



PERSONAL DATA

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SUMMARY:

Formal Education includes Bachelor of Mechanical Engineering followed by Post Graduate work in Mechanical Engineering supplemented with continuing education in technical matters and the management specialties. More than 30 yrs of experience in General Management and Risk Management in the Leisure Industries with emphasis in aquatics leisure.

Experience includes design, construction and operation of machinery and structures, applied metallurgy, administration and operational management of industrial and leisure companies, capital equipment sales, facility and market development for recreational enterprises, leisure facility risk and hazard identification and assessment. Allied activity in the leisure industry including equipment valuation and business value assessment, facility construction and operation, risk management, training program development, staff performance assessment and general management. Industry-wide contributions include development of guidelines for and consulting to public and private sector operated waterparks, aquatic based resorts, swimming pools and aquatic leisure facilities, development of guidelines for concession go-karts and fun-karts, development of inspection standards for ski facilities, amusement attractions, family entertainment centers, hotels, restaurants, bowling centers, fitness clubs, skating facilities, and campgrounds. Consulting includes provision of expert technical opinion and testimony for law firms regarding design, construction, operation and values in matters relating to all aspects of the leisure industry with emphasis in the aquatics fields.

EDUCATION:

- University of Detroit BME, 1959
- University of Toledo, 1961
- Metals Engineering Institute 1962-66
- University of Akron 1958-59
- American Management Association -Ext. Programs
- Machinery and Equipment Supplier Trade seminars
- National Ski Patrol - Risk Management 1961-78
- National Swim Pool Foundation*
- GBA Risk Management*
- World Waterpark Association - Seminar Program
- National Association of Ride safety Officials*
Amusement Industry Manufacturers and Suppliers Assoc.*

*Certification by Test

SOCIETIES:

- World Waterpark Association (WWA), Chair Risk Management Committee (Ret.), Twice Past President, Board Member 22yr retired, seminar Presenter
- ASTM, Committee F-27 on snow skiing, Committee F-24 on Amusement Rides and Attractions, Past-Chair Committee F-24.60 for special Rides and Attractions, Committee F-15 on Consumer Products (Fun Karts)
- National Recreation and Parks Association (NRPA), Certified Aquatics Facility Operator (AFO) Certified AFO Instructor, Management seminar Presenter

- National Swimming Pool Foundation, Certified Pool Operator(CPO) Certified CPO Instructor
- National Spa and Pool Institute, Committees For Public Swimming Pools, Public Spas, Private Swimming Pools, Chair NSPI-9 Special Aquatic Attractions; Certified Professional Pool and Spa Operator Instructor
- Certified QSI Provider to state of California Amusement Rides Inspection Division
- Council for National Cooperation in Aquatics, Member and seminar speaker (ceased operation 1998)
- National Association of Amusement Ride Safety Officials (NAARSO), seminar Presenter, Certified Ride Inspector-III with instructor and supervisor endorsements
- American Swimming Pool and Spa Association; Certified Instructor for Licensed Aquatic Facility Technician Course
- National Association of Professional Engineers, Member
- International Recreational Go-Kart Association, seminar presenter, Technical Advisor to Concession Kart and former Fun Kart Division
- British Standards Institute, U.S. Representative to Committee for Waterslide standards

- International Association of Amusement Parks and Attractions (IAAPA) Seminar Presenter
- Amusement Industry Manufacturers and Suppliers International (AIMS) Instructor, Certified Rides Technician and Curriculum Committee
- Professional Pool Operators of America, Member of Advisory Board for special Aquatic Attractions
- American society of safety Engineers – member
- National Recreation and Park Association member and certified AFO instructor (Retired)

AWARDS:

- Industry Leadership Award, (5 yrs) World Waterpark Association
- Award for Administrative service, The Ohio Region of The National ski Patrol system 1975 (Continuing Award in name of W.A. James)
- National Appointment # 3454, The National ski Patrol system Leadership award, 1962
- Yellow Merit star, The National ski Patrol system 1978
- Kelly Ogle Memorial Award, The World Waterpark Association for contributions to safety (1989 & 93)
- Charter Member World Waterpark Association Hall of Fame
- Distinguished Service Award, The National Ski Patrol system for contributions to outdoor recreation risk management and safety 1996
- Distinguished service Award, The International Recreation Go-kart Association for guidelines development 1996
- Outstanding speaker - World Waterpark Ass'n 1996 & 1999
- WAVE Award 2004 World Waterpark Association
- Industry Leadership Award, World Waterpark Association 2004

PUBLICATIONS/PAPERS:

- Splash Magazine, "For Your safety, May I Recommend?" '85 "Head First sliding; Is It safe?" '85; "Deep Water Equals Deep Trouble?" '96 ; "NSPI Writing Waterpark standards" 3-97 "Fecal Accidents - You Have The Power" 01 "Insurance In 2002- for better or for worse 12-01;
- "Considerations for Operating Safety", World Waterpark Association Editor '85, '91, '95, '03
- Future Parks and Leisure Industry Development Magazine "Leisure Is Not Fun If You Get Hurt or Sick" 01
- Aquatics Magazine, "Avoid the Coming Insurance Crunch" '93; Waterslide safety '00
- Suggestions for Waterpark signs", World Waterpark Association and International Association of Amusement Parks and Attractions Co-Editor '90
- Aquatic Facility Operators Manual, National Parks and Recreation Association Contributor '95, '99, '02
- Guidelines for Concession Go-Karts, International Recreational Go-Kart Association Contributor '95
- Guidelines for Fun Karts, International Recreational

- Go-Kart Association Contributor '96
- Aquatics International, "Economic Efficiencies to Be Gained In Aquatic Operations" '93
- Right Track, "Track Guard Rails, The Great Debate" '95; Analysis of Track Rail Testing '96; Industry standard Development co-author '98; Various prior articles
- GBA, Guidelines for ski Areas Inspections '92; Guidelines for Children's soft Play Inspections '93; Guidelines for Bowling Center Inspections, '92; Guidelines for Hotel Inspections '93; Guidelines for Theater Inspections '92
- Aquatics International "Good Clean Fun" Waterpark water quality management; "Be Prepared" staff Training, 10-'01 "Thrills Without spills" Waterslide inspections 10-'00; Good Clean Fun (water quality) 10-'01;
- Complete Guide to Good and Safe Waterpark Attractions, Self published 10-08
- Right Track, "Implications of Seat Belt Configurations" 12-02
- World Waterpark Magazine "The Mystery of Slips Trips and Falls" July 2003; Hydraulic Jumps A Non-Technical Overview Dec 2002; "Water Quality and Your Bottom Line" 8-'02; "Battle of the Bugs" 3-'03 "Q&A" (Blind Authorship several issues relating to water quality)

SELECTED PRESENTATIONS:

(Dates Approximate)

- British Leisure Industry Week, Risk Management 4-'93
- NAARSO/IRGA, Cincinnati, Ohio; Family Entertainment Center Risk Management in Operations 3-'94
- Japan Industry Council, Tokyo; Risk Management In Aquatic Based Operations
- TILE Asia, Singapore; Risk Management in Leisure Venture Development 3-'96; Maestricht, Netherlands; Accident Prevention is Not Risk Management 5-'96
- World Waterpark Association, Various U.S. Locations; Management and Risk Management Principles in the Leisure Industry, Business Plan Development Using Risk Management Principles, staff Training, Evaluating New Attractions, Management of Aquatic Features in The Leisure Environment '81-'03
- NRPA 1992 swimming Pool and Aquatic Conferences Risk Management in the Aquatic Environment
- WWA Creative Leisure Management Conference "Crisis Management in the leisure Environment" April 1997. Various Risk Management Issues Oct 1997
- EFFACE, Orlando Florida; Safety in Family Entertainment Centers and Go Kart Operations
- IAAPA, New Orleans Louisiana; Contributor to Panel Presentation on Go-kart Facility Development, Operations, and safety
- NAARSO Sandusky OH, 1994 & '98 Go Kart Inspection Methods, Aerial Tramway Inspections standards, Orlando FL, 1997 Waterpark

- Inspection Methods; Go-Kart safety Issues, Nashville TN, Fibreglass failure identification. Go-kart Track Rail systems Inspection '98
- Australian Amusement, Leisure, and Recreation Association Risk Management and Trends in the Amusement Industries May 1997 (4 subjects)
- National Environmental Health Association; Risk Management Issues in Swimming Pools v. Waterparks, Gulf Shores '97; Water Quality Control, Nashville '99; Emerging NSPI standards, Hawaii '01;
- WWA Asia Int'l Conference for Amusement and Parks, Singapore. Risk Management Issues in Staff Training, Incident Recording, and Operations Procedures. Aug 1997
- WWA Advanced Management seminar. Fibreglas properties; NSPI standard Development; 4-98
- India Waterworld Expo Management and Development seminar: Key factors in park , Risk Management techniques in management and operation, Basics of Water Quality Control 5-98
- WWA "Dealing with e-coli in the Aquatic Facility", "Standards Development for Recreational Aquatic Facilities", Aquatic staff Auditing" 1998
- AIMS International Annual Safety Training Seminar Program. "Signs and Warnings", "Go-Kart Safety and Inspection", Safety in Waterpark Operations 1-99; Crisis, Mgmt 1-03; AFO Instructor, 1-03; an effective
- New England Association of Amusement Parks and Attractions, "Standards in the Aquatics Industry", Handling Emergencies Effectively 4-99
- National Environmental Health Association; Waterpark industry responses to E-coli outbreak 7-99
- National Recreation and Parks Association – Oregon: Using Risk Management Techniques in General Management. 9-99
- World Waterpark Association - Santa Clara CA; Developing the Business Plan; standards Development for the Aquatic Industry. 10-99
- IAAPA Atlanta GA Rides safety signs attraction ratings; 11-99
- NAARSO -Aquatic facility inspection techniques and standards February, 2000: 2002,3, 4
- AALARA - A series of seminars in Queensland Australia dealing with matters of water quality control and waterborne parasites, Theme Park Crisis handling, May, 2000.
- Jan 2001, select Committee of the NSPI, CDC, and WWA for matters of fecal incident response in aquatic recreation
- IAAPA - Dealing with Ride Inspectors, Nov, 2001
- California Department of Ride Inspections – conducting waterpark safety inspections 11-02
- State of Ohio, Department of Labor, Amusement Rides Divisions Inspection techniques for the waterpark industry (4-03)
- Cobb County (GA) Department of Recreation; Aquatic Facility Operations and AFO Course, 01,02,03,04)

EMPLOYMENT History:

- 1997-99
Whitewater Marietta, GA (Silver Dollar City/Six Flags Over Georgia); Director of Eng'rg Services waterpark and amusement park operations (concurrent with Con-Serv Associates activity)
- 1985 to present
Con-Serv Associates Inc., President ; A consultancy to the Amusement and Leisure Industries in matters of economics, marketing, development, design, construction, risk management, operations, maintenance and safety 1986 thru 1997
SilverCreek Recreation Inc; Co-owner/operator/mtn mgr- snow skiing center and full service restaurant in Humboldt, Iowa 1978-1986
Brandywine Leisure Enterprises Inc, Executive V.P. & G.M. Direct hands-on responsibility for the design, construction, management, operations, and market development of snow skiing, waterpark, fun center, catering and campground operations at the 240 acre, 300 employee resort.
Prior
- Applied Atmosphere Processing;
General Manager for project to design and build specialized, proprietary prototype equipment
- Industrial Heat Treating Company,
Plant Mgr; Responsible for all aspects of plant construction, process development and operation including employee safety, production, operations administration, plant maintenance, labor contract negotiation and labor relations.
- Ohio Metallurgical service;
General Manager
- Lorain County Community College;
Instructor in shop practices and workplace safety (OSHA)
- Surface Combustion Inc,
Research and Development Engineer,
Construction Management, Sales Engineer,
Independent Representative.
- B.F. Goodrich Company,
Tire Development, Quality Control, Plant Engineer, and R&D Engineer in Training
- Perfection Tool and Die Company,
Tool/Die Maker Apprenticeship

SPECIAL PROJECTS:

Malibu Entertainment Worldwide (Dallas, TX and National)

Technical Director of test program for go-kart track rail systems
Establish test protocol for vehicle rollover protection for formula style vehicles

Lilli and Nahappen (Melbourne, Australia)

Conduct on-site market analysis and feasibility for recreational and commercial investments.

Atlanta Beach Waterpark and FEC,(GA)

Investigate 3 drownings, develop management systems, develop marketing program, develop bid to USOC for '96 Olympics

Silver Dollar City (Marietta, GA)

Evaluate factors in 1998 e-coli outbreak
Establish equipment maintenance and water quality management program processes and procedures
Develop FEC Ride Maintenance and Inspection Programs

Stein Entertainment (Durban, SA)

Analysis of slide path performance parameters for flume rides. Develop training and operating procedures for theme parks.

Buccaneer Bay (California)

Evaluate feasibility analysis and develop business plan for wet/dry theme park

City of Concord (California)

Assess factors in waterslide collapse in waterpark

Tiki Island (Florida)

Incident evaluation and reconstruction of go-kart rollover and fire

The Rapids (Florida)

Develop plan concept for waterpark expansion and property utilization s ongoing update and follow up.

Silver Springs (Florida)

Develop operating procedures for wildlife park and waterpark.

Dancing Waters (GA)

Establish marketing , operating, maintenance program, and develop wet/dry recreation park and internationally recognized sand volleyball tournament venue.

Busch Entertainment

Physical due diligence survey for waterpark purchase in Williamsburg VA;. Lifeguard plan for Discovery Cove Orlando, FL;. Annual aquatic staff performance audits 4 waterparks

Douglasville GA Feasibility study for major Family Entertainment Center

The Big Event Albuquerque, NM

Establish condition and value of waterpark to be purchased as part of larger development.

Mountain Creek Waterpark Resort, NJ

Evaluate Maintenance Department Operations, staffing and Procedures.

Atlantis Resort, Bahamas

Assess Plant Engineering and Water Treatment safety protocol; Investigate Child Entrapment Incident

Jeff Ellis and Associates Inc,

Senior Associate; Rides Commissioning Audits

Super Splash Waterpark, Edinburg Texas

Define process and costs for park re-opening after prior business failure

Thunder Falls Waterpark Mackinaw City, MI

Consulting General Manager - 2005 '06, '07 & ,08 seasons

Kool Runnings Waterpark, Negril Jamaica Consulting Director of Operations for startup 2007