

The poster features a stylized mountain landscape. In the foreground, a deer with large antlers stands on a rocky shore, looking across a calm lake. The lake reflects the surrounding evergreen trees and the distant mountains. The background consists of large, jagged mountain peaks under a warm, orange-hued sky with a few birds in flight. A central black shield-shaped banner contains the event title and location.

ATLANTIC-OASE

PROFESSIONAL CONFERENCE

• DENVER 2024 •

We're so excited you're here!

Welcome!

We have a jam packed schedule for you to learn, network and be inspired! Be sure to take a look at our sessions and plan which ones you want to attend. We have a great group of presenters scheduled to bring you insightful knowledge to help benefit and grow your businesses.

We have delicious meals planned and a special evening at Wynkoop Brewing with pool tables, shuffleboard and darts!

Included in your swag bag are a few things to make your stay enjoyable and some goodies to take home. Not included in your swag bag are copies of Isaac Mashman's book, *Personal Branding: A Manifesto on Fame and Influence* and a copy of our Keynote Speaker, Jim Davidson's book, *The Next Everest*, please make sure you stop at their tables to pick up a signed copy!

If you have any questions, please don't hesitate to ask any staff member.

Let's Elevate Your Business Together!

THINGS YOU NEED TO KNOW

HOTEL:

The Rally Hotel – 1600 20th Street, Denver, Colorado 80202 – <https://www.therallyhotel.com>

CHECK IN TIME: 4:00 PM / CHECK OUT TIME: 11:00 AM

If you have booked under our group rate, there will also be discounted valet parking available. Be sure to check out all the amenities offered by the hotel on their website.

EVENT CHECK-IN

Check-in will be Wednesday evening starting at 5pm at the start of the welcome dinner. Atlantic-Oase staff will be there to give you your event badge, if you did not attend the Pond Tour.

POND TOUR

If you are attending the Pond Tour, please make sure you arrive on time. We will be meeting in the lobby of The Rally Hotel for the Pond Tour. Vans will be leaving promptly at 9am, please arrive 10 minutes early so we can depart on time. Additional information will be sent directly to participants via text and email. Transportation and lunch will be provided during the allocated Pond Tour times (estimated 9am - 4pm). We will be outside during this tour, please dress accordingly for the weather.

TRANSPORTATION:

You will be responsible for getting to the hotel. If you are flying into Denver International Airport, there is a train (Airport Rail) directly to Union Station (7 minute walk to hotel). For more information on the Airport Rail please visit: www.denver.org or scan the QR code.



Airport Rail Info

If you are participating in the Pond Tour, we will provide transportation for the event from the Hotel. All other events will be held within The Rally Hotel. Dinner at Wynkoop Brewery is within walking distance of the hotel. Taxis and rideshare apps, Uber & Lyft, are all available in the area. The Rally Hotel does offer complementary rides within 2 miles of the hotel upon availability.

MEALS:

Meals will be provided for all guests Wednesday evening and all day Thursday. Pond Tour guests will have lunch provided to them on Wednesday. Please consult times and locations on the schedule.

DRESS CODE:

Casual to Business Casual. Dinners will have the outside areas available to attendees.

CAUTION - HIGH ALTITUDE:

Due to high elevations, you may want to take precautions to avoid altitude sickness and side effects. Please make sure you drink plenty of water during your stay. The effects of alcohol may be more intense, so please drink responsibly.

SCHEDULE

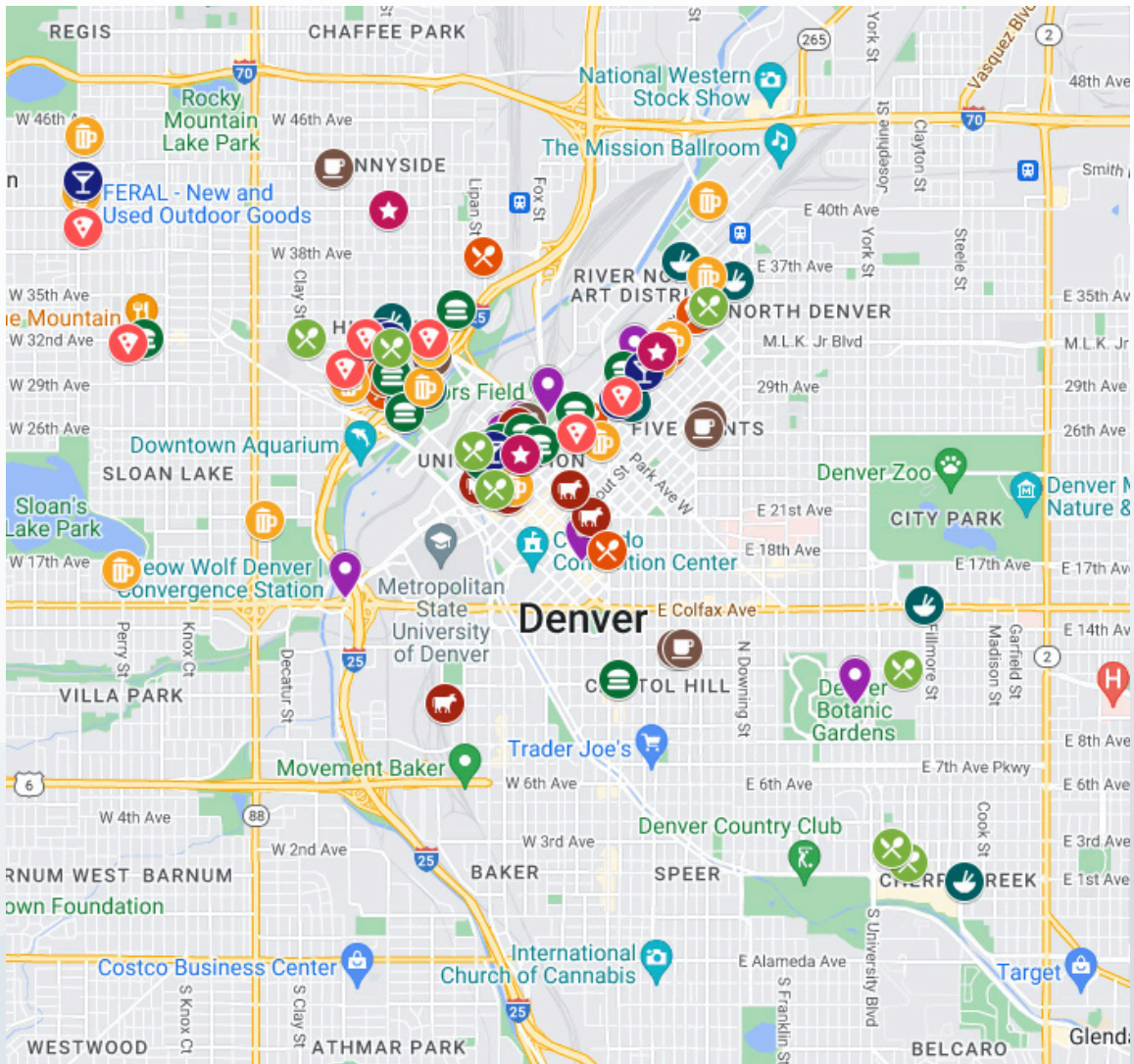
DATE	TIME	INFO	LOCATION
Wednesday, October 23	9:00am - 4:00pm (approximately)	Pond Tour - Lunch included	Meeting Point - The Rally Hotel Lobby
	6:00pm - 9:00pm	Welcome dinner & Attendee Check-in	The Rally Hotel - 2nd Floor - Wynkoop Ballroom & Terrace
Thursday, October 24	7:30am - 8:30am	Breakfast	Legends Gallery
	8:30am	Introduction & Announcements	Baseline Ballroom
	8:45am	Keynote Speaker	Baseline Ballroom
	10:00am - 10:45am	Session 1 : Sales Mastery - Eric Triplett	Wynkoop Ballroom
		Session 2 : How to Effectively Market Services - BJ Linger	Baseline Ballroom
		Session 3 : Life with a ProfiClear - Sean Bell & Jim Chubb	Theater
	10:45am - 11:00am	Break	
	11:00am - 11:45 am	Session 1 : Sales Mastery - Eric Triplett	Wynkoop Ballroom
		Session 2 : Elevate your offerings with Lake Therapy - Greg Wagner & Frayne McAtee	Baseline Ballroom
		Session 3 : Clear Water Pond System is the Best in the World - Change My Mind? - Sean Bell, Jim Chubb & Kyle Weemhoff	Theater
	12:00pm - 1:00pm	Lunch	Legends Gallery
	1:15pm - 2:00pm	Session 1 : Boost your Sales with Effective & Compelling Marketing - Laura Reale	Wynkoop Ballroom
		Session 2 : What is Personal Branding and How Can It Grow Your Business - Isaac Mashman	Baseline Ballroom
		Session 3 : Mastering Koi Keeping - Shane Hemphill	Theater
	2:00pm - 2:15pm	Break	
	2:15pm - 3:00pm	Session 1 : Boost your Sales with Effective & Compelling Marketing - Laura Reale	Wynkoop Ballroom
		Session 2 : Perfect Profitable Bog Filtration - Sean Bell & Demi Fortuna	Baseline Ballroom
		Session 3 : Enhancing Distribution - Kyle Weemhoff, Tyler Fisher & Todd Rosendahl	Theater
	3:00pm - 3:15pm	Break	
	3:15pm - 4:00pm	New Products Presentation	Baseline Ballroom
	4:00pm - 4:30pm	Final Announcements	Baseline Ballroom
	6:30pm - 9:30pm	Dinner, Drinks & Fun! (Walkable from hotel)	Wynkoop Brewery - 1634 18th Street, Denver, CO 80202
Friday, October 25	11:00am	Hotel Check-out	The Rally Hotel

STAYING IN DENVER LONGER?

Check out our suggestions by scanning the QR code below to explore our Google Map of our favorite places in Denver and the surrounding area!

The Denver area is a great place to explore the beautiful landscapes and growing metropolitan area!

Feel free to reach out if you have any questions!



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SESSION INFO

Session	PRESENTER	DESCRIPTION
Keynote	Jim Davidson, New York Times Bestseller and resilience expert who has survived not just one epic mountain disaster, but two. From his real-world survival experiences, he distills hard-won lessons about forging the resilience to overcome change, challenge, and uncertainty.	From his 42 years of adventures, Jim shares compelling stories and practical tips about how to persevere and how to endure uncertain times through resilience strategies and post-traumatic growth. Davidson provides motivating keynotes and interactive workshops on resilience, teamwork, leadership, and change management. His energizing messages have been shared in-person and virtually with audiences in more than 35 countries.
Sales Mastery: Contractor Communications	Eric Triplett, The Pond Digger, Training with Triplett & Helix	<p>Eric Triplett is the driving force behind Train With Triplett (TWT), a coaching program dedicated to empowering contractors to take control of their businesses, maximize profits, and maintain a balance with their personal lives. TWT was born out of Triplett's two decades of experience in supporting contractors through their challenges and triumphs. Triplett's career is built on a foundation of authenticity and transparency. He openly shares his experiences, including both his successes and failures, to help others avoid the mistakes he made along the way. This genuine approach has earned him a loyal following and significant influence in the contractor community.</p> <p>Renowned for his candid and passionate teaching style, is a sought-after speaker and coach in the contractor community. At this year's Atlantic Oase Annual Conference, he will be leading a pivotal session on "Contractor Sales Communications." This session will address the common issue of contractors conveying unclear messages without realizing it, offering actionable insights for improvement.</p>
How to Effectively Market Water Feature & Large Lake and Pond Services in Your Market	BJ Linger, Outdoor Network	<p>BJ started his pond company in 1999 looking to feed his passion for water features, and for 20 years he has designed and built and or collaborated on hundreds of projects in 17 different states and 4 different countries in his travels, even winning some awards along the way. His journey into the marketing world started in the pond industry building a couple of websites for friends with similar pond businesses. Today they have hundreds of clients that they handle all aspects of digital marketing for. To put it bluntly "I know your business", because he's just like you! A contractor at heart! Join him in his class to gain some knowledge that will help you grow your business' digital footprint into the future!</p> <p>Learn how to effectively market your water feature and pond/lake service business locally, this class will focus on Targeted Advertising, Google Business Listings, Websites, Social Media and how to get Referrals from existing clients.</p>
Boost your Sales with Effective & Compelling Marketing	Laura Reale President of BlueGreen Marketing & President of AquaReale	<p>With a Master's Degree in Integrated Marketing Communications from Northwestern University, has over twenty five years of experience as an entrepreneur and marketing consultant. She previously ran a successful marketing firm before joining her husband's pond business, AquaReale, as president. Laura used her marketing skills to grow AquaReale from \$250,000 to \$1.6 million, with email marketing as one of the top business earners. Recognizing the demand for her expertise, Laura founded BlueGreen Marketing to help other contractors and landscapers with their marketing needs. She offers a variety of techniques to attract and retain clients and frequently speaks and writes on email marketing.</p> <p>Discover how AquaReale brought in over \$250,000 in sales in 2023 using email marketing! Join Laura Reale as she shares the secrets behind their success. Learn the do's and don'ts of email marketing, craft compelling messages, and effectively nurture leads with weekly tips and monthly newsletters. See firsthand why email marketing is their top strategy for gaining recurring clients and driving business growth. Don't miss this opportunity to transform your email marketing approach and boost your sales!</p>

What is Personal Branding and How Can It Grow Your Business	Isaac Mashman, Businessman, author, coffee addict, creator, podcast host, private investor, and speaker.	Known for his work in personal branding and individual reputation management, Isaac is the founder of Mashman Consulting Group, out of Little Rock, Arkansas. In today's competitive marketplace, establishing a strong personal brand is crucial for entrepreneurs, executives, and professionals alike. Delve into the concept of personal branding and its profound impact on business growth. Explore how to strategically craft and manage their personal brand to enhance credibility, influence, and market positioning.
Mastering Koi Keeping	Shane Hemphill, Owner of Art of the Yard	<p>Since a young age, Shane has harbored a deep fascination for koi fish. His expertise in the species has significantly enhanced his water feature business, elevating it to new heights for his clients. In 2024, Shane clinched the top spot in the Best in Size #1 category at the All American Koi Show, a testament to his profound understanding as he can proudly identify every type of koi.</p> <p>In this class, join Shane in uncovering the allure of koi fish as you explore optimal habitat construction and the diverse types of koi, distinguishing between domestic and imported varieties. Gain practical knowledge on creating ideal pond environments, feeding strategies, and the cultural symbolism attached to these captivating aquatic beings.</p>
Life with a ProfiClear	Sean Bell, Southeast Regional Sales Manager Jim Chubb, Director of Product Training & Systems	Its automatic, it cleans itself, well almost. Learn details on what the ProfiClear filter is and it isn't. Jim and Sean will walk you through the specs of the filters, how to properly size it for your application, Installation and Maintenance tips as well as what to really expect after initial setup so that you can cover that information when selling the system.
Perfect Profitable Bog Filtration	Sean Bell, Southeast Regional Sales Manager Demi Fortuna, Director of Education	Discover the untapped potential of bog and wetland filters, where misconceptions about construction and filtration capabilities prevail. Explore innovative construction techniques that have revolutionized water quality standards, benefiting projects both in the US and globally. Optimize cost-efficiency with Atlantic Water Matrix Blocks and Pump Vaults, ensuring streamlined operations without compromising on quality. Gain clarity on the differences of bog and wetland filtration versus Oase filtration methods, empowering informed decision-making for enhanced water clarity.
Elevate your offerings with Lake Therapy	Greg Wagner, Water Technology Sales Manager Frayne McAtee, Vice President of Business Development	As the global leader in water features, we are taking another step towards ground breaking lake management with new innovative lake therapy products. Discover how these proprietary formulations can add another revenue stream to your business and another offering to your customer base with quick and sustainable results. Improve your results, save time, reduce site visits, and exceed all of your lake and pond management goals.
Clear Water Pond System is the Best in the World - Change My Mind?	Sean Bell, Southeast Regional Sales Manager Jim Chubb, Director of Product Training & Systems Kyle Weemhoff, Southwest Regional Sales Manager	Its not just marketing talking points, we lived with it before we started marketing it. This panel discussion is made up with members who have lived with and experienced firsthand what the Clearwater Pond System is all about. From the disappearance of the yearly clean out to learning what a truly clean pond looks like. This is your chance to question the panel and hear it for yourself.
2025 New Products	Jim Chubb, Director of Product Training & Systems Frayne McAtee, Vice President of Business Development	As another year approaches, so do our newest offerings of innovative, quality products being released in 2025. Discover what we have store in for you!
Enhancing Distribution of Atlantic-Oase Products	Kyle Weemhoff, Southwest Regional Sales Manager Tyler Fisher, Northeast Regional Sales Manager Todd Rosendahl, Northwest Regional Sales Manager	Distributors will discover a wealth of resources—from marketing materials to product training—designed to bolster your success as a distributor. Learn how to enhance your interactions with us through effective communication and continuous learning strategies. Gain insights into our personalized support system, including our straightforward warranty process and accessible customer service. Learn more about our contractor rewards program and discover how to best get inventory updates. Join us and empower yourself to excel in distribution with valuable knowledge.

