

Waterpark Developers Look for Energy Savings

America's Energy Coach Tom Kiser is Keynote Speaker at Workshop Set for February 28 & 29, 2008 at Kalahari Resort

January 9, 2008 --- Several hundred waterpark resort developers from across the USA, Mexico & Canada are expected to meet in Sandusky OH on February 28 & 29, 2008 to learn more about developing and financing indoor waterparks as part of mixed-use resort projects. Saving energy is the Number 1 topic.

“Tom Kiser, known as America’s Energy Coach around the industrialized world, is the keynote speaker at this year’s waterpark workshop,” according to hotel-waterpark consultant and co-producer of the event, Jeff Coy, who heads JLC Hospitality Consulting of Phoenix-Cave Creek AZ. For more information, go to www.hotelwaterparkworkshop.com or call 800-475-3667.



“Indoor waterparks have been accused of being ‘energy hogs,’ so we decided to bring in the expert who saved Ford Motor Company over \$50 million on its annual energy bill. Tom Kiser is an international leader in the design and application of the most advanced heating, ventilating and energy systems in the world. He has changed lives and altered the way whole industries operate. He’s got some great ideas that waterpark designers and developers need to hear,” says Coy.

Other energy experts are set to address issues of air quality, energy recovery, facility lighting, water consumption, evaporation and filter backwash. Who decides how much the waterpark owner pays for utilities --- the owner or the utility company? Attendees will learn how to negotiate the rates they pay for power and water, how to avoid backwashing and save thousands of gallons of water per year. And what does it mean to be a “green” hotel waterpark resort?

The Energy Issues & Costs panel includes: Jeff Nodorft of Counsilman-Hunsaker in St Louis MO; Rick Coy of Clark Hill Attorneys at Law in Lansing MI; Barry Gertz of Neptune-Benson in Coventry RI and Paul Newman of Architectural Design Consultants in Lake Delton WI.

Waterpark industry consultant Bill Haralson of William L. Haralson & Associates in Alto NM and retractable roof expert Bart Riberich of Uni-Systems LLC of

Minneapolis MN are co-producers of this third annual event called *Developing & Financing Hotel Waterpark Resorts*.

The workshop is focused on the future of resort development and hotel waterpark resorts. “Top planners, designers and engineers from the waterpark, theme park, ski, recreation and entertainment industries will be on hand to discuss the future of mixed-use resort destination projects. Several equity investors and bankers will talk about ways to finance these projects. Over 40 experts are scheduled to speak. The workshop features new sessions on the mainstreaming of adventure sports, the merging of lodging-recreation-entertainment concepts, preparing to meet the money, raising equity and arranging for loans on such projects.

“We’ve also invited several sponsors to participate with us because the waterslide and waterplay equipment manufacturers are so important in the development process,” according to Haralson. “Workshop attendees will be able to talk about their dream projects with speakers and sponsors in a relaxed 3-hour reception on Thursday evening.”

About 400 resort developers, hotel managers, attraction owners, city council members, economic development directors, CVB staffs and tourism officials are expected to attend.

For conference registration, go to www.hotelwaterparkworkshop.com or call toll-free 800-475-3667 and ask for Rob Dengler.