



FOR IMMEDIATE RELEASE

StarGuard ELITE Announces Wrap-Up of 7th Annual Conference for Aquatics Professionals – Moving Aquatics Safety Forward

(Orlando, Florida, February 27th, 2022)—StarGuard ELITE (SGE), a global leader in lifeguard safety and aquatics facilities training, announced the successful wrap-up of its 7th Annual Conference for Aquatic Professionals (CAMP), held January 30th-February 4th, 2022, in Orlando, Florida aboard Royal Caribbean’s *Independence of the Seas* Freedom class cruise ship. SGE CAMP Florida 2022 featured more than a dozen workshops in the latest trends and cutting-edge technologies in aquatic safety—including hands-on training sessions—sixteen speakers, four keynote addresses, and attendees from 40-plus aquatics organizations around the globe. It is the first and only lifeguard training program that holds the CMAHC (Council for the Model Aquatic Health Code) certification. The CMAHC Certification means the program is trained in the CDC’s Model Aquatic Health Code (MAHC) standards needed to help reduce the risk for disease outbreaks, drownings, and chemical injuries at public aquatic facilities.

“We are extremely proud of SGE CAMP Florida 2022’s outcome,” said Wess Long, President of StarGuard ELITE. “We were able to deliver the highest level of safety training possible, while providing dynamic networking opportunities for aquatic professionals committed to growth and development.”

Long added that conference attendees had been especially engaged and perhaps some of that was attributable to the safety challenges confronting the industry given COVID.

“We’re in a unique time and safety is paramount. Having worked in the industry for over 20 years, SGE understands the challenges faced by our clients, and it is with that in mind that we created a conference led by some of the most highly respected and knowledgeable aquatics safety experts in the nation,” Long said.

Conference keynote speakers included Mark Rucker, former Walt Disney World and Great Wolf Resorts senior executive and author of the book *Over Coffee With the Mouse*; Jeff Chatterton, CEO of Checkmate Public Affairs, and crisis communications expert and co-author of the book *Leaders Under Fire*; Jill White, founder of Starfish Aquatics Institute—a leading provider of aquatic safety and training solutions—and SGE; and Dr. Justin Sempsrott, Executive Director of Lifeguards without Borders, and Senior Medical Director, SGE.

Additional workshops included specialized sessions with aquatics and hospitality leaders, SGE Client Partners, SGE’s Executive Team, and Kelly Martinez, Aquatic Recreation Coordinator III for the City of Phoenix, Arizona.

Conference highlights included real-world learning via day-long visits to world-class facilities *Perfect Day at CocoCay* and *Baha Bay Waterpark* to observe their operations. *Perfect Day at CocoCay* is a private island-destination with an array of aquatic facilities, including pools

beaches, and a water park that features the tallest slide in North America. *Baha Bay Waterpark at Baha Mar Resorts* is a \$200M beachside resort waterpark featuring the latest in water attractions and technology.

Workshop topics included leading trends in aquatic safety, operations best practices, cutting edge practices in drowning science and treatment, maintaining aquatics safety in the era of COVID, how to handle real-world crisis communications, updates on SGE's trademark StarGuard training curriculum, a specialized medico-legal series, lessons in leadership development, Making First Aid Training Fun in 2022, and a breakout session for Millennial and Gen Z leaders on initiating positive and enduring changes within a team or organization.

With more than twenty years' experience, SGE CAMP is the industry's premiere aquatics professional development conference and is internationally recognized for its ELITE training, certification and consulting programs serving lifeguards, management, and attraction attendants.

SGE serves over three hundred private and public organizations globally, including pools, waterparks, resorts, park districts, cruise lines, private islands, training centers, and swim schools, among others. SGE programs prepare lifeguards and other aquatic staff to operate safely, focus on risk prevention, and be crisis ready.

SGE partners with the American Safety & Health Institute (ASHI) for all CPR, AED, First Aid, Bloodborne Pathogen, and Emergency Oxygen training elements.

Upcoming SGE CAMPS and trainings include:

CAMP Chicago, March 29-30, 2022, in Oak Brook, Illinois with Dr. Justin Sempsrott, SGE's Senior Medical Director and Executive Director of Lifeguards without Borders.

- CAMP Dubai - February 20 - 23
- CAMP Bahamas - May 2022
- CAMP China - To Be Announced

Each CAMP offers training specific to its region. The final dates for CAMPS Bahamas, and China are yet to be determined. SGE's training programs and consulting services are high quality and cost-effective.

To learn more about SGE and our offerings, visit StarGuardElite.com. SGE is located in Orlando, Florida, and can be reached at (573) 207-5087 or via email info@starguardELITE.com.

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