



2014

NDPA

National Drowning Prevention Alliance

EDUCATIONAL CONFERENCE

March 19 - 21 2014 Orlando, Florida

**SOCIAL
RESPONSIBILITY +
ENTREPRENEURIAL
STRATEGIES =
BIG CHANGE**

DROWNING IS PREVENTABLE



www.regonline.com/ndpa2014

—PRESIDENT’S MESSAGE—



Please join us in Orlando March 19th through the 21st for the Annual NDPA Educational Conference with over 33 speakers who will be presenting over 28 informative breakout sessions. This year’s educational conference promises to be our best ever. With Chuck Wielgus, Executive Director of USA Swimming® and CEO of the

USA Swimming Foundation®, as our keynote speaker, along with all forms of new experiences, to a classic conference venue, the NDPA’s 13th Annual Conference will be a wonderful event. We continue to reach out and engage fellow non-profit drowning prevention and water safety experts, organizations, and educators, ranging from Family Foundations, to Physicians, Scientific Researchers, and College Professors, to Swim Instructors, Lifeguards and Water Safety Instructors all over the world.

This year’s theme reflects the NDPA’s purpose, practicing social responsibility, as well as the need to transform drowning prevention education and awareness. For the past 12 years, the NDPA has served the nation as a trusted organization, and we continue to expand our outreach around the world. Our mission is to prevent drowning and aquatic injuries, by educating, leading, engaging, and supporting the public, our members,

chapters, and partners. Efforts to expand drowning prevention and water safety education are expanding. Interconnectivity via an expanded use of technology, blended learning, new techniques in education for adapted aquatics, and other initiatives are accelerating changes to the way the public perceives drowning prevention and water safety. A new method of information dissemination is emerging and it encompasses an extensive use of social media and technology to advance the NDPA’s cause and forces us to be forward thinking.

We look forward to seeing you all in Orlando, and please bring your family! Make plans to visit Disney World, which is less than 10 minutes away from the conference hotel, or Universal Studios, only 7 minutes down the road! Let’s have a wonderful event filled with networking, discovering new ways to educate and advocate safer water activities and work together towards preventing water related injuries and events.

In order to expand our reach for both the educational conference and NDPA membership, please forward this note to anyone you feel would be interested.

Sincerely,

Jim Paterson
President and Founding Member
National Drowning Prevention Alliance

SOCIAL RESPONSIBILITY+ ENTREPRENEURIAL STRATEGIES = BIG CHANGE

This year’s NDPA’s take away message is “DARE TO ASK”. Non-profit organizations seem to struggle to be sustainable while reaching out to the community to help support their cause. Today’s problems are so wide spread and pervasive they require community participation in their solutions. Social entrepreneurs are tapping into Public Compassion for their cause. You will see how our presenters are following this path.

Long ago, churches figured out that it was more productive to pass the basket rather than stand the

donations box in the corner of the vestibule. The basket asks, the box quietly assumes. Despite the message in the parable about humble inheriting the earth, the people who ask for help and have a visible plan to distribute to help others are the ones who will get the most assistance.

So on the giving and receiving ends, we are really dealing with individuals who have the needs and wants. Whether they admit it or not, every individual wants to be seen putting the money in the basket. Acknowledge them appropriately and make sure you are publicly fulfilling first their needs rather than your wants, and you will be well on your way to reaching your goals.

“We make a living by what we get, but we make a life by what we give.” —Winston Churchill.

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KEYNOTE SESSION



Chuck Wielgus

Executive Director of USA Swimming and CEO of the USA Swimming Foundation.



“Whether in the private or non-profit sector, today’s companies and organizations must ask themselves what role they have with social and corporate responsibility. USA Swimming has considered it’s role carefully and today this national governing body has taken on several responsibilities that are intended to have a positive impact not only on its members, but in the larger society as well. USA Swimming Executive Director, Chuck Wielgus will discuss the factors that this large non-profit organization considered and the strategies it then chose to employ in order to generate greater good and have an enhanced positive societal impact.”

Chuck Wielgus received a M.Ed. from Springfield College in Springfield, MA in 1974, and a B.A. in History from Providence College in 1972. Several years ago Mr. Wielgus was diagnosed with stage III cancer, and he has been valiantly fighting this disease all the while continuing a rigorous work schedule ever since. In addition to receiving the Nadar Por Vida Award

for promoting diversity in swimming, Mr. Wielgus has co-authored three books with Sports Illustrated Senior Writer, Alexander Wolff. He resides in Colorado Springs, CO with his wife Nancy, and has four children. Chuck is currently the Executive Director of USA Swimming and the CEO of the USA Swimming Foundation.

featured

GENERAL SESSIONS

Social & Corporate Responsibility

Kelly Whitmore

Swim Life

We each play a key role in drowning prevention. While mired in the day-to-day “work” that needs to be done, and focusing on our own piece of the overall strategy it is easy to overlook key opportunities we have for partnerships, collaboration and synergy when it comes to multiplying our efforts. We’ll discuss social responsibility and opportunities for grassroots efforts in individual communities, the synergy found in partnerships & alliances, and the power we have when we network within the drowning prevention community. Whether you’re representing a product, service, government agency or foundation, your participation in this interactive presentation will benefit everyone.

Aquatic Industry Babylon

What do they have in common?

Kim Burgess, NDPA Executive Director

Sue Nelson, USA Swimming

We all know the story about the direction that is given to the person at the front of the bus. By the time the direction gets to the last person on the bus it is totally different. It is really important we all speak the same language with regards to Drowning Prevention. We will attempt to clear up the confusion on what and how we say things in regard to drowning. Special invitation will be sent to National media as well as local media.

Pediatric Submersion – The State of the Science

Dr. Peter Antevy, Joe Dimaggio Children’s Hospital

Medical treatment of the submerged pediatric patient continues to evolve. Treatment protocols on the scene, in the emergency department and intensive care unit are under continuing investigation in an attempt to improve outcomes.

Basic treatments such as epinephrine and oxygen have come into question and hypothermia results have been long anticipated. Join Dr. Antevy as he discusses the state of the science in pediatric submersion.

Turning Tragedies into Triumph

Panel Discussion

Families United to Prevent Drowning

Join the Joshua Collingsworth Memorial Foundation, The Josh Project, Stew Leonard III Children’s Charities, Abbey’s Hope, Colin’s Hope, and the Drowning Prevention Foundation in an up close and personal look at how these families have turned the personal tragedy of losing a loved one from drowning into triumph through a wide range of drowning prevention efforts across the country and around the world.

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— NDPA 2014 Educational Conference —

Wyndham Orlando Resort International Drive, Orlando Florida

MARCH 19 – 21, 2014

WEDNESDAY, MARCH 19, 2014 (Pre-Conference)

1:00pm – 7:00pm Conference Registration
 12:00pm – 4:30pm Exhibitor Setup
 1:00 pm – 3:00pm Board Meeting
 5:30 pm – 7:00pm Welcome Reception - Mix & Mingle in the Exhibit Hall
Sponsored by D & D Technologies

Dangerous Currents on the Great Lakes

Megan Dodson, Beach Hazards Program Manager/Meteorologist
 National Weather Service Marquette, MI

Swimming Lessons, Breath of Life (International)

Marcelo Lopes, Department Coordinator Kids & Teens
 Academia Competition – Brazil

THURSDAY, MARCH 20, 2014 (DAY 1)

7:30am – 5:00pm Hospitality Desk
 7:30am – 8:30am Continental Breakfast with Sponsors/Exhibitors
 8:30am – 8:45am **Welcome Acknowledgments**
 Jim Patterson, NDPA President
 Kim Burgess, NDPA Executive Director

Effective Tools for Drowning Prevention Programs

Families United to Prevent Drowning

Break in Exhibit Hall

Training First Responders for Water Rescue

Gerry Dworkin, Lifesaving Resources

Managing, Marketing & Maintaining your Learn to Swim Program

Adam Katchmarchi, Moderator
 West Virginia University (Panel)

The Ripple Effect in Collective Action

Tina Dessart,
 Make a Splash Program Manager
 USA Swimming Foundation

Marketing Layers of Protection to the Public

Eric Lupton, President
 Life Saver Systems, Inc.

Evening on Own – Have Fun!!!

GENERAL SESSIONS

8:45am – 9:15am **Keynote Speaker**
 Chuck Wieglus, Executive Director of USA Swimming & CEO of USA Swimming Foundation
 9:15am – 10:30am **Social & Corporate Responsibility**
 Kelly Whitmore
 Swim Life
 10:30am – 10:45am Break
 10:45am – 12:00pm **Aquatic Industry Babylon**
 Kim Burgess, Executive Director NDPA
 Sue Nelson
 USA Swimming
 12:00pm - 1:30pm Lunch in Exhibit Hall (cash sales) or On Own

AFTERNOON BREAKOUT SESSIONS

1:45pm – 2:45pm **Drowning Resuscitation: Update 2014**
 Justin Sempsrott, Executive Director
 Lifeguards Without Borders

DARE to ask!

FRIDAY, MARCH 21, 2014 (Day 2)

7:30am – 5:00pm Hospitality Desk

7:30am – 8:30am Continental Breakfast with Sponsors/Exhibitors

GENERAL SESSIONS

8:30am – 9:45am **Pediatric Submersion – The State of the Science**
Dr. Peter Antevy, Joe Dimaggio Children's Hospital

10:00am – 11:00am **Turning Tragedies into Triumph – Panel Discussion**
Families United to Prevent Drowning

11:15am – 12:00pm Exhibit Hall

12:00pm – 1:30pm **Awards Luncheon**

AFTERNOON BREAKOUT SESSIONS

1:45 pm – 2:45 pm **The Safe W.A.Y. (Water, Air & You)**
Mick Nelson, Facilities Development Director USA Swimming

1:45pm – 2:45pm **Safe Pools on a Budget**
Amanda Mitchell, Senior Aquatics Director YMCA of Greater Kansas City

1:45pm – 2:45pm **Partnering: Get Out of the Box!**
Ed Huntsman, Recreational Boating Safety Program Manager U.S. Coast Guard, District Eight Headquarters

1:45pm – 2:45pm **Create Drowning Awareness through Social Media**
Matthew Giovanisci, Swim University

1:45 pm - 2:45 pm:

Medical Examiner's Analysis of Child Drowning

Dr. Wardak, Medical Examiner Broward County Medical Examiners Office

Exhibit Hall and Networking

Exhibitor Breakdown

Drowning Prevention Task Forces; Grass Roots Initiative

Kim Burgess, Executive Director NDPA

Preparing to Teach Students with Disabilities

David Lorenzi, Associate Professor Indiana University of Pennsylvania

Youth Aquatics Programs for Safety

Keith Christopher, National Director, Outdoor Programs/Properties Boy Scouts of America

Fun Swim Classes for Safety Reasons (International)

Rafaele Madormo Academia Via Esporte/INATI – Instituto de Nataçao Infantil

Drowning Prevention in Ireland

John Connolly Honorary Chief Executive Officer The Lifesaving Foundation

General Session and Conference Wrap up...Dare to Ask

NDPA Meet up at Pool

Synchronized Swimming Presentation Dr. Jane Katz

Special Tribute to Families that Have Lost Loved Ones to Drowning

Dr. Jane Katz will be doing a very special synchronized swimming program that will honor those families that have lost loved ones as well as a Tribute to America. She then will do a short routine to Earth Angel where she will invite anyone to come in and dance with her.

Dr. Jane Katz is a lifelong athlete and promoter of aquatic fitness. She has taught thousands of students about the benefits of water fitness at the City University of New York since 1964 as well as teaching fitness and swimming to New York City's police and firefighters. As a member of the U.S. Synchronized Swimming Performance Team in Tokyo, Dr. Katz helped pioneer the acceptance of Synchronized Swimming as an Olympic Event.

In 2013, Jane Katz was selected by Aquatics International as one of the 2013 "Power 25" a roundup of the most influential people in aquatics in the past 25 years.



Sponsorship Opportunities

All NDPA Exhibitors/Sponsors receive the following:

- Complimentary registration to the Conference (Number of comps will vary based on sponsorship level)
- 6' x 30" table and (1) chair in the Exhibitor area

Gold Sponsor \$7500

- Up to (4) Comp registrations to the Conference
- Gold Sponsors will have the opportunity to introduce a speaker in one of the breakout sessions
- Featured company spotlight for (2) newsletters in the NDPA Digest electronic newsletter
- Recognition in the General Session as a Gold Sponsor
- Your profile, with your logo, on the Conference Sponsor Page of the NDPA website (up to 50 words)
- Printed signage indicating sponsorship of event at the Conference
- Gold Sponsor Ribbon on Name badge

Silver Sponsor \$5000

- Up to (3) Comp registrations to the Conference
- Recognition in the General Session as a Silver Sponsor
- Featured company spotlight for (1) newsletters in the NDPA Digest electronic newsletter
- Your profile, with your logo, on the Conference Sponsor Page of the NDPA website (up to 50 words)
- Printed signage indicating sponsorship of event at the Conference
- Silver Sponsor Ribbon on Name badge

Bronze Sponsor \$2500

- Up to (2) Comp registrations to the Conference
- Recognition in the General Session as a Bronze Sponsor
- Your profile, with your logo, on the Conference Sponsor Page of the NDPA website (up to 50 words)
- Printed signage indicating sponsorship of event at the Conference
- Bronze Sponsor Ribbon on Name badge

Supporter \$1200

- (1) Comp Registrations to the Conference
- Recognition in the General Session as a Supporter
- Your profile, with your logo, on the Conference Sponsor Page of the NDPA website (up to 50 words)

Exhibitor \$650

- (1) Comp Registration to the Conference
- Exposure at the Conference for your product

For more information on Sponsorships contact
ndpa@suncoastmeetings.com or (813) 852-1977.

Annual Sustaining Partners

We want to thank our Annual Sustaining Partners for all of their support. They are the backbone of our organization and help pay for the day to day operations of NDPA.



Conference Registration

	NDPA Member	Non-Member
Early Bird Registration (<i>before December 31st</i>)	\$275.00	\$325.00
Regular Registration (<i>before January 31st</i>)	\$299.00	\$350.00
Late Registration (<i>after February 1st</i>)	\$359.00	\$399.00
Full-Time College/University Student (<i>must be currently enrolled so that we can verify</i>)	\$125.00	\$150.00

Airport Information:

The Orlando International Airport is 13 miles from the resort and it can take approximately 20 minutes for travel. The resort does not offer a hotel shuttle to the airport. The recommended transportation is by cab. The cost is approximately \$20. The hotel is 36 miles from the Orlando-Sanford International Airport and it can take approximately 35 minutes for travel.

IMPORTANT HOTEL INFORMATION

You can go to the NDPA website for the hotel online link to book your hotel room. You may also call hotel reservations at the Wyndham Orlando Resort at 800-421-8001 and identify yourself as part of the National Drowning Prevention Alliance or NDPA.

Important:

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

CANCELLATION POLICY

Cancellation

Refunds will be granted for cancellation before March 1, 2014. A \$100 service charge will be applied to all cancellations.

Cancellation After March 1, 2014

There will be no refunds.

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.

Questions

Registration: If you have questions please go to the online registration website at www.regonline.com/ndpa2014 . Hotel reservations/sleeping rooms: please contact the hotel at 800-421-8001 and identify yourself as part of the National Drowning Prevention Alliance or NDPA.

Exhibitor/Symposium Support: Contact Suncoast Meetings & Events at ndpa@suncoastmeetings.com or (813) 852-1977.



—HOTEL & LOCATION—

Wyndham Orlando Resort International Drive – Orlando, Florida

The Wyndham Orlando Resort International Drive is an idyllic tropical paradise in the heart of the world's most popular vacation destination. Enjoy lush gardens and romantic lagoons in a city of adventure. Located on International Drive, the resort is near shopping, restaurants, and attractions.

The Wyndham Orlando Resort recently completed a multi-million dollar "re-imagination" of all guest rooms and suites. Room amenities include an MP3 docking station, 100% cotton BeWell Bedding, feather pillows, flat screen TV with on demand movies.

Orlando is nicknamed "The City Beautiful", offering more than just theme parks and

tourism. With its lush parks and many lakes within its boundaries, the city offers a quality of life few towns can match. Florida's most thrilling theme parks are only minutes away. Enjoy complimentary shuttle service from the resort to all nearby theme parks.

We have negotiated an exceptional rate of \$139 per night at this remarkable resort for the Conference. This rate is available if you want to stay for the weekend (on a space available basis). Book Early!! This resort will fill up quickly!



—Annual Partners—



—Conference Partners—



Central FL NDPA Chapter



For more information about NDPA go to: www.ndpa.org

To register online for the Conference go to: www.regonline.com/ndpa2014