EVENT SCHEDULE

OCTOBER 19-20, 2026 • SEFFNER, FL

WSIA WAKE 2026 PARK CONFERENCE

DAY 0 SUNDAY *Early Attendee Pre-event Activity*

4-7PM After Hours at The Cove: Private Contest & Shred Session

DAY 1 MONDAY

8:30AM	Coffee & Donuts *Provided by WakeWell*	
9:00	Welcome / Kickoff	*WSIA*
9:15	Panel Discussion: Working Together to Advance the Industry	*Host: Mark Heger*
9:45	Diving Into the Wake Park-Retail Partnership	*Don Wallace, Liquid Force*
10:15	*Roundtable Discussions* 1: Management 2: Staff	
10:30	Caring for Your Cable and Your Business	*Mortiz Grotepass & Alen Hunjek,WakeParx*
11:00	*Roundtable Discussions* 1: Management 2: Mechanical	
11:15	Protecting Your Business: Legal Insights & Trends	*Attorney Joe Grasso, Grasso Moeller*
11:30	*Sharing Personal Examples + Q & A*	
11:45	Lunch Provided for all Registered Attendees	
12:15	ROLLER Lunch & Learn	*Fab Fernandez & Megan Zemaitis*
	Building the Modern Wake Park: From Hoping People Show Up to Owning the Experience	
12:45	Small Group Discussions with Moderators	
1:20	The Power of Community at Your Park	*Mark Heger*
2:00	Open Afternoon at the Dock • Cable Riding • Sharing Ideas • Mechanical Talks • Casual Group Discussions	Cable Running/ Private Ride Time
2:30	Networking + Q & A with Sponsors, Speakers and WSIA Leadership	
3:30	Dock Talk: Group Chat on Coaching and a Positive Customer Experience	
6:00	Dinner Provided for Registered Attendees	
7:30	Social Time / Bonfire / Networking / Fun at The Cove	

DAY 2 TUESDAY

8:30AM	Coffee & Donuts	
9:00	Safety, Standardization, Responsibilities & Best Practices	*Dr. Richard Söhnchen, Rixen*
9:35	*Group Discussion + Q & A*	
10:00	Ready for Anything: Building a Better Emergency Response Plan	*Jackson Kauffman (with input from Chase Andrews)*
10:35	*Group Discussion & Sharing Existing Plans From Your Park*	
11:00	Strategies & Ideas to Maximize Your Social Media Impact	*Britt Olson*
11:35	*Marketing Brainstorm & Take-home Ideas*	
12:00PM	Lunch on your own *Purchase on-site or nearby options*	
1:00	Networking with Sponors, Speakers and Attendees	
2:00	Cable Opens for Attendees End of Formal Sessions	

THE COVE AT MCCORMICK LAKES · ROLLER · GRASSO MOELLER · FOLLOW. · SLINGSHOT · WAKEWELL · RIXEN · RONIX · Trucordia MARINE · LIQUID FORCE · WAKEPARX SESITEC