
- **MARKETING 2021 – GETTING BACK ON TRACK –** The hottest roundtable discussions on everything including social media, food & beverage, group sales, events and more.

As you close out your seasonal operations or continue on in a year-round facility, take a look back with us on what marketing strategies worked and where you can readjust to match your budget. How did your customer's preferences and expectations change? What prevailing messages or trends resonated with your audience? How will you adapt your online sales and promotions to match the increasing demand? Join us for our expert-led round table discussions where you can network with peers and get answers to all of your burning marketing questions. You'll also get plenty more networking opportunities at the show including the Annual Reunion Party at Six Flags Fiesta Texas, a night on the River Walk and, of course, on the Trade Show floor.

If you're looking for some end-of-season inspiration or insights, take a look at some of our recent articles available to you as WWA members in the Digital Magazine Archives at www.waterparks.org.

Stop by the WWA Booth during trade show hours on October 20th & 21st to meet with committee members.

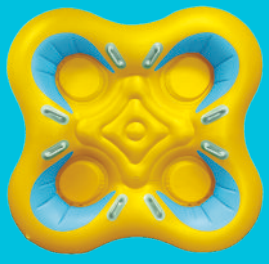
How did your customer's preferences and expectations change? What prevailing messages or trends resonated with your audience? How will you adapt your online sales and promotions to match the increasing demand?

There are also several great webinars to watch or listen to on a variety of topics from marketing & communications, staff development, food & beverage and operations & safety. There is sure to be a topic for you. I especially enjoy listening to webinars on accessibility in waterparks, and how parks around the globe are working to make their attractions more accessible for everyone. Pop on a webinar or two when you have some down time; I promise the time will fly by while you listen to best practices in every category.

The Marketing Committee also helps coordinate Member Meet-Ups and is always looking for new members and new ideas. We meet once a month to discuss new topics and the latest marketing trends across the industry. If you're interested in joining the Marketing Committee, please contact us anytime at MktCommittee@waterparks.org, or stop by for a meet & greet at the WWA booth at this year's WWA Show. We can't wait to meet you! •

INNOVATION MEETS CUTTING EDGE SLIDES

RAVE SPORTS



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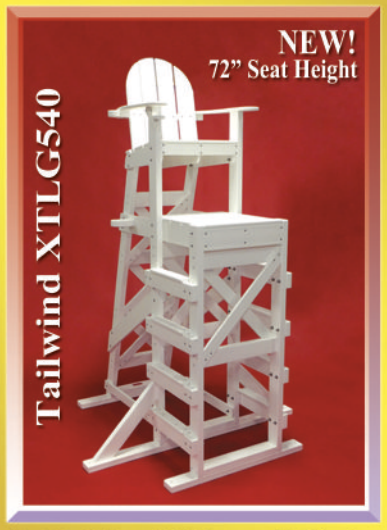

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W.A. "Wally" James

INDUSTRY MOURNS LOSS OF WWA HALL OF FAME MEMBER

On July 21, 2021 one of the waterpark industry's most prolific and active members, W.A. "Wally" James passed away due to complications from Parkinson's disease. For more than forty years, James was an industry leader on waterpark operations and safety.

Born in 1936, James graduated from St. Mary High School in Akron, Ohio with a letter in football. He went on to earn a mechanical engineering degree from the University of Detroit.

In 2014, Wally James was honored by the WWA Board of Directors with a Lifetime Achievement Award, one of only 3 awarded to a member for significant contributions to the industry and the WWA.

Upon graduation, he spent the next 20 years working in the field of metallurgy, designing, building and troubleshooting special high temperature equipment. During this time, he also took his love of skiing to a new level by volunteering for the National Ski Patrol and becoming a certified ski instructor.

In 1977, James was hired as Mountain Manager for the Brandywine Ski Center in Ohio. One year later, in response to a challenge made by management to add an alternative source of revenue to the property, James began exploring a new trend in the leisure market: waterparks. Wet 'n Wild Orlando served as his inspiration to add a few waterslides to an underused beginner hill.

In the process of developing this new attraction at the ski center, James became aware of the need for more formal guidelines for waterpark development and operations. A few years later, in 1980, James attended the first meeting of the American Waterpark Association convened by its founder, Al Turner. By the end of the meeting, James was elected as chairman of the Board of the AWA, now known as the World Waterpark Association.

In 1981, James accepted the position of Chair of the WWA's newly formed Safety Committee, a role which he maintained for the next 20 years. During his tenure, the committee developed the "Considerations for Operating Safety," a document that was widely used and highly regarded until it was retired by the Board of Directors in 2010.

During his time serving the WWA membership, James spoke at nearly every WWA Show and presented safety and risk management seminars alongside Turner in India, the United Kingdom, South Africa, Australia, The Netherlands, Japan, Hong Kong, Malaysia and Singapore.

In 2001, upon semi-retiring from his leadership roles within WWA, James formed ConServ Associates, a consultancy firm for the waterpark industry. In this role, James focused on the development of profit through risk management techniques.

Throughout his long and illustrious career, James was honored with many accolades including: a WWA Lifetime Achievement Award in 2014, induction into the WWA's Hall of Fame in 2000, two WWA Kelly Ogle Memorial Safety Awards, WWA's Industry Leadership Award and the International Swimming Hall of Fame's Paragon Award for contributions to recreational swimming.

James shared more than 49 years with his beloved wife, Connie. He is survived by his children Stephen, Cynthia, Timothy, Christopher, Diane Anderson (Michael) and Amy James.

The family asks that in lieu of flowers please consider making a donation in James' honor to The Parkinson's Foundation, https://www.parkinson.org/ways-to-give. •

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MEMBER SPOTLIGHT: LOOS CONTINUED FROM PAGE 22

at hand. Additionally, I believe a strong regimen of swimming, biking and running allows me to stay mentally strong and focused.

WHAT ADVICE WOULD YOU GIVE SOMEONE WHO IS INTERESTED IN WORKING IN THE WATERPARK INDUSTRY?

Go for it! It is the best industry in the world. Learn every job in every department. They are all connected. Find a strong mentor. Lead by example. Treat others the way you would like to be treated.

WHAT BOOKS OR PUBLICATIONS DO YOU RELY ON MOST FOR INSPIRATION OR MOTIVATION?

WWA e-newsletters and publications, of course!

WHAT IS YOUR FAVORITE PART OF YOUR JOB?

This goes hand in hand with question 5 from above. I genuinely enjoy the variety of every day and the ability to impact guests' experience.

WHAT CAREER OR BUSINESS WOULD YOU CONSIDER IF YOU WERE STARTING ALL OVER AGAIN?

Professional golfer! But in the real world I am not sure I would choose another business or career. At one point I was a partner in a traveling circus that went to all 5 major Hawaiian Islands and Manila, Philippines and I really enjoyed that run we had.

HOW DID YOU FIRST GET INVOLVED WITH THE WWA?

I was first exposed to WWA in 2014 and really enjoy the community aspect of the Association. The peer networks and industry knowledge gained are priceless.

WHAT IS SOMETHING INTERESTING ABOUT YOU THAT FEW KNOW OR WOULD GUESS?

I am a 2-time Ironman finisher, 4-time Half Ironman finisher and 5-time marathon finisher. I really enjoy the mental and physical challenge of endurance athletics. My other current passion is golf and I hope to be a scratch golfer before the age of 40. •

MANAGEMENT POINTERS CONTINUED FROM PAGE 62

Ultimately, your goal is to get your team members back to center, where they feel good about the work they are doing and the contributions they make to the team and business.

you might have to try something else when you're working with a larger group.

5. **SHIFT THE MOOD AND MOVE ON.** Whether you lighten things up with a funny story from your past as a young worker or you ask each team member to share something that makes them smile, you need to find ways to reset the mood within your team to a positive place. You don't have to offer clichés or platitudes either. Something as simple as: "We had a bad day but we got through it together" can help your team recover and move on.

Ultimately, your goal is to get your team members back to center, where they feel good about the work they are doing and the contributions they make to the team and business. You cannot erase the memories of a bad day, but you can help mitigate their negative effects by using the above tactics. •

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CALENDAR

The following is a partial listing of conventions, events and trade shows for the upcoming year. Please visit each event's website to find the latest details on the event. To submit calendar information, please **FAX:** +1-913-599-0520 or **E-MAIL:** cathy@waterparks.org.

OCTOBER 2021

4-8: CPRA CONFERENCE
Colorado Parks & Recreation Association
Virtual Event
www.cpra-web.org

13-15: WORLD AQUATIC HEALTH CONFERENCE
Omni Houston Hotel Galleria
Houston, Texas, U.S.A.
www.wahc.phta.org

17-19: CAE
China Attractions Expo
Shanghai World Expo Exhibition Convention Center
Shanghai Shi, China
www.chinaattractionsexpo.org

18-20: MRPA CONFERENCE
Mississippi Recreation & Park Association
The Mill in Conference Center
Starkville, Mississippi, U.S.A.
www.aboutmrpa.org

18-20: TRPA CONFERENCE
Tennessee Recreation & Parks Association
Clarksville, Tennessee, U.S.A.
www.trpa.net/conference

18-22: ORPA CONFERENCE
Oregon Recreation & Park Association
Virtual Event
www.orpa.org

19-22: WWA SYMPOSIUM & TRADE SHOW
World Waterpark Association
Symposium: October 19-22
Trade Show: October 20-21
Henry B. Gonzalez Convention Center
San Antonio, Texas, U.S.A.
www.wwashow.org

24-26: VRPS CONFERENCE
Virginia Recreation & Park Society
Hotel Madison & Shenandoah Valley Conference Center
Harrisonburg, Virginia, U.S.A
www.vrps.com

25-28: NRPS CONFERENCE
Nevada Recreation & Park Society
MEET Las Vegas
Las Vegas, Nevada, U.S.A.
www.nrps.org

27-30: ATHLETIC BUSINESS CONFERENCE & EXPO
Henry B. Gonzalez Convention Center
San Antonio, Texas, U.S.A.
www.athleticbusinessconference.com

ADVERTISING INDEX

AERIA/JKL 46
AllChem Performance Products 42
American Resort Management, LLC 23
Amusement Logic 35
Aqua Cal Auto Pilot 50
AQUATEC Europe 30
Aquatic Adventures Int'l Inc 49
Aquatic Development Group (ADG) 3
Aquatic Technologies Group 49
Axiall, A Westlake Company 25
Ballast Technologies, Inc 21
BECS Technology, Inc 57
Blue-White Industries 36
Bomar Soft Playgrounds Int'l 55
Daldorado, LLC 47
Family Fun Corporation 10
Fiberglass Coatings, Inc 49
Haas & Wilkerson Insurance 19
Incord Play 37
Kay Park Recreation Corp 46
Launch Logic, Inc 23
Life Floor 50
Martin Aquatic Design & Engineering 39
McGowan Allied Specialty Insurance 56
Mid-America Sales Inc 59
Murphys Waves Ltd 31
My Park Supply LLC 38
Nat'l Assn of Amusement Ride Safety Officials (NAARSO) 61
Northeast Insurance Center 59
Polin Waterparks 7
ProSlide Technology Inc ..... INSIDE FRONT COVER, 1
RAVE Sports 55, 65
Rolba Loisir S/L 29
Royal Basket Trucks, Inc 11
Safe Slide Restoration 59
Semnox Solutions LLC 20
SplashTacular 43
SR Scales by SR Instruments 57
Sunkid 63
Tailwind Furniture 65
USA Inc 45
Van Stone Conveyor, Inc 51
Waffle Cabin 9
Water Odyssey by Fountain People 60
Water Safety Products 45
WhiteWater ..... OUTSIDE BACK COVER
Zaiss & Company Marketing 34
Zebec Inc ..... INSIDE BACK COVER
Zpro Watersports 44

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