

**JULIENE R. HEFTER, CPRP, MSOLQ**



Owner

Safety First Aquatics, LLC  
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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. 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.
2. 2005 – Present: 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
3. 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
  4. 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:
  5. 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.
  6. 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.
  7. 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.
  8. 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.
  9. 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).
  10. 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.
  11. 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.
  12. 1986: Assistant Aquatics Director.

Responsibilities: Was the second in charge of Regner Park and the High School swim programs.

13. 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
2. 2010 – 2011 – Sounding Board member for the development of the new American Red Cross Lifeguard Training Program

#### **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

#### **MOST RECENT PUBLICATIONS AND TEXTBOOKS**

1. Contributor: “Aqua Tech” – Human Kinetics 2008

#### **LECTURES, SEMINARS AND PAPERS PRESENTED AT PROFESSIONAL MEETINGS**

#### **MOST RECENT SELECTED PRESENTATIONS**

1. Texas Public Pool Council (TPPC) – January 2011
2. Aquatic Facility Operator Course: January 2011, Austin, TX
3. Aquatic Facility Operator Course: December 2010, Irvine, CA
4. Athletic Business 2010 – “Customer Services: It’s More Than Just a Smile”, and “Aquatic Training Made Interesting and Fun”
5. California Aquatic Management School (CAMS) – Keynote: “AquaticTude” for the Passionate Aquatic Professional and “Aquatic Management: Documentation”
6. “Risk Management and Aquatics” – Session for the WPRA Aquatic Seminar – May 2010
7. Aquatic Facility Operator Course: San Diego YMCA’s – May 2010
8. Sioux Falls, SD – Aquatic Conference – all day workshop – May 2010
9. “Risk Management and Aquatics” - Lifeguard Staff Training provided for the Barrington Park District, Barrington, IL – February 2009
10. “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

11. "Sweaty Palms: The Neglected Art of Public Speaking" – Athletic Business, San Antonio, Tx – December 2008
12. "Networking 4 Knowledge 4 Novices" – Athletic Business, San Antonio, Tx – December 2008
13. Aquatic Facility Operator Training – Army and Marines, San Antonio, Tx – December 2008
14. Aquatic Facility Operator Training – Lincoln Aquatics, California (taught 2 course, one in Concord and one in Orange County)
15. "Respected as a Supervisor, Not an Equal" – Minnesota Aquatic Conference, February 2008
16. "Staff Training Made Fun" – Minnesota Aquatic Conference, February, 2008
17. "Lifeguards: How Do We Want the Public to Perceive Us?" – Minnesota Aquatic Conference, February 2008
18. "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"

#### **NRPA National Aquatic Conferences**

19. "Maintenance and Problem Solving" 1996
20. "A Hands On Approach to Corporate Sponsorships" 2003
21. "Sexual Harassment Training" 2004
22. "Lifeguarding, How Does the Public Perceive Us" 2004
23. Numerous other presentations throughout the years

#### **NRPA National Aquatic Management School**

24. "A Hands On Approach to Corporate Sponsorships" 2004
25. \*\* Numerous Presentations at NAC/NAMS 2005-2007
26. 3-4 Annually throughout Wisconsin, Illinois 2000-2006
  - a. "Aquatic Facility Operator Course"

#### Wisconsin Park and Recreation Association Conferences

27. "Park and Recreation Round Table" 2001
28. "Registration Software" 2001
29. "A Hands On Approach to Corporate Sponsorships" 2002
- National Recreation and Park Association Annual Congress, St. Louis, MO 2003
30. "A Hands On Approach to Corporate Sponsorships"
31. Various Presentations Annually 2004-2007

#### Illinois Park and Recreation Association

32. "A Hands On Approach to Corporate Sponsorships" 2003, 2005
33. "Department Justification/Marketing/Sponsorships" 2006
34. Illinois Professional Development School 2007
35. South Dakota Park and Recreation Association, Sioux Falls
  - a. Staff Training Seminar, May 2003 (5 hour workshop) 2003
36. Kansas City, Missouri—Aquatic Leadership Adventure
  - a. Aquatic Staff Training Seminar, May 2004 (8 hour workshop)

37. Various Communication, Staff Training and Aquatic Risk Management and Liability Topics 2004

**Specific Presentations**

📌 **Aquatic Specific Topics**

- 📌 [Lifeguarding: How Does the Public Perceive Us?](#)
- 📌 [Staff Training Made Fun](#) (Aquatic Facilities)
- 📌 Developing Aquatic In-Service Trainings and Performing Audits
- 📌 [AFO Training \( Aquatic Facility Operator\)](#) ~ Provides training for anyone that oversees aquatic facilities, from the technical operations to management, supervision and training
- 📌 Risk Management in Aquatic Facilities
- 📌 Staff Supervision in Aquatic Facilities

📌 **General Topics**

- 📌 [A Hands On Approach to Creating a Sponsorship Program in Your Community](#)
- 📌 [A Hands On Approach to Creating a Sponsorship Program in Your Community - \(3 Hour Workshop\)](#)
- 📌 [Creating and Implementing Team Building Games and Activities](#)
- 📌 [Marketing and Promotions](#)
- 📌 [Customer Service](#)
- 📌 [Sexual Harassment for Part-Time and Seasonal Staff](#)
- 📌 [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

**OFFICES HELD AND PARTICIPATION**

1. 2009-2010 National Forum Representative to the NRPA National Aquatic Branch
2. 2008 - Present: Chairperson of the Aquatic Facility Operator (AFO) Committee – National Recreation and Park Association (NRPA)
3. 2008 – Present: 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, Wisconsin Park & Recreation Association (WPRA)
12. Chairperson – Aquatic Committee, Wisconsin Park & Recreation Association (WPRA)

### **HONORS AND RECOGNITION**

1. ***“Aquatic Professional of the Year” – National Recreation and Park Association National Aquatic Branch - 2009***
2. ***“Power 25” – Aquatics International Magazine, Top 25 most powerful aquatics professionals in the World 2007***
3. “R.O.S.E Award” – Recognition of Significant Efforts – National Recreation and Park Association, 2006
4. Professional Award of Merit – Wisconsin Park & Recreation Association, 2004
5. Aquatic Professional of the Year – Wisconsin Park & Recreation Association, 2003
6. Recreation Professional of the Year – Wisconsin Park & Recreation Association, 2000,

### **LICENSES AND CERTIFICATIONS**

1. Aquatic Facility Operator Instructor (AFOI) – National Recreation and Park Association
2. AFO Committee Chairperson – 2005, 2006, 2009, 2010
3. American Red Cross Certifications:
  - 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

## **EXPERT CONSULTANT EXPERIENCE**

### **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
4. Brent vs Kimble (Wilson and Elser)
5. Heart of America Restaurants and Inns

### **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. Morales

### **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.: 05 L 223 (August 2009)
3. Taylor vs. Wisco Hotel Group/Holiday Inn Express and National Fire Insurance Company of Hartford (October 2009)

### **COURT APPEARANCES**

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 (January 2010)