October 18–20, 2017 • Denver, Colorado
Shaping the Future Through Aquatic Research and Education

Conference Logistics and Keynote Speakers

In 2016, a record number of attendees from 13 different nations gained valuable knowledge at the WAHC. Countries represented included the United States, Australia, Austria, Canada, China, Germany, Israel, the Marshall Islands, Mexico, Spain, Taiwan, Ukraine, and the United Kingdom.

Attend this year’s conference to represent your state or country!

Who Should Attend?
• Academia
• Aquatic Manufacturers
• Aquatic Retailers
• EH Officials
• Facility Managers
• Pool Builders
• Pool Operators
• Service Technicians

Why Attend?
• Aquatic Health Benefits
• Contemporary Technology
• Continuing Education
• Current Research
• Get Inspired
• Industry Connections
• Professional Development
• Renew Love for Aquatics

Keynote Presentations:

Thursday, October 19
Connect More. Convince Less!
Ryan Avery

How do we do a better job as an industry to educate, inspire and get more people in the water? It’s time for us to stop convincing and start doing a better job connecting! No one will follow us, or buy from us, if we don’t know how to motivate, inspire and convince them by using the power of our words and actions! Strategic Communicators connect, offer solutions, speak up when it is difficult and they know how to pick the right time and right place to deliver their message for maximum impact! In Ryan Avery’s keynote, learn what it takes to develop our strategic communication skills so we can keep pools open, keep pools safer and get more people in the water!

Friday, October 20
Using Neuroscience for Brain-Friendly Communication
Amy Posey

The latest neuroscience research is unlocking new information about the brain & helping provide keys to be more productive and effective. Learning how the brain functions, as well as how it receives and encodes messages, can help you be a more effective communicator. You will create more clarity in your messaging, engage with people on a stronger level, and drive people to action.

Registration and Information

To register for the WAHC, discover details about sessions and speakers, view our sponsors, and more, visit www.theWAHC.org or call (719) 540-9119.

Location
Omni Interlocken Hotel
500 Interlocken Blvd
Broomfield, CO 80021

Broomfield is comfortably nestled at the foothills of the Rocky Mountains, right between Denver and Boulder, two of the best known cities in Colorado. The Omni itself boasts a 27-hole championship golf course, a full service spa, two outdoor pools and a whirlpool, plus two restaurants. But feel free to take a quick trip to Boulder to explore pine-scented trails, taste the flavors of "America’s Foodiest Town," tour 20 craft breweries, stroll historic Pearl Street and soak up this creative community’s laid-back lifestyle. Or to Denver, where Adventure Awaits, and you will find attractions, activities, scenic sightseeing, biking and tours, golf & other destinations.

To reserve a room at our group rate of $164 per night plus taxes, go to www.theWAHC.org or call (303) 438-6600 and mention NSPF.

www.theWAHC.org | conference@nspf.org
719-540-9119
Pre- & Post-Conference Events

Interested in Hosting a Meeting at the WAHC?
NSPF offers several opportunities for a complimentary and convenient place to meet with your group. Contact us for information or to schedule a meeting.

CMAHC’s Vote on the Code Conference
October 17–18, 8am – 5pm, $250 now – June 1
Every two years, CMAHC members can take part in the process to update the MAHC and have their input heard by the CDC as it revises and releases the next edition of the MAHC. There have been 180 Change Requests submitted for 2017, so join the CMAHC now to participate in the review, comment, discussion, and voting on these requests. Attendees that register for both WAHC and CMAHC will receive a total $50 discount off registration. Visit www.cmahc.org for information or to register.

Advanced Sevice Technician™ Training Course
October 18, 8am – 5pm, Retail Rate $1,100; WAHC Special $950; NSPF Instructor Rate $250
A comprehensive 45-60 hour blended training designed to provide service professionals with advanced level training. Students will purchase the online modules and complete the certification in this one-day classroom course being held before the WAHC. Contact conference@nspf.org for information or to register.

Insider’s Tour, October 18, 9am – 2pm, $65
Take a special tour of local, unique aquatic facilities to gain different perspectives on design and operation. This year, we will visit University of Colorado - Boulder Student Rec Center, East Boulder Community Center, and The Bay Aquatic Park! Lunch and transportation is included.

Instructor Update Meeting, October 18, 2:30 – 5pm
NSPF Instructors are encouraged to attend the International NSPF Instructor Meeting held at the WAHC each year. Awards are presented to top Instructors and new products/programs are introduced in detail. Engage with other Instructors and NSPF staff to provide feedback on things that are going well and things that need to be improved.

Aquatic Therapy Day, October 18, 8am – 5pm
Justifiable Aquatic Therapy for the Low Back, Neck, Shoulder and Chronic Pain, $199
An 8 hour hands-on training designed to provide evidence-based ideas for treating the patient with low back, neck, shoulder and chronic pain — and then to practice these techniques in water. Includes summaries of recent research findings which support aquatic therapy for these populations. Includes 4-hour warm water lab. Transportation to pool lab provided by NSPF. Preapproved for 8 CCUs from the Federation of State Boards of Physical Therapy (FSBPT) which is accepted in 30 states for licensure renewal.

Welcome Reception, October 18, 6 — 9pm, included
Nestled against the backdrop of the Rocky Mountains, the Omni Interlocken welcomes the WAHC with a night of games, music, and friends. Enjoy the beautiful Colorado weather outside on the Terrace overlooking two outdoor pools, a waterfall, and the Eldorado Golf Course. (Drinks and heavy hors d’oeuvres are included.)

Farewell Function, October 20, 3:30 – 4:30pm, included
Don’t go home yet; stick around for one last networking opportunity with your new friends and contacts. Exciting door prizes and drinks will be provided. You might even win a free registration for WAHC 2018!

USA Swimming Build-A-Pool Conference
October 21, 8am – 5pm & October 22, 8am – 4:30pm, $89
The Regional Build-A-Pool Conference will offer plans for programming facilities for sustainability plus innovative ideas and examples for new building and renovations. Contact the conference team for more information.

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Conference Schedule at a Glance

**TUESDAY, OCTOBER 17**
8:00 am – 5:00 pm  CMAHC Vote on the Code

**WEDNESDAY, OCTOBER 18**
7:30 am – 6:00 pm  WAHC Registration Open
8:00 am – 5:00 pm  CMAHC Vote on the Code
8:00 am – 5:00 pm  Aquatic Therapy Day
8:00 am – 5:00 pm  Advanced Service Technician™ Training Course
9:00 am – 2:00 pm  Insider’s Tour
2:30 pm – 5:00 pm  Instructor Update Meeting
6:00 pm – 9:00 pm  Welcome Reception

**THURSDAY, OCTOBER 19**
7:00 am – 5:30 pm  WAHC Registration Open
7:15 am – 8:15 am  Speaker’s Breakfast
7:30 am – 8:30 am  Continental Breakfast
8:30 am – 9:30 am  Conference Opening and Keynote Address - Connect More. Convince Less!
9:30 am – 10:00 am  Refreshment Break
10:00 am – 5:00 pm  Seminars
12:00 pm – 1:30 pm  Buffet Lunch
1:30 pm – 5:00 pm  From A to THE® Workshop
2:30 pm – 3:00 pm  Refreshment Break

**FRIDAY, OCTOBER 20**
7:30 am – 4:00 pm  WAHC Registration Open
7:30 am – 8:30 am  Continental Breakfast
8:30 am – 9:30 am  Keynote Address - Using Neuroscience for Brain-Friendly Communication
9:30 am – 10:00 am  Refreshment Break
10:00 am – 3:20 pm  Seminars
12:00 pm – 1:30 pm  Buffet Lunch
12:00 pm – 1:30 pm  Indoor Air Quality Panel Discussion
3:20 pm – 4:30 pm  Farewell Function

**SATURDAY, OCTOBER 21**
8:00 am – 5:00 pm  NSPF Instructor Course
7:00 am – 7:45 am  Registration for Build A Pool Conference
8:00 am – 5:00 pm  Build A Pool Conference
12:00 pm – 1:30 pm  Build A Pool Lunch

**SUNDAY, OCTOBER 22**
8:00 am – 5:00 pm  NSPF Instructor Course
8:00 am – 4:30 pm  Build A Pool Conference

**MONDAY, OCTOBER 23**
8:00 am – 12:00 pm  NSPF Instructor Course
1:00 pm – 3:00 pm  NSPF Marketing Workshop

* Additional Fees and Pre-Registration May Apply

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Registration includes the Welcome Reception, two breakfasts, and two lunches!

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**2017 Conference Timeline**

- April 3: $445 Early Registration Opens
- June 1: $495 Regular Registration Begins
- August 1: $595 Late Registration Begins
- September 28: Hotel Reservation Deadline
- October 18–20: WAHC
Symposia by Day

THURSDAY, OCTOBER 19

Keynote Address
8:30 am  **Ryan Avery**  
Connect More. Convince Less!

Advanced Chemistry
10:00 am  **Darla Goeres, Ph.D.**  
Understanding the Importance of Biofilm in Recreational Water
11:00 am  **Vincent Hill, Ph.D., PE**  
Investigating Chlorine Dioxide as an Alternative for Inactivating *Cryptosporidium* in Aquatic Venues That Use Stabilized Chlorine
1:30 pm  **Laura Suppes, Ph.D., MPH, REHS**  
Sources of Pharmaceutical and Personal Care Products in Swimming Pools
3:00 pm  **Robert "Bob" Kappel, Wolfgang Matheis, & Jim Tanner**  
The Science Behind Advanced Oxidation Processes (AOPs) and their Applicability in Aquatics
4:00 pm  **Vance D. Fiegel**  
The Relationship Between Organic Load, Disinfection Byproducts and Sphagnum Moss

Advanced Service Concepts
10:00 am  **David Turnage**  
Facts & Myths of Aquatic Management Business Principles
11:00 am  **Brian Diglio**  
Managing Risk Through New Account Evaluations
1:30 pm  **Lisa Clemons, CPA**  
Understanding What Your Financials Are Saying
3:00 pm  **Christine Dvorak**  
Talent Selection
4:00 pm  **Mike Hajduk**  
Techniques and Tactics for Building a Profitable Service Department

Facility Management
10:00 am  **Kurt Otten, BSEE**  
Neutral Buoyancy Laboratory: Astronauts from the Pool to Spacewalks
11:00 am  **Daniel Leatherman & Matt Jakubowski**  
Stop Wasting Your Pool: A Systematic Guide to Maximizing User Groups and Variety
1:30 pm  **Jodi Jensen, MPA**  
Assessing African-American College Student Perceptions of Swimming: A Survey of a Historically Black College
3:00 pm  **Matthew Lane, MBA**  
Swim Schools – The Secrets to Why They Work
4:00 pm  **Cliff Pryor**  
Supervising and Educating Post-Millennials or “Generation Z”

Health Benefits
10:00 am  **Caroline Barmatz, MHA**  
Reducing Opiate Dependency (including Military Veterans) with Aquatic Therapy
11:00 am  **Andrea Salzman, MS, PT**  
5 Ways to Use Our Aquatic Therapy Data to Promote Your Business Model... Starting Today
1:30 pm  **Simone Benhayon**  
Impacts of Breathing While Swimming
3:00 pm  **Dr. Wallace J. Nichols**  
Water As Medicine (2 Hour Workshop)
### Symposia by Day

**THURSDAY, OCTOBER 19, continued**

**MAHC**

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker(s)</th>
<th>Title of Talk</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 am</td>
<td>Michele Hlavsa, RN, MPH</td>
<td>CDC Updates: 2013–2014 Recreational Water–Associated Outbreak Data &amp; US National Swim Estimate</td>
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<tr>
<td>11:00 am</td>
<td>Michele Hlavsa, RN, MPH &amp; LCDR Jasen Kunz, MPH, REHS</td>
<td>CDC Inspection App: Using Data to Drive Decision Making</td>
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<td>1:30 pm</td>
<td>Dr. Bill Ramos, Steve Yeary, &amp; Marc Yoder</td>
<td>Indiana’s Road to MAHC Adoption</td>
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<td>3:00 pm</td>
<td>CMAHC Representatives</td>
<td>CMAHC Conference Update</td>
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<tr>
<td>4:00 pm</td>
<td>CMAHC Representatives</td>
<td>CMAHC Cyanuric Acid Ad Hoc Committee Report</td>
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**New Industry Technology**

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<tr>
<td>10:00 am</td>
<td>Ralph Kittler, PE</td>
<td>HVAC Best Practices for Natatorium Design</td>
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<tr>
<td>11:00 am</td>
<td>Tom Lochtefeld</td>
<td>Surf Pools: The Next Wave in Aquatic Recreation</td>
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<tr>
<td>1:30 pm</td>
<td>Samantha Fiscus, REHS</td>
<td>Mobile Inflatable Water Attractions</td>
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<tr>
<td>3:00 pm</td>
<td>Maris Jaunakais</td>
<td>The Benefits of Using NSF Certified Test Methods</td>
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<tr>
<td>4:00 pm</td>
<td>Blake Stark</td>
<td>Evaluation of Swimming Pool Treatment Chemicals Health Effects under NSF/NSI 50</td>
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**Go From A to THE®: Stop being A leader. Start being THE leader.**

*Thursday, October 19, 1 – 5 pm, $650*

Are you A leader or are you THE leader? Are you A sales consultant or are you THE sales consultant? Are you offering A product or THE product? Learn what differentiates A leader from THE leader and the strategies we need to know when switching from A to THE in our industry.

It is no longer acceptable for you to go from good to “great” when you want to persuade others to take action and stand apart from your competition. Your competition is great. Their products are great. It is time to go from A to THE in your industry!

Ryan Avery teaches the communication skills, strategies and insights the world’s best leaders and sellers use to get people to take action!
FRIDAY, OCTOBER 20

Keynote Address
8:30 am  **Amy Posey**  
Using Neuroscience for Brain-Friendly Communication

Advanced Chemistry
10:00 am  **Ernest "Chip" Blatchley III, Ph.D., P.E., BCEE, F. ASCE**  
Chlorine Chemistry
11:00 am  **Ernest "Chip" Blatchley III, Ph.D., P.E., BCEE, F. ASCE**  
Effects of UV-Based Treatment on Air and Water Quality in Pools
1:30 pm  **Ernest "Chip" Blatchley III, Ph.D., P.E., BCEE, F. ASCE**  
Factors that Affect Air Quality in Indoor Pool Facilities
2:30 pm  **Ernest "Chip" Blatchley III, Ph.D., P.E., BCEE, F. ASCE**  
Mixing in Indoor Pool Facilities

Facility Management
10:00 am  **Matt Haynes & Kevin Post, MBA**  
Risk Management: Science, not Science Fiction
11:00 am  **Mahesh Patel, MSc., CPHI(C)**  
SwimSafe - Toronto's Public Disclosure Program for Public Pools and Spas
1:30 pm  **Maria Bella**  
Drownings in Lifeguard Pools: Why Submerged Victims Go Unnoticed
2:30 pm  **Mike Espino**  
Key Messages from the World Conference on Drowning Prevention

Health Benefits
10:00 am  **Amy Posey & Dr. Wallace J. Nichols**  
Neuroscience of Leadership (2 Hour Workshop)
1:30 pm  **Sarah Fishel, PT, DPT, NCS & Christine McNamara, PT, DPT**  
Aquatic Exercise: Creating Opportunities for Wellness for Adults with Neurological Conditions (2 Hour Session)

Public Health
10:00 am  **Vincent Hill, Ph.D., PE**  
The 7th International Swimming Pool & Spa Conference: Lessons from the Home of Hippocrates and Hygiea
11:00 am  **Connie Sue Centrella, MBA**  
Understanding the Vessel Sanitation Program for Cruise Ship Industry
1:30 pm  **Graham Talley & Ashkahn Jahromi**  
Floatation Tanks: Recent Updates in State/Federal Guidelines & Research
2:30 pm  **Sarah Badenhop**  
2016 Cryptosporidium Outbreak in Central Ohio
FRIDAY, OCTOBER 20, continued

Training for Business Growth

10:00 am Lauren Stack, MBA
Achieving Career Success through Education

11:00 am Trevor Sherwood
How to Advance and Succeed in Pool Service and Operation

1:30 pm Paolo Benedetti, SWD Master
BUSINESS 181: How to Advance and Succeed in Pool Renovation and Basic Construction

2:30 pm David J. Peterson, P.E., SWD Master
BUSINESS 103: How to Advance and Succeed as a Certified Member of the Society of Watershape Designers™

New this Year! Indoor Air Quality Panel Discussion
Friday, October 20; 12:00 – 1:30 pm
As aquatic industry leaders, we need to help reduce chlorine by-product exposure to swimmers, coaches, and patrons of indoor aquatic environments. Research, public information campaigns, and technology have progressed. Yet, there remains an opportunity for architects, designers, manufacturers, builders, facility management, and academia to further improve the indoor environment. Momentum is building with events organized by Paddock Industries and Anderson Poolworks, NSPF® funded research, and industry advances. Join us this October to further improve quality and reduce chlorine by-product exposure.

Our Panel guests are Jason Schallock from Anderson Poolworks; Don Baker from Paddock; Paul Stewart from Desert Aire; Kevin Post from Counsilman Hunsaker; and Douglas Whiteaker from Water Technology, Inc.

Local Information - Broomfield, Boulder, & Denver
Omni Interlocken Hotel puts you near everything - including outdoor fun and a host of attractions.

On Site - visit Omni Interlocken website for details
- Omni Interlocken Golf Club: $15 – 130; 27 holes
- Mokara Spa: $15 – 165; by appointment
- Bike & Walking Trails
- Billiards and Foosball: complimentary
- Kid’s Club: included with reservation

Restaurants Nearby
- Flatiron Crossing: 0.5 miles
- Gordon Biersch Brewery: 0.5 miles
- Village Tavern: 0.5 miles
- Lulu's BBQ: 4 miles
- 4580 Restaurant: 15 miles

Attractions Nearby
- Downtown Denver: “The World's Most Spectacular Playgroud” denver.org; 20 min drive
- Downtown Boulder: “America's Foodiest Town” bouldercoloradousa.com; 20 min drive
- Denver Art Museum: denverartmuseum.org; $10 entrance for non-members; 15 miles
- Rocky Mountain National Park and Estes Park: nps.gov/romo & visitestespark.com; 50 miles
- History Colorado Center: historycoloradocenter.org; $12 entrance; 18 miles
- New Belgium Brewery: newbelgium.com; free, 90 minute tour; 56 miles