

CONFERENCE BROCHURE

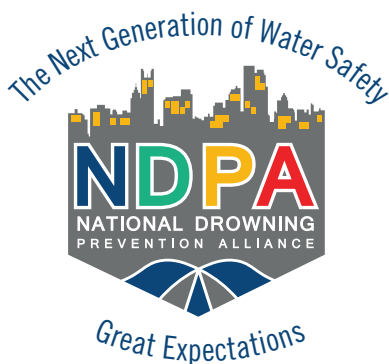
Pittsburgh, Pennsylvania | April 10-14, 2017

National Drowning Prevention Alliance

THE NEXT GENERATION OF WATER SAFETY



“GREAT EXPECTATIONS”



Official Event Technology Partner
cvent

To Register Online visit www.ndpa.org

PRESIDENT'S LETTER



Please join us in Pittsburgh, PA. April 10-14, 2017 for the 16th Annual National Drowning Prevention Alliance's Educational Conference!

Over 50 speakers have been selected to present on over 40 unique and informative topics. You are guaranteed to gain valuable insight on the best practices, latest research, newest technology, and critical knowledge covering all areas of water safety and drowning prevention. The NDPA Educational Conference is your #1 opportunity to grow both personally and professionally, while at the same time developing life-long relationships and connections in our quest towards safer water.

We know the NDPA Educational Conference is right for you – 99% of attendees surveyed after our past three conferences indicate they would recommend attending the NDPA Educational Conference to others! The NDPA Educational Conference is the leading national conference devoted to the full spectrum of drowning prevention and water safety. Each year the conference is designed to offer attendees the best-of-the-best in research, technology, products, educational programming, outreach strategies, policy and code, legislation, international relations, and networking that you will find at no other gathering.

We look forward to seeing you in Pittsburgh! Let's have a wonderful event filled with networking, discovering new ways to educate and advocate for safer water, and working towards preventing water-related injuries and tragedies.

As a final note, let's start the networking now. Forward this to anyone you feel would be interested in joining the NDPA, attending the conference, or has a passion for water safety and drowning prevention.

**REMEMBER –
UNITED, WE CAN PREVENT THE
TRAGEDY OF DROWNING!**

DROWNING IS PREVENTABLE!

Sincerely,
Adam B. Katchmarchi
President
National Drowning Prevention Alliance



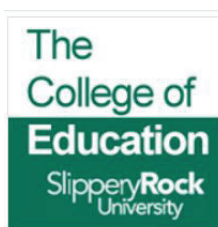
THE NEXT GENERATION OF WATER SAFETY!

On behalf of the local planning committee, the National Drowning Prevention Alliance's Board of Directors, and our local host organizations;
WELCOME TO PITTSBURGH!

The great city of Pittsburgh was not chosen because of its breath taking city skyline or the three rivers that meet in our city center. Pittsburgh was selected for the education, training, resources and the future professionals learning and growing in this region. The theme for our 2017 conference is centered on the future of drowning prevention and the next generation of aquatic professionals charged with the mission of reducing drowning and aquatic injury, both in the US and around the world. Drowning claims the lives of an estimated 372,000 individual each year around the world. This next generation is faced with GREAT EXPECTATIONS in reducing the number of injuries and tragedies, while growing the field of aquatics and getting more people in the water to enjoy it safely! Not only do we welcome you to the great city of Pittsburgh, but we also welcome you to join us in the mission of reducing drowning and aquatic injury around the world!

GREAT EXPECTATIONS

**Thank you to our supporting and hosting
organizations for this year's conference:**



NDPA OPENING NIGHT NETWORKING RECEPTION

Riverboat Cruise Around Pittsburgh's Three Rivers

Tuesday, April 11, 2017 6:00 pm - 8:00 pm

Join the NDPA for our Educational Conference's Opening Night Reception. This year our opening night networking reception will be a 2-hour cruise through Pittsburgh's three rivers (the Ohio, the Monongahela, and the Allegheny). This very unique cruise will take our networking to the water. Take in Pittsburgh's beautiful city skyline at night, see local sites and landmarks, all while meeting other professionals, reconnecting with friends, making new connections, and extending your network. Lifejackets will be available or you can bring your own!

- No additional cost (Included in Registration Price).
- Not included in Student Registration



JOIN THE ALLIANCE!

NDPA ORGANIZATIONAL PARTNER PILLARS



KEEP FAMILIES UNITED TO PREVENT DROWNING

Families United To Prevent Drowning is made up of foundations, organizations, and families that have lost a loved one to a drowning. Families United partners work together to help insure no other family will experience the same tragedy.

EDUCATIONAL PARTNERS

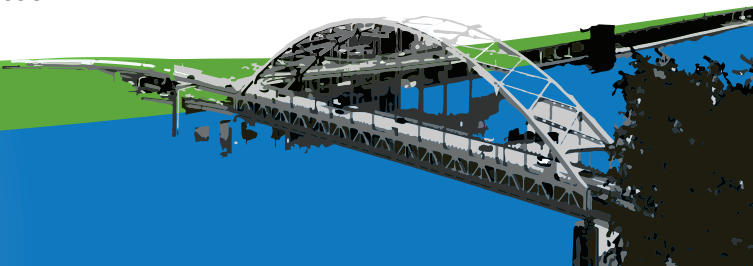
The Educational Partnership Pillar brings together foundations, organizations, and government entities that work to educate the public on drowning prevention and water safety.

CORPORATE PARTNERS

The Corporate Partnership Pillar brings together our industry partners that have the mission or goal of reducing the number of unintentional drowning deaths.

TASK FORCES AND COALITIONS

The Task Force and Coalitions Pillar brings together drowning prevention and water safety task forces from around the country who have the mission of reducing the number of drownings in their local areas.



PRE-CONFERENCE - MONDAY, APRIL 10, 2017

Aquatic Legal and Risk Management Symposium

NEW

The NDPA is excited to announce a new partnership with the Aquatic Law and Safety Institute to host the Aquatic Law and Risk Management Symposium. The objective of the symposium is to provide plaintiff and defense attorneys with information about principles and practices of aquatic law. The legal symposiums are certified by the Florida Bar and in every state via reciprocity agreement for CLE credits (9-11 credits available, exact amount TBD). A select group of medical doctors, scientists and attorneys will provide expert presentations. In addition, a distinguished panel of defense and plaintiff attorneys will discuss developing theories of liability. Not an attorney? Special professional observer, practitioner, and student pricing available. Go to NDPA.org for more information and to register.



REGISTRATION

	PRACTICING ATTORNEY CLE PRICING	PRACTICING ATTORNEY OBSERVER PRICING	PROFESSIONAL PRACTITIONERS PRICING	STUDENT PRICING
Before Feb. 1, 2017	\$650.00	\$400.00	\$150.00	\$25.00
After Feb. 1, 2017	\$750.00	\$450.00	\$200.00	\$50.00
Group Rate-(\leq 5)	\$1500.00	\$1100.00	N/A	N/A

INCLUDES:

Course Materials & Diploma	Aquatic Injury Web Site
Lunch & Refreshments	Marketing opportunity
After Course Happy Hour	Special Hotel & Weekend Rates

THE NDPA SUMMIT SERIES 12:00PM - 4:00PM

The Past, Present and Next Generation of Lifeguarding

***in collaboration with Starfish Aquatics Institute*

NEW

Join the National Drowning Prevention Alliance along with our partner Starfish Aquatics Institute (SAI) as we launch the NDPA Summit Series. Each year the NDPA will host a pre-conference summit to highlight a specific topic related to water safety and drowning prevention. For our first summit in 2017 the NDPA has teamed up with Starfish Aquatics Institute to discuss lifeguard training. The summit will include discussions and educational session for those interested in learning more about how the lifeguard certification process works and varies across the industry. There will be a focus on innovative training methodology, lifeguard training advancements, and the future of lifeguarding. The session is not a lifeguard course and we welcome participants across all industries to participate and share their ideas. Discussions, audience questions, and future goals will be recorded and released in an official proceedings document accessible via NDPA.org



PRE-CONFERENCE - TUESDAY, APRIL 11, 2017

FUTURE PROFESSIONALS WORKSHOP

Tuesday, April 11, 2017 8:00am - 11:00am

Session #1 - 8am - 9:30am

The Past - The Present - The Future of Aquatics

Attendees will learn the key points of a functional and sustainable aquatic environment. The paradigm shift that has been happening in the aquatic industry will be discussed as well as the multiple career opportunities that are out there.

Session #2 - 9:45am to 11:00am

Aquatic Talk Roundtables

Come join us as we feature Aquatic Professionals that will facilitate conversation by providing an opening statement about a specific topic and then encourage discussion with the group at their table.

WALKING TOUR OF PITTSBURGH

Tuesday, April 11, 2017 8:00am - 11:00am

Join Mary Ann Downing (Past NDPA Board Member), the Pittsburgh Conference's Local Host Committee, and NDPA Leaders for NDPA's Fitness and Historic Walking Tour. The tour will guide you through the streets of the great city of Pittsburgh, pointing out the historic buildings, rich culture, beautiful scenery, and noteworthy landmarks. Get to know the city, the culture, the people, and history of this wonderful city.

NDPA SAFE DEBATE SERIES

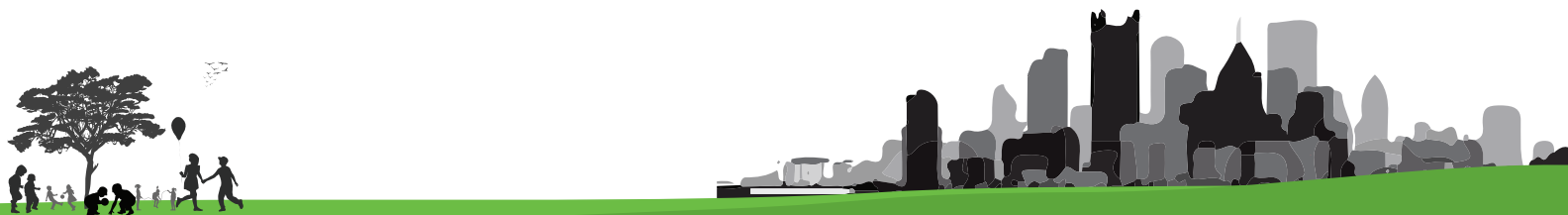
Tuesday, April 11, 2017 9:30am - 11:00am

Join the NDPA as we launch a new collaborative debate series. The NDPA "Safe Debate Series" is a forum where participants can discuss controversial topics in the drowning prevention community. We deal with the death of children and adults by drowning. As such, this subject matter is emotionally charged and incites passionate advocates. Often, this passion has polarized our community which ultimately harms the cause overall. The NDPA conference is place for all of these advocates to meet, collaborate and unite to stop drowning. The "Safe Debate" will be hosted by a moderator and all questions will be vetted prior to the debate. Participating parties will have ample opportunity to prepare. The moderator will take questions from the audience, allow time for each opinion to be heard. Attendees will leave the debate feeling fully educated and informed on all facets of the topic discussed. There is no "winner" or "loser" in the "Safe Debate." The goal is to foster collaboration and to further discussion surrounding the topic in a formal and safe environment where all opinions are encouraged. Ground rules will be detailed to participants prior to the session and explained by the moderator at the beginning of the session. This year's topic will be Infant and Toddler Swimming and Rescue Training.

LUNCH WITH LEGENDS

Tuesday, April 11, 2017 11:30am - 1:00pm, Cost: \$75 per person or \$140 two people from the same company

Please join us for the NDPA's most sought-after and positively remarked event; an afternoon dining with Legends - from days gone by to today's Superheroes; from athletes and Olympians to leaders in the field of drowning prevention and water safety. Come join us for an opportunity to meet these legends and hear their inspiring stories. 100% of the profits from this luncheon (after expenses) will be put towards the scholarship fund to support a family of a drowning victim to attend our conference each year.



KEYNOTE SPEAKERS

MOVING FORWARD WITH HOPE

Ruth Sova, Founder and Owner of the Aquatic Therapy Rehab Institute
Tuesday, April 11 – 1:15pm – 2:15pm



Ruth Sova, MS, an internationally known speaker, author and consultant, is founder of six successful businesses including the Aquatic Therapy and Rehab Institute, the Aquatic Exercise Association, Living Right Magazine, America's Certification Trainers, Armchair Aerobics Inc., and the Fitness Firm. A leader in the health and wellness industry, Ruth also draws on her vast experience as an entrepreneur to teach others what it takes to assume the risk of business and enterprise. Ruth served on the Wisconsin Governor's Council on Physical Fitness and has written many articles as well as many books on her specialties of aquatics, wellness and business.

CONSUMER PRODUCT SAFETY COMMISSION –POOL SAFELY CAMPAIGN

Elliot Kaye – Chairman CPSC
Wednesday, April 12 – 12:30pm – 1:15pm (During Luncheon)



Elliot F. Kaye was sworn in as the 10th Chairman of the U.S. Consumer Product Safety Commission (CPSC) on July 30, 2014. President Barack Obama nominated Mr. Kaye on March 31, 2014, and he was confirmed by the U.S. Senate on July 28, 2014, to a term that expires in October 2020. Chairman Kaye has identified three major areas of focus that will advance his collaborative leadership approach:

- CPSC will further harness the experience and expertise of agency staff and safety experts in the private sector to achieve more safety advancements for the American public;
- CPSC will continue to prioritize and work to accelerate culture change around brain safety in youth sports; and,
- CPSC will be committed to strengthening its line of defense at U.S. ports to keep dangerous imports out of the hands of unsuspecting consumers.

WATER SAFETY AND DROWNING PREVENTION LEGISLATION

Nancy Baker - Parent Advocate
Thursday, April 13 – 2:00pm – 3:00pm



Nancy Baker is the mother of 7-year old Virginia Graeme Baker who drowned when she became entrapped on the drain of a hot tub. Since Graeme's death on June 15, 2002, Nancy has become a national parent advocate to ensure that similar deaths can be prevented. She advocates to promote the use of safety devices that not only prevent entrapment in pools and spas, but also for safety devices and practices that prevent traditional forms of drowning. Nancy is also a national spokeswoman, an artist, art teacher and the mother of four daughters. Graeme's grandfather, former Secretary of State James A. Baker, actively supported these efforts to advocate for drowning prevention. Nancy responded to a personal tragedy and turned it into a triumph. Nancy's keynote will review the trials, tribulations and ultimate success surrounding the passage of the first federal legislation addressing pool and spa safety. That legislation-- The Virginia Graeme Baker Pool & Spa Safety Act -- named after Nancy's daughter, changed the way public pools and spas are built and maintained in this country. Nancy will also, most certainly, inspire attendees to continue the work they do every day, often without the appropriate recognition, to protect children from both drowning and entrapment. She knows, first hand, that it is possible to make a difference!



GENERAL SESSION PRESENTATIONS

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Update on Lifeguard Training in the United States
Jill White, Starfish Aquatics Institute &
Justin Semsrott, M.D., Lifeguards Without Borders
Tuesday, April 11
4:00 pm - 4:50 pm



Drowning Prevention Technology Panel Discussion

Wednesday, April 12
8:20 am - 9:20 am



Barriers to Barriers: Ecological, Psychology & Layers of Protection
Jonathan Midgett, Ph.D., Consumer Product Safety Commission
Wednesday, April 12
4:00 pm - 5:00 pm



Families United to Prevent Drowning Panel Discussion
Thursday, April 13
8:30 am - 9:45 am



Drowning Prevention Legislation Q&A Panel Discussion
Moderated by Alan Korn, J.D., Abbey's Hope Charitable Foundation
Thursday, April 13
3:00 pm - 3:40 pm



CONFERENCE AGENDA

MONDAY PRE-CONFERENCE AGENDA APRIL 10, 2017

7:30 am	Registration
8:00 am – 4:00 pm	Aquatic Legal and Risk Management Symposium *Additional Fees Apply
12:00pm - 4:00 pm	The NDPA Summit Series <i>The Past, Present and Next Generation of Lifeguarding In collaboration with Starfish Aquatic Institute</i>
4:00 pm – 6:00 pm	NDPA Partnership Meeting (Invitation Only)
6:00 pm – 8:00 pm	Partnership Reception <i>Hosted by USA Swimming Foundation & NDPA (Invitation Only)</i>
6:00 pm - 9:00 pm	NDPA Board of Director's Meeting

11:30 am – 1:00 pm

Lunch with Legends
(Fundraiser to benefit Families United – additional fees apply)

12:00 pm – 12:45 pm

New Attendees Presentation
Mary Ann Downing, Colleen Fedor & NDPA Leadership

1:00 pm – 1:15 pm

Welcome from NDPA Leadership and Local Hosts

1:15 pm – 2:15 pm

Keynote Speaker
Moving Forward with Hope
Ruth Sova, Aquatic Therapy and Rehab Institute

2:30 pm – 3:00 pm

NDPA Today
NDPA Executive Committee

3:00 pm - 3:45 pm

NDPA Awards Ceremony

4:00 pm – 4:50 pm

General Session
Updated on Lifeguard Training in the US
Jill White, Starfish Aquatics Institute
Justin Semspott, Lifeguards Without Borders

6:00 pm – 8:30 pm

NDPA Networking Welcome Reception
Gateway Clipper Riverboat Cruise
**Not included in Student Registration*

TUESDAY CONFERENCE AGENDA | APRIL 11, 2017

7:30 am	Registration
8:00 am – 11:00 am	Walking Tour of Pittsburgh
8:00 am – 11:00 am	Future Professional's Workshop with USA Swimming <i>Mick and Sue Nelson, USA Swimming</i> <i>Future Professionals Workshop</i> <i>Mick and Sue Nelson, USA Swimming</i>
9:30 am - 11:00 am	NDPA's Safe - Debate Series
10:00am – all day	Exhibitor Setup

WEDNESDAY CONFERENCE AGENDA | APRIL 12, 2017

7:30 am

Hospitality Desk

7:15 am – 7:55 am

Coffee with Exhibitors
(Exhibit Hall Grand Opening)

8:00 am – 8:10 am

Welcoming Remarks

8:20 am – 9:20 am

General Session
Drowning Prevention Technology
Panel Discussion



CONFERENCE AGENDA

WEDNESDAY CONFERENCE | APRIL 12, 2017 CON'T.

BREAKOUT SESSIONS

9:35 am – 10:20 am

Using Your Noodle

*Amy Blackman, City of Boynton Beach
Recreation and Parks*

Technology to End Childhood Drowning

Graham Snyder, SEAL Innovation, Inc.

Heroes on Deck

*Rachel Griffiths and Tom Griffiths, Aquatic
Safety Research Group*

ICURR Cave Rescue Recovery Team

*Bob Ogoreuc, Slippery Rock University
Conrad Pfeifer, Sunken Treasures
Scuba Center*

10:30 am – 11:15 am

The 4 L's of a Water Safety Initiative; Locks-Latches-Ladders & Life Vests

Mick Nelson, USA Swimming

Understanding & Preventing Liability – Safety Programming

*Alan Korn J.D., Abbey's Hope Charitable
Foundation*

Swimming for Life

Marcelo Lopes, Aquatotal Brazil

Drowning: Every Child is at Risk

*Ping Ma and Nazia Hussain, Children's
Medical Center at Dallas*

11:15 am – 12:00 pm

Education with Exhibitors

12:00 pm – 1:15 pm

Lunch with Keynote Speaker

Chairman Elliot Kaye, CPSC – Pool Safety

BREAKOUT SESSIONS

1:30 pm – 2:15 pm

Drowning's Decline, a Historical Perspective

David Smith, Smith Aquatic Safety Service

Drowning in the Autism Community

*Beth Dilg and Wendy Fournier, National
Autism Association*

Emergency Room Care & Paramedic Encounter

*Natalie Griego, NE Water Safety Coalition
Jeff Krall, Lawrence Fire Department*

Who Wants to be a Mavenaire?

*Tom Griffiths and Rachel Griffiths, Aquatic
Safety Research Group*

2:25 pm – 3:10 pm

Safety Operations for Open Water Events

Dan Jones, City of Norfolk, Virginia

Great Expectations for Learn to Swim Providers

*Sue Nelson, USA Swimming
Sue Mackie, U.S. Swim School Association*

Pediatric Resuscitation, Time to ACT!

Richard Pass, Save a Little Life, Inc.

Adult Learn to Swim as a Game Changer

*Holly Neumann and Bill Brenner, U.S.
Masters Swimming*

3:15 pm – 4:00 pm

Education with Exhibitors

4:00 pm – 5:00 pm

General Session

*Barriers to Barriers: Ecological
Psychology & Layers of Protection
Jonathan Midgett, CPSC*

5:00 pm

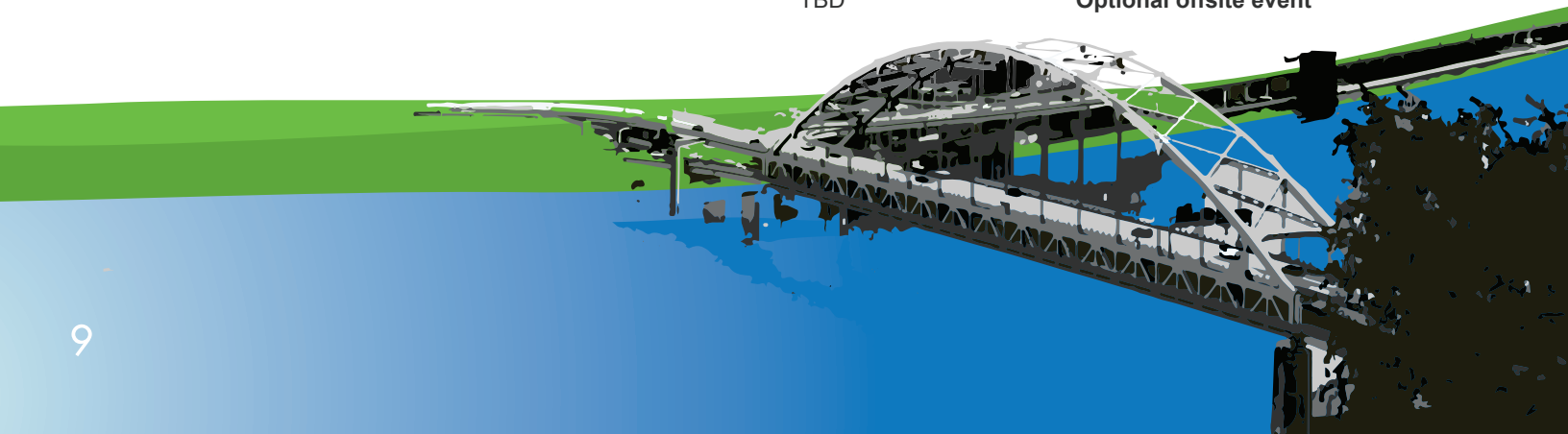
Evening on your own

5:00 pm – 6:00 pm

Alumni Reception - Local Universities (WVU, SRU, IUP)

TBD

Optional offsite event



CONFERENCE AGENDA

THURSDAY CONFERENCE AGENDA | APRIL 13, 2017

7:30 am – 4:30 pm **Hospitality Desk**

7:15 am – 7:55 am **Education with Exhibitors**

8:00 am – 8:10 am **Welcoming Remarks**

8:30 am – 9:45 am **General Session**
Families United to Prevent Drowning
Panel Discussion

BREAKOUT SESSIONS

10:00 am – 10:45 am **The Como Project; Engaging Non-Swimmer Communities**
Cory Sthumer, Fort Worth Drowning Prevention Coalition

Compassionately Addressing the Stigma of Drowning
Dave Benjamin, Great Lakes Surf Rescue Project

What Happens When Someone Fatally Drowns
Dr. John Fletemyer, Executive Director, Aquatic Law and Safety Institute

WAVE: Waterfront Active Vigilance Education
Michael Kostick and Adam Stoner, Indiana University of Pennsylvania

10:55 am – 11:35 am **Expert Sign Systems to Prevent Drownings**
Geoffrey Peckham, Clarion Safety Systems
Tom Griffiths, Aquatic Safety Research Group, LLC

Research in Drowning Prevention Education
Adam Katchmarchi, NDPA President

ABC's of Water Safety Event Planning
Michele Long and Lela Hinds-Peterson
Mesa Fire and Medical Department

11:45 am – 12:30 pm

Preparing for Safe Aquatic Outings
Teresa Lees, American Red Cross Scientific Advisory Council
Developing Volunteers as a Strategic Resource
Pam Cannell, Fort Worth Drowning Prevention Coalition and Lindsy Smith, YMCA of Metropolitan Fort Worth

Lifejackets Worn...Nobody Mourns Campaign
Pam Doty, U.S. Army Corps of Engineers
Rachel Garren, Corps of Eng. Natural Resources & Ed. Foundation

Water Safety for Individuals with Autism
Dr. David Lorenzi, Indiana University of Pennsylvania

ReesSpecht the Water
Bobby Hazen, Saf-T-Swim/L.I. Drowning Prev. Task Force
Rich Specht, Reespecht Life

12:30 pm – 2:00 pm

Lunch with Exhibitors (Exhibit Hall)

2:00 pm – 3:00 pm

Keynote Session
Water Safety and Drowning Prevention Legislation
Nancy Baker

3:00 pm – 4:00 pm

General Session
Drowning Prevention Legislation Q&A Panel Discussion
Moderated by: Alan Korn

4:00 pm - 4:30 pm

Closing Comments...
Great Expectations and Looking towards the Future

4:30 pm – 6:00 pm

Closing Networking Reception
Happy Hour



CONFERENCE REGISTRATION

Early Bird Registration (ends January 15, 2017)	\$325
Regular Registration (begins January 16, 2017)	\$375
Full-Time College Student	\$200

NDPA members – check your inbox for a discount code

SPECIAL EVENTS REGISTRATION

Lunch with Legends

Price \$75 for (1) person or
\$140 for (2) people from the same company.
Net profit will be donated to
Families United Scholarship Fund
Limited Seating. Reserve Early

CONFERENCE POLICIES

Cancellation

Refunds will be granted based on the following date schedule:

- If cancellation is received by March 10, 2017 – Refunds will be processed with a \$50 service charge applied.
- If cancellation is received after March 10 but before March 28, 2017 -Refunds will be processed with a \$100 service charge applied.
- Cancellations received March 28th, 2017 are not eligible for a refund.

Substitutions

Substitutions will be allowed at anytime.

If unable to attend, registered attendees can change the name of the registration to a substitute at no charge.

No Shows: There will be no refunds for no-shows.

AIRPORT INFORMATION

The hotel does not offer a hotel shuttle to the airport. The recommended transportation is by airport shuttle, taxi or Uber/Lyft.

Pittsburgh International Airport

The Pittsburgh International Airport (PIT) is 19 miles from the hotel and can take approximately 30-50 minutes to travel.

Transportation and Parking

Super Shuttle rates from PIT are \$30 one-way. Uber/Lyft range from \$26.00 - \$35.00 Taxi rates from PIT start at \$40 one-way.

Self-Parking is available across the street from the hotel in a public garage

\$19 per day (subject to change)

Valet Parking available through at the hotel at \$36 per day (subject to change)

Questions

Conference Registration

If you have questions, please go to the online registration website at ndpa.org.

Hotel Reservations/Sleeping Rooms

Please contact the
Omni William Penn Hotel
at **412-281-7100**.

(Please see next page for more info)

Exhibitor/Conference Support

Contact Suncoast Meetings & Events at
conference@ndpa.org
or **(813) 852-1977**.

Important

Sleeping rooms are first come, first serve – once the room block is full, the NDPA room rate may not be available. Please make sleeping room arrangements as far in advance as possible.



NDPA HOST HOTEL AND LOCATION

Omni William Penn Hotel

530 William Penn Place | Pittsburgh, Pennsylvania 15219



History defines elegance in this classic, downtown Pittsburgh hotel. Since opening the doors in 1916, Omni William Penn Hotel has played a starring role in the city of Pittsburgh, hosting 7 movie stars, politicians, heads of state and leaders of business and industry. A recent multi-million dollar renovation has only enhanced the beauty of this luxury hotel to ensure that generations to come will enjoy the outstanding service, guest room accommodations and award-winning cuisine that have defined Omni William Penn Hotel for decades.

Pittsburgh A vibrant, mid-sized city with the feel of a small town, the strength of Pittsburgh lies in the friendliness of its people and the beauty of its landscape. Pittsburgh continues rise to the top of cities worth visiting and was recently named one of the "Best Places to Travel in 2016".

Pittsburgh welcomes visitors from around the globe. Its strengths lie in its authenticity as an all-American city, and its genuine, hard-working and welcoming sense of community that has transformed it into one of the most surprisingly beautiful and progressive cities in the USA.

NDPA Special rate \$132.00 (single)/\$142.00 (double)

There is a limited amount of rooms in our block so we highly suggest booking early. This rate is available if you want to stay for additional nights (on a space available basis).

OMNI  HOTELS
& RESORTS
william penn | pittsburgh

Book Early – This hotel will fill up quickly!

See you in Pittsburgh!

Thank you to our Annual Sustaining Sponsors!

To register online for the conference or for more information on NDPA, please visit ndpa.org.

