

 **Atlantic | Oase**

PRESENTS

BUILT TO ROCK

2025 PROFESSIONAL CONFERENCE



WELCOME TO CLEVELAND!

NOVEMBER 5-7, 2025

WE'RE SO GLAD YOU'RE HERE!

Welcome!

We're thrilled to have you join us for an exciting few days of learning, networking, and fun in the heart of Cleveland! This year's conference is packed with experiences designed to inspire and elevate your business.

Get ready for:

- A welcome dinner and drinks at Southern Tier Brewery
- Rock & Roll Hall of Fame tickets – enjoy access to this legendary museum on us!
- A scenic dinner on the water at Nuevo Modern Mexican & Tequila Bar, where you'll take in stunning views of the Cleveland skyline and surrounding marina (don't forget to take your picture next to the Cleveland sign!)
- Gorgeous lakefront and city views from your room at the Hilton Cleveland Downtown
- A swag bag full of exclusive goodies waiting for you at check-in
- A full lineup of expert presenters sharing insights to help you and your company grow and succeed

Be sure to check the conference schedule inside to plan your classes, sessions, and free time. We can't wait to connect, collaborate, and celebrate with all of you.

Welcome to Cleveland — let's make it unforgettable!



SCAN FOR DIGITAL EVENT GUIDE

THINGS YOU NEED TO KNOW:

HOTEL:

Hilton Cleveland Downtown – 100 Lakeside Avenue E, Cleveland, Ohio 44114

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



Hilton Cleveland Website

- Our group rate of \$209/night (plus tax) is available on a first come first serve basis.
- Complementary WiFi in guest rooms.
- Valet (\$60) and self-parking (\$50 & attached directly to hotel) is available.
- Group rate is available 3 days pre & post event if you would like to extend your stay.
- Fitness center & indoor pool access is complimentary with guestroom key card.
- Hotel features a full service restaurant, 24-hour cafe & market, hotel bar, and rooftop lounge

EVENT CHECK-IN

Check-in will begin Wednesday 12:30pm on the 5th floor by the Superior Ballroom before the start of our first class. Please follow hotel signage or ask hotel staff for directions. If you are unable to check into your room before classes start, the front desk will hold your bags until your room is ready.

TRANSPORTATION:

You will be responsible for getting to the hotel. If you are flying into Cleveland International Airport (CLE), rideshare apps (Uber & Lyft), taxis, private car services and all major rental car companies are available.

All classes will be held within the Hilton Cleveland Downtown Hotel. Dinner locations and the Rock & Roll Hall of Fame are within a 15 minute walk or less of the hotel. Taxis and rideshare apps, Uber & Lyft, are all available in the area.

MEALS:

Meals will be provided for all guests Wednesday evening and all day Thursday. Please consult times and locations on the schedule.

DRESS CODE:

Casual to Business Casual. Dinners will have the outside areas available to attendees. All events not held at the Hilton are within walking distance of the hotel (dinners and Rock and Roll Hall of Fame). We plan on walking to these locations. Please be sure to check the weather before traveling and pack accordingly. Since we will be close to Lake Erie, it does tend to be more windy. Uber and Lyft are available in the area if you prefer not to walk.

EVENT TEXT ALERTS:

We will be sending texts over the duration of our event to keep you updated and informed. If you would like to receive updates and you did not sign up for texts or are not getting them please text "2025CLE" to 1-833-216-8424.

SCHEDULE:

DATE	TIME	INFO	LOCATION
Wednesday, November 5	12:30pm - 1:30pm	Attendee Check-in	Hilton Cleveland - 5th Floor Superior Ballroom Foyer
	1:30pm - 1:45pm	Welcome & Opening Remarks	Superior Ballroom D
	1:45pm - 2:30pm	Session 1 : Built to Rock: The 2026 Product Drop - Frayne McAtee, Todd Rosendahl & Kyle Weemhoff	Superior Ballroom D
	2:30pm - 2:45pm	Break	
	2:45pm - 3:30pm	Session 2 : Rock the Bog: The AO Way - Jim Chubb, Brandon Dwyer & Demi Fortuna	Superior Ballroom D
	3:30pm - 3:45pm	Break	
	3:45pm-4:30pm	Session 3 : Rock Solid Regeneration: Sizing for Swim Pond Success - Frayne McAtee & Brandon Dwyer	Superior Ballroom D
	4:30pm - 5:00pm	Closing Remarks	Superior Ballroom D
	4:00pm	Hotel Check-in Begins	Hilton Cleveland
	6:00pm - 9:00pm	Welcome Dinner, Drinks & Appetizers (15 minute walk from hotel)	Southern Tier Brewery 811 Prospect Ave. E, Cleveland, OH 44115

DATE	TIME	INFO	LOCATION
Thursday, November 6	7:00am - 8:00am	Breakfast	Superior Foyer & Ballroom D
	8:00am - 8:15am	Introduction & Announcements	Superior Ballroom D
	8:15am - 9:00am	Keynote Speaker - Andy Core, Ph.D.	Superior Ballroom D
	9:00am - 9:15am	Break	
	9:15am - 10:00am	Session 1 : Install Like a Rockstar: ProfiClear Hacks & How-to's - Jim Chubb, Sean Bell & Frayne McAtee	Superior Ballroom D
		Session 2 : Toolbox Talks: Tool Setup & Jobsite Efficiency - Daniel Kelley	Veterans Room C
		Session 3 : Play to the Crowd: Marketing Your Water Feature and Pond/Lake Service Business - BJ Linger	Veterans Room D
	10:00am - 10:15am	Break	
	10:15am - 11:00 am	Session 1 : Confidence Under Fire: Communication Skills that Close More Jobs - Eric Triplett	Superior Ballroom D
		Session 2 : Toolbox Talks: Tool Setup & Jobsite Efficiency - Daniel Kelley	Veterans Room C
		Session 3 : Installer Insider: Your Questions, Expert Answers - James Lavery & Tyler Fisher	Veterans Room D
	11:00am - 11:15am	Break	
	11:15am - 12:00pm	Session 1 : Confidence Under Fire: Communication Skills that Close More Jobs - Eric Triplett	Superior Ballroom D
		Session 2 : Revolutionizing Bog Maintenance - Daniel Kelley	Veterans Room C
		Session 3 : Thank you for calling Tech Support! - Sean Bell, Patrick Bell & Andrew Bell	Veterans Room D
	12:00pm - 1:00pm	Lunch	Superior Foyer & Ballroom D
	1:00pm - 1:45pm	Session 1 : New Fish, Who Dis? A Guide to Koi & Pond Prep - Connie Piteo & Ashley Darocha	Superior Ballroom D
		Session 2 : Own Your Own Market: Personal Branding & Social Media Strategies for Pond Pros - Isaac Mashman	Veterans Room C
		Session 3 : Rock, Wrench & Roll: Fixing the Impossible - Sean Cudmore & Demi Fortuna	Veterans Room D
	1:45pm - 2:00pm	Break	
	2:00pm - 2:45pm	Session 1 : Rock the Install: Water Feature Artistry - Jeff Michaels	Superior Ballroom D
		Session 2 : Own Your Own Market: Personal Branding & Social Media Strategies for Pond Pros - Isaac Mashman	Veterans Room C
		Session 3 : Rock, Wrench & Roll: Fixing the Impossible - Sean Cudmore & Demi Fortuna	Veterans Room D
	2:45pm - 3:15pm	Closing Remarks & Awards	Superior Ballroom D
	3:30pm - 7:00pm	Rock & Roll Hall of Fame (You can enter any time after 3:30pm. The Rock Hall closes at 7pm & is a 12 minute walk from the hotel)	Rock & Roll Hall of Fame 1100 E. 9th St., Cleveland, OH 44114
	6:30pm - 10:00pm	Dinner, Drinks & Appetizers (2 minute walk from Rock & Roll Hall of Fame)	Neuvo Modern Mexican 1000 E. 9th St., Cleveland, OH 44114
Friday, November 7	11:00am	Hotel Check-out	Hilton Cleveland

SESSION INFO:

SESSION	PRESENTER	DESCRIPTION
Built to Rock: The 2026 Product Drop	Frayne McAtee, VP of Business Development Kyle Weemhoff, Western Regional Sales Mgr Todd Rosendahl, Northwest Regional Sales Mgr	Discover what we have store in for you in 2026. Experience all of our new products in person. Get a hands-on experience with all of our new products, including our newest largest filtration system yet, the ProfiClear Premium XL Systems. You're not gonna want to miss this!
Rock the Bog: The AO Way	Jim Chubb, Director of Product Training Brandon Dwyer, VP of Product Development Demi Fortuna, Director of Product Info	Discover our philosophy on building bog filters and why our approach stands apart from others on the market. We'll cover the essential products, proper placement, pump sizing, key benefits, and maintenance tips — everything you need to create a thriving, low-maintenance bog filter system.
Rock Solid Regeneration: Sizing for Swim Pond Success	Frayne McAtee, VP of Business Development Brandon Dwyer, VP of Product Development	Learn how to properly size regeneration zones — also known as bogs — based on the volume and style of your swim pond. We'll break down the five types of swim ponds and explore the specific filtration needs for each, so you can design with confidence and keep water crystal clear.
Keynote	Andy Core, Ph.D. Credentialed, award-winning speaker, researcher, and best-selling author on excelling in high-demand environments. His programs provide the mindsets and actionable strategies that improve productivity, resiliency, and wellbeing.	His “research scientist meets standup comic” style gives audiences the proprietary information and inspiration needed to accomplish more at work, live healthy, and still have a life. Combining stories from his experience a successful consultant with the latest research, he will ignite your motivation, show you how to execute a better way of life and live to enjoy it. Andy Core has field tested his concepts working directly with hundreds of top performers within Gillette, Coldwell Banker, Intel, Ernst & Young, Clorox, Tyson Foods, Newell Rubbermaid, Unilever, as well as leading healthcare organizations and associations. Andy's success rate at helping people go from “knowing they need to live a more balanced life” to actually living and capitalizing on it is thirteen times the national average.
Install like a Rockstar: ProfiClear Hacks & How-tos	Jim Chubb, Director of Product Training Sean Bell, Southeast Regional Sales Mgr Frayne McAtee, VP of Business Development	Learn the in's and out's of the Oase ProfiClear Pump-fed and Gravity-fed systems. Explore the things you will need, things that could happen, and the things you wish you knew. In this class, we'll demonstrate how to install the units and give insightful tips on how to set the water levels in each system.
Toolbox Talks: Tool Setup & Jobsite Efficiency	Daniel Kelley, Owner of Legacy Waterscape Innovations	Learn how to be affective on site with the right efficient approach to water garden building. From logistics, your toolbox, equipment management, project layout and taking a methodical approach to gain profitability and more success. DK has been in the green and excavation industry for well over 35 years and logging his 6th year in the water garden industry. He truly embodies the work smarter not harder mindset. He has a love and passion for all things water, teaching and serving his community of customers is what fills his cup! His why is to impact, inspire and encourage others through his story in the industry. He believes in getting 1% better everyday and how that impacts your creativity and success in water gardens.

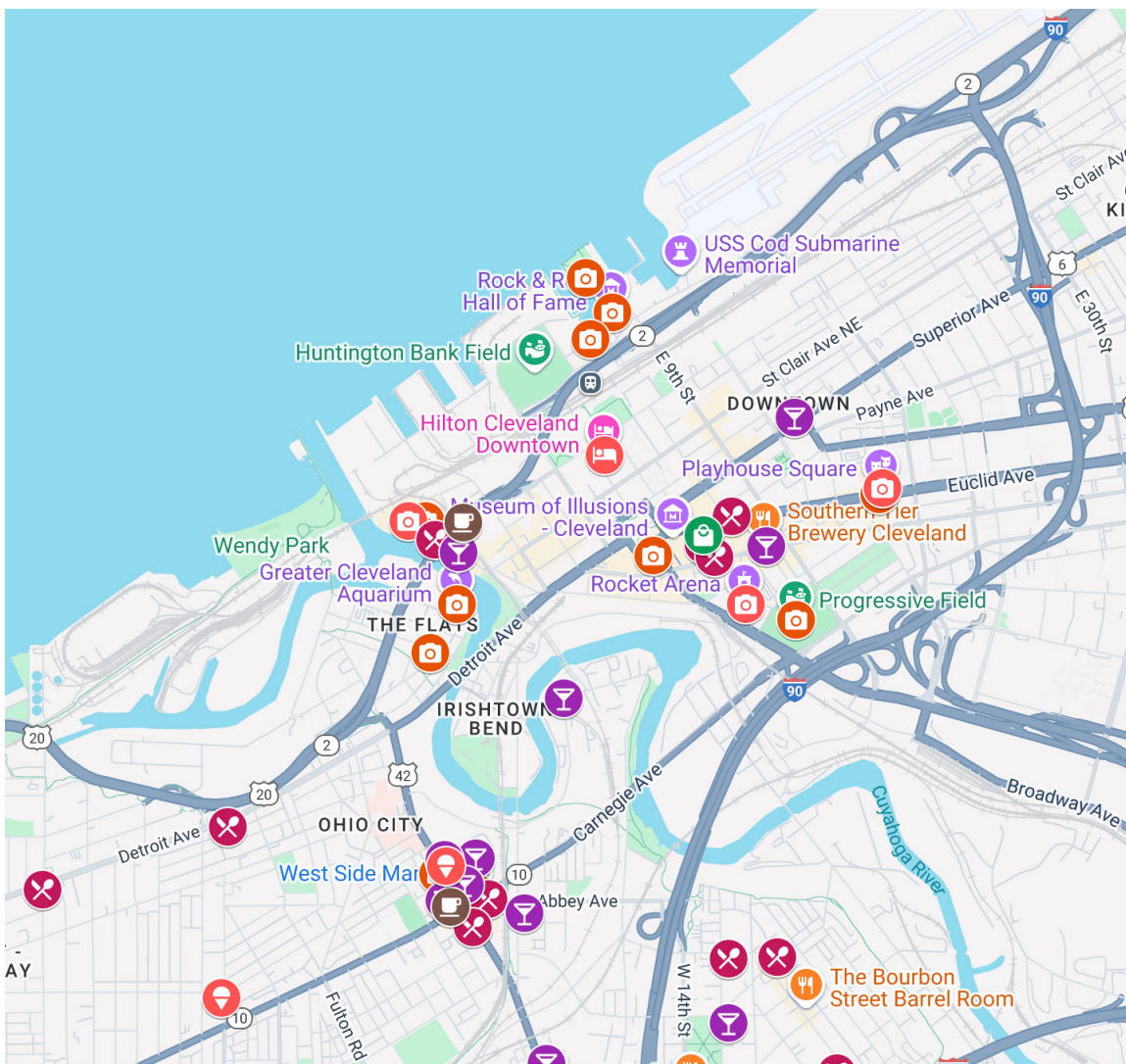
SESSION	PRESENTER	DESCRIPTION
Play to the Crowd: Marketing Your Water Feature & Pond/Lake Service Business	BJ Linger, Outdoor Network	Learn how to effectively market your water feature and pond/lake service business locally. This class will focus on Targeted Advertising, Google Business Listings, Websites, and best practices for AI indexing for search results. BJ started his pond company in 1999, driven by a passion for water features. Over 20 years, he's designed, built, and collaborated on hundreds of projects. His marketing journey began by building websites for fellow pond pros, and today his team manages digital marketing for hundreds of contractors. Simply put — "I know your business" — because he's a contractor too! Join his class to learn how to grow your digital footprint.
Confidence Under Fire: Communication Skills that Close More Jobs	Eric Triplett, The Pond Digger & Training with Triplett	Winning every job isn't real success — knowing when and how to say no is. In this session, Eric Triplett shares how mastering your Response-Ability — the power to stay confident, controlled, and emotionally intelligent under pressure — helps you command conversations, build trust, and boost profitability. Eric Triplett, "The Pond Digger," has spent over two decades helping contractors level up through better communication, leadership, and sales strategy. As founder of Train With Triplett and creator of the award-winning Ask The Pond Digger YouTube channel, he's trained millions on design, construction, and business growth. His passion for teaching and leadership continues to inspire contractors nationwide to build stronger businesses and lead with confidence.
Installer Insider: Your Questions, Expert Answers	James Lavery, National Sales Manager Tyler Fisher, Northeast Regional Sales Mgr	Join our panel of seasoned water feature contractors as they share real-world insights, tips, and experiences from the field. Bring your questions about installation techniques, product recommendations, and troubleshooting — this is your chance to get answers directly from the pros who've seen it all.
Revolutionize Bog Maintenance	Daniel Kelley, Owner of Legacy Waterscape Innovations	Learn how to retrofit existing wetland filters with Oase filtration products to reduce maintenance and enhance water quality. DK will share how he streamlined the installation process, optimized filtration with aeration and FiltoClear, and created a simplified maintenance routine — all while delivering consistently clear water for his customers.
Thank you for calling Tech Support!	Sean Bell, Southeast Regional Sales Mgr Patrick Bell & Andrew Bell, Technical Customer Service	Learn the answers to the most common to the most unusual questions regarding Atlantic-Oase filtration. From pumps to ProfiClear filters, our tech team will walk you through what you need to know!
New Fish, Who Dis? A Guide to Koi & Pond Prep	Constance Piteo, Owner of Earth & WaterScapes Ashley Darocha, Fish Manager of Earth & WaterScapes	Join Constance and Ashley for an in-depth session on identifying koi diseases, selecting the perfect koi, and preparing existing ponds to welcome new fish. Constance specializes in koi ponds and water garden design, maintenance and restoration. With over two decades of hands-on experience, she blends ecological knowledge with artistic vision to create sustainable aquatic landscapes.
Own Your Market: Personal Branding and Social Media Strategies for Pond Pros	Isaac Mashman, Mashman Consulting Group	A deep dive into personal branding and reputation management. Learn how to position your company and yourself in local and national markets using organic strategies and social media. Isaac Mashman, Forbes-featured thought leader and author of Personal Branding: A Manifesto on Fame and Influence, is the founder of Mashman Consulting Group, where he helps public figures grow their personal brands through his Identity Positioning strategy. Based in Little Rock, he's preparing to launch Executive Status in late 2025, a podcast on business, branding, and life.
Rock, Wrench & Roll: Fixing the Impossible	Sean Cudmore, Owner of Pond Creations by Sean Demi Fortuna, Director of Product Info	Join Sean as he shares the clever tools and techniques he's discovered when stuck between a rock and a hard place — literally. Learn how he tackles tough leak detection, tricky plumbing repairs, and the challenge of moving the "unmovable" on the job. Sean Cudmore started Pond Creations by Sean in 2010 after the 2008 construction industry decline left him wondering what to do next. He created his first water feature in his own backyard at that time and his wife Sandy convinced him he could build water features as a business. Pond Creations by Sean is a full service water feature company located in Massachusetts that specializes in unique (sometimes thought of as "impossible") water features. Coming from an automotive and construction background gives him the ability to design features that retain an architects vision and intent without compromising functionality.
Rock the Install: Water Feature Artistry	Jeff Michaels, Founder & Lead Designer, Pondering Waters	Jeff Michaels is the visionary force behind Pondering Waters, a premier water feature design and build firm based in Fraser, Michigan. Since founding the company in 1998, Jeff has transformed outdoor and indoor spaces across the Midwest with his signature blend of artistry, precision, and innovation. With over two decades of experience, he has earned a reputation as one of the most trusted and sought-after pond contractors in the area. Under Jeff's leadership, Pondering Waters has become known for transforming spaces with stunning koi ponds, waterfalls, Fountainscapes, and indoor water features. In this session, he'll share the techniques and design principles that turn every project into a true work of art.

STAYING IN TOWN LONGER?

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

The Cleveland area is a great place to explore the outerlying neighborhoods and sites!

Feel free to reach out if you have any questions!



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