

JULIENE R. HEFTER, CPRP, MSOLQ
Executive Director
Association of Aquatic Professionals

Owner
Safety First Aquatics, LLC
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and
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PERSONAL

1. Born: October 11, 1967, West Bend, Wisconsin
2. Married: Alan J. Hefter: July 28, 1996

EDUCATION

1. M.S. Degree, 2001; Marian College, Fond du Lac, WI – Master of Science in Organization and Quality
2. B.S. Degree, 1991; University of Wisconsin – La Crosse, La Crosse, WI – Bachelor of Science in Recreational Leadership
3. Diploma, 1986; West Bend West High School, West Bend, WI

PROFESSIONAL EXPERIENCE

1. March 2013 – Present – Executive Director/CEO – Association of Aquatic Professionals www.aquaticpros.org
2. March 2011 – February 2013 – President of the Association of Aquatic Professionals – started up new national membership association. (volunteer position)
3. 2006 – Present: Founder and Consultant. Safety First Aquatics, LLC, West Bend, WI
Responsibilities: Provide staff training and presentations on a variety of topics including, but not limited to Aquatic Facility Operations, risk management, motivation, customer service, sexual harassment, sponsorships, marketing, diversity, dealing with conflict, plus provide consulting and expert witness services for aquatic incidents and review of aquatic facilities and operations.
4. 2005 – February 2013: Deputy Director. Wisconsin Park & Recreation Association
Responsibilities:
 - Responsible for membership development and recruitment
 - Coordinating educational development, i.e. conferences, workshops, in-service training, etc., and developing on-line webinars
 - Marketing - writing and editing publications, website development and maintenance
 - Promoting programs and events

- Negotiating and implementing contracts and agreements
 - Generating revenue and corporate sponsorships
5. 2001 – 2005: Park & Recreation Director. Village of Germantown, Germantown, WI
Responsibilities: Was in charge of all aspects of the development and operations of managing a park and recreation department and all programs involved. Supervised full time recreation, park and secretarial staff as well as budget development and implementation.
 - Developed a Friends of Parks & Recreation Organization
 6. 1998 – Present: Aquatic Facility Operator (AFO) Instructor.
Responsibilities: Teach the Aquatic Facility Operator Course (AFO) to swimming pool personnel throughout the country for the National Recreation and Park Association (NRPA)
Responsibilities:
 7. 1996 – 2001: Aquatics Director and Recreation Supervisor (2001). Fond du Lac School District, Fond du Lac, WI
Responsibilities: Supervised, staffed and trained all aquatic personnel within the school district aquatic program. Managed and operated an indoor aquatic facility as well as 2 outdoor seasonal pools and aquatic facilities.
 8. 1998 – 2000: Head Age Group Swim Coach. Fond du Lac Swim Club, Fond du Lac, WI
Responsibilities: Developed all workout schedules, provided training to all swimmers, trained assistant coaches and coached and supervised at swim meets.
 9. 1995 – 1996: Park and Recreation Director. Horicon, WI
Responsibilities: Developed a brand new park and recreation program for the City of Horicon. Operated, managed and trained all staff for a new outdoor 10,000 square foot aquatic facility.
 10. 1991 – 1995: Manager of Recreation Services. West Bend Park, Recreation and Forestry, West Bend, WI
Responsibilities: Was in charge of developing and running the year round swim lesson program for the City of West Bend as well as the summer swim lessons program. Trained and managed all staff at an 80,000 sq. foot man-made lake within the City. Also, developed and ran all recreation programs for the City including camps, sports, activities, etc.
 11. 1991 – 1995: Assistant Swim Coach. West Bend West High School, West Bend, WI
Responsibilities: Trained the Junior Varsity swim team (worked with the Boys and Girls Swim Teams).
 12. Summer 1990: Aquatics Director. La Crosse Park, Recreation and Forestry, La Crosse, WI
Responsibilities: Responsible for staffing, training, supervision of all lifeguard staff and swim instructors at five sites including 3 swimming pools and 2 beachfront areas.
 13. 1987 - 1989 and 1991: Aquatics Director.
Responsibilities: Responsible for the training and supervision of all staff at Regner Park (80,000 sq. foot man-made lake) in West Bend as well as the summer swim lesson program at the High School and Regner.
 14. 1986: Assistant Aquatics Director.
Responsibilities: Was the second in charge of Regner Park and the High School swim programs.

15. 1982 – 1985: Lifeguard

Responsibilities: Lifeguarded and Trained Lifeguards at Regner Park in West Bend, WI.

OTHER PROFESSIONAL EXPERIENCE

1. Vice Chairperson: Washington County Parks and Planning Comprehensive Outdoor Recreation Planning Committee

PUBLICATIONS

1. "Finding Money When Budgets are Tight" – Parks & Recreation Magazine (NRPA) May 2003
2. "Sexual Harassment Training for Part-Time and Seasonal Staff" – Parks & Recreation Magazine (NRPA) July 2003
3. "A Hands On Approach to Corporate Sponsorship and Marketing" – Aquatics International Magazine
4. ** Numerous articles published in the WPRA Impact Magazine
5. Expert Witness Article – Recreation Management - 2014

MOST RECENT PUBLICATIONS AND TEXTBOOKS

1. Contributor: "Aqua Tech" – Human Kinetics 2008
2. Contributor: Lifeguard Training and Lifeguard Management Module – American Red Cross 2011/2012

LECTURES, SEMINARS AND PAPERS PRESENTED AT PROFESSIONAL MEETINGS

MOST RECENT SELECTED PRESENTATIONS

1. Various presentations annually to various organizations on various topics. (approx. 24 annually)
2. WRPA Aquatic Section Training Retreat – Grand Mound, WA – October 2013
3. Lifeguard Awareness Workshop – Sioux Falls, SD – May 2013
4. Aquatic Seminar – Wisconsin Park & Recreation Association – May 2013
5. "Bullying in the Workplace" and "Aquatic Management" – Athletic Business, NOLA – December 2012
6. Aquatic Facility Operator (AFO) – Irvine, CA – October 2012
7. Aquatic Managers Workshop – Iowa Park & Recreation Association – May 2012
8. "Benefits of Parks and Recreation" – Rotary Club – Brown Deer, WI – April 2012
9. "Respected as a Supervisor, Not an Equal" – Association of Aquatic Professionals – February 2012
10. "Bullying in the Workplace", "Public Speaking Workshop", and "Aquatic Management Presentation" – Michigan Recreation and Park Association – February 2012
11. Aquatic Managers Workshop – Iowa Park & Recreation Association – May 2011

12. "Risk Management and Aquatics" - Lifeguard Staff Training provided for the Barrington Park District, Barrington, IL – February 2009
13. "Lifeguarding: How Do We Want the Public to Perceive Us" and "Justifying Your Department to Your Community and Boards" – Michigan Park and Recreation Conference, Detroit, MI – February 2009
14. "Sweaty Palms: The Neglected Art of Public Speaking" – Athletic Business, San Antonio, Tx – December 2008
15. "Networking 4 Knowledge 4 Novices" – Athletic Business, San Antonio, Tx – December 2008
16. Aquatic Facility Operator Training – Army and Marines, San Antonio, Tx – December 2008
17. Aquatic Facility Operator Training – Lincoln Aquatics, California (taught 2 course, one in Concord and one in Orange County)
18. "Respected as a Supervisor, Not an Equal" – Minnesota Aquatic Conference, February 2008
19. "Staff Training Made Fun" – Minnesota Aquatic Conference, February, 2008
20. "Lifeguards: How Do We Want the Public to Perceive Us?" – Minnesota Aquatic Conference, February 2008
21. "Pool A Palooza" – Wichita, KS, April 2008 – All day training for Lifeguards throughout the Kansas area on the following topics: "Lifeguarding: How Do We Want the Public to Perceive Us?", "Staff Training", "Sexual Harassment", "Pool Chemicals and Treatment", and "Dealing With Conflict"
22. Washington Recreation and Park Association – Multiple Presentations – 2015
23. Phoenix Park and Recreation – Aquatic Staff Training – 2015
24. Maricopa County, AZ – Leadership Straining – 2015
25. Georgia Recreation and Park Association – Multiple Presentations – 2015
26. Athletic Business Conference – Annual Presentations
27. Canada Safety Conference – Campbell River, BC – 2014
28. Association of Aquatic Professionals Annual Conference Presentations – Numerous beginning in 2012 - 2014
29. "Stress Happens, How to Tame it and Enjoy Life" – Athletic Business – 2018
30. Numerous webinars and Trainings for Wisconsin Park and Recreation Assoc, AOAP, and Athletic Business
31. Michigan Park & Recreation – January 2019

NRPA National Aquatic Conferences and NRPA National Aquatic Management School

1. "Maintenance and Problem Solving" 1996
2. "A Hands On Approach to Corporate Sponsorships" 2003
3. "Sexual Harassment Training" 2004
4. "Lifeguarding, How Does the Public Perceive Us" 2004
5. Numerous other presentations throughout the years
6. "A Hands On Approach to Corporate Sponsorships" 2004 ** Numerous Presentations at NAC/NAMS 2005-2007
7. 3-4 Annually throughout Wisconsin, Illinois 2000-2006 a.
"Aquatic Facility Operator Course"

Wisconsin Park and Recreation Association Conferences

1. "Park and Recreation Round Table" 2001
2. "Registration Software" 2001
3. "A Hands On Approach to Corporate Sponsorships" 2002
4. National Recreation and Park Association Annual Congress, St. Louis, MO 2003
5. "A Hands On Approach to Corporate Sponsorships"
6. Various Presentations Annually 2004-2019

Illinois Park and Recreation Association

1. "A Hands On Approach to Corporate Sponsorships" 2003, 2005
2. "Department Justification/Marketing/Sponsorships" 2006
3. Illinois Professional Development School 2007
4. South Dakota Park and Recreation Association, Sioux Falls
 - a. Staff Training Seminar, May 2003 (5 hour workshop) 2003

Kansas City, Missouri—Aquatic Leadership Adventure

- a. Aquatic Staff Training Seminar, May 2004 (8 hour workshop)
- * Various Communication, Staff Training and Aquatic Risk Management and Liability Topics throughout the years

GENERAL PRESENTATION TOPICS

- ✦ A Hands On Approach to Creating a Sponsorship Program in Your Community - (3 Hour Workshop)
- ✦ Lifeguarding: How Do We Want the Public to Perceive Us?
- ✦ Staff Training Made Fun
- ✦ Creating and Implementing Team Building Games and Activities
- ✦ Marketing and Promotions
- ✦ Customer Service
- ✦ Sexual Harassment for Part-Time and Seasonal Staff
- ✦ AFO Training (Aquatic Facility Operator)
- ✦ How to Present a Department Justification to your Board, Commission, Trustees, Alderman and/or Community
- ✦ Becoming a Champion for your Department Justification and Developing a Champion's Approach to Marketing and Sponsorship Opportunities (3 1/2 hour workshop)
- ✦ Respected as a Supervisor, Not an Equal
- ✦ Public Speaking: Getting Your Point Across
- ✦ Sweaty Palms: The Neglected Art of Public Speaking (3 1/2 hour workshop)
- ✦ Networking 4 Knowledge 4 Novices
- ✦ Diversity
- ✦ Dealing with Conflict Bullying in the Workplace Aquatic Risk Management and Stress Happens, How to Tame it and Enjoy Life
- ✦ ** Plus, various other topics and presentations

OFFICES HELD AND PARTICIPATION

1. 2011 – March 2013: President of the Association of Aquatic Professionals (AOAP)
2. 2008 - 2014: Chairperson of the Aquatic Facility Operator (AFO) Committee – National Recreation and Park Association (NRPA)
3. 2008 – 2012: Forum Representative – National Recreation and Park Association (NRPA) – National Aquatic Branch Representative to the Forum
4. 2005 -2008: President-Elect, President and Past-President for the National Aquatic Council of the National Recreation and Park Association (NRPA)
5. 2008: Member of the National Aquatic Conference (NAC) and National Aquatic Management School (NAMS) Program Planning Committee
6. 2007: General Program Chairperson of the National Aquatic Conference (NAC) and National Aquatic Management School (NAMS) Program Committee
7. 2006: National Aquatic Management School Chairperson of the National Aquatic Conference (NAC) and National Aquatic Management School (NAMS) Program Committee
8. 2005: National Aquatic Conference and National Aquatic Management School Chairperson of the National Aquatic Conference (NAC) and National Aquatic Management School (NAMS) Program Committee
9. 2002 – 2005: National Aquatic Council Member
10. Chair-Elect, Chair and Past Chairperson – Recreation Section, Wisconsin Park & Recreation Association (WPRA)
11. Chairperson – Aquatic Section and Committee, (WPRA)

HONORS AND RECOGNITION

1. *2017 International Swimming Hall of Fame: Paragon Award (presented by Pentair)*
2. *“Aquatic Power Person” – Aquatics International, February 2015 and March 2015*
3. *“Aquatic Professional of the Year” – National Recreation and Park Association National Aquatic Branch - 2009*
4. *“Power 25” – Aquatics International Magazine, Top 25 most powerful aquatics professionals in the World 2007*
5. *“R.O.S.E Award” – Recognition of Significant Efforts – NRPA, 2006*
6. *Professional Award of Merit – Wisconsin Park & Recreation Association, 2004*
7. *Aquatic Professional of the Year – Wisconsin Park & Recreation Association, 2003*
8. *Recreation Professional of the Year – Wisconsin Park & Recreation Association, 2000,*

LICENSES AND CERTIFICATIONS

Aquatic Facility Operator (AFO) and Instructor (AFOI) – National Recreation and Park Association – Current, Practical Pool Management Plus (PPM+) Instructor – 1 of only 2
**American Red Cross Certifications: (were current from time of obtaining them (1980's) until the end of 2017)

- a. Lifeguard Instructor Trainer – American Red Cross

- i. Includes: Lifeguard Training, Waterfront Lifeguard, Lifeguard Management, First Aid, CPR for the Professional Rescuer, Automated External Defibrillator (A.E.D), Blood borne Pathogens and Oxygen Administration
 - b. Lifeguard Instructor – American Red Cross
 - c. Lifeguard – American Red Cross
 - d. First Aid, CPR for the Professional Rescuer, Waterfront Lifeguarding, Lifeguard Management, First Aid, AED, Blood borne Pathogens and Oxygen Administration
 - e. Water Safety Instructor Trainer (WSI) – American Red Cross
 - f. Water Safety Instructor
 - g. Safety Training for Swim Coaches Instructor
4. Supervisor Training in Drug and Alcohol Awareness

* Below is a sample of cases that are we have worked, cases that we are currently working on are not listed below nor are the numerous cases where we were hired as a consultant and not an expert witness.

Defense Work:

1. Estate of Bryan Casey v. The Clusters Improvement Association, et al. Court No.: 05 L 223
2. Taylor vs. Wisco Hotel Group/Holiday Inn Express and National Fire Insurance Company of Hartford.
3. Smykal vs. Swimways Corp., et al. CCP Philadelphia, July Term 2009, 0422
4. Liberty Mutual Insurance
5. Norman vs. FOP and Luigs
6. Pierre v. Westmont Hospitality Group
7. City of West Bend v Her Case No 17-CV-1015

Plaintiff Work:

1. Murphy and Mayo Comprehensive Medical Care Plan vs The Cincinnati Insurance Company and Country Club of Beloit
2. Elizabeth F. Buanya and Akumfi A. Buanya vs. Lawrence University of Wisconsin
3. Michael D. Foss vs. Royale Hospitality Group, Inc. d/b/a Select Inn – Fantasy Suites
4. Kimble v Yorkbrook
5. ENGELHARDT v City of New Berlin (Waukesha Case No. 14-CV-01085)
6. Norma Guerrero as surviving natural parent of Amy Mendez, deceased and Idalia Gutierrez as surviving spouse of Pastor Antonio Gutierrez, Daniel Chavez, Naomi Figueroa Case
7. Duda v. Justice Park District, et al. Court No. 14 L 7775

DEPOSITIONS

1. Elizabeth F. Buanya and Akumfi A. Buanya vs. Lawrence University of Wisconsin
2. Estate of Bryan Casey v. The Clusters Improvement Association, et al. Court No.: 05L 223
3. Taylor vs. Wisco Hotel Group/Holiday Inn Express and National fire Insurance Company of Hartford.
4. Pierre v. Westmont Hospitality Group
5. ENGELHARDT v City of New Berlin (Waukesha Case No. 14-CV-01085)
6. Norma Guerrero as surviving natural parent of Amy Mendez, deceased and Idalia Gutierrez as surviving spouse of Pastor Antonio Gutierrez, Daniel Chavez, Naomi Figueroa Case
7. Duda v. Justice Park District, et al. Court No. 14 L 7775 (2)

COURT APPEARANCES - TESTIMONY

1. Elizabeth F. Buanya and Akumfi A. Buanya vs. Lawrence University of Wisconsin ~
Subpoenaed to appear - court case settled prior to appearance
2. Estate of Bryan Casey v. The Clusters Improvement Association, et al. Court No.: 05 L 223
3. Duda v. Justice Park District, et al. Court No. 14 L 7775