

 **Atlantic | Oase**

10th Annual

2026 PROFESSIONAL CONFERENCE



AUSTIN, TX

NOVEMBER 4-5, 2026

Howdy, Partner!

Welcome to Austin, Texas!

We hope you'll join us in Austin for an energizing day and a half of learning, networking, and experiencing everything that makes this city one-of-a-kind. From big ideas and expert insights to legendary barbecue and genuine Texas hospitality, this conference is designed to deliver real value for your business—while also giving you the chance to enjoy a memorable experience along the way.

What's waiting for you?

- **Your home base:** Settle in at the Cambria Hotel Austin Downtown, perfectly located just steps from the excitement of Rainey Street and overlooking scenic Lady Bird Lake.
- **A Texas-sized welcome:** Pick up your exclusive conference swag bag at check-in, packed with goodies to kick off your Austin adventure.
- **Trailblazing education:** Hear from an outstanding lineup of industry experts sharing practical strategies, fresh ideas, and proven techniques to help you and your company stay ahead of the herd.
- **Raise a glass:** Start the conference with a warm Texas welcome at Moonshine Grill, where great food, drinks, and even better company set the tone for the days ahead.
- **Taste the Lone Star State:** Cap off the conference with an unforgettable evening at Banger's Sausage House & Beer Garden, featuring authentic Texas barbecue, house-made sausages, and more than 100 cold beers on tap.
- **Make connections that matter:** Spend time with fellow contractors, distributors, and the Atlantic-Oase team as you swap ideas, share experiences, and build relationships that last long after the conference ends.

Before you saddle up, take a few minutes to review the conference schedule and map out your classes, meals, and free time. Whether you're coming to sharpen your skills, discover the latest innovations, or simply enjoy the Austin experience, planning ahead will help you get the most out of every moment.

So grab your boots, bring your appetite, and get ready for a conference that's as bold as Texas itself. Let's make it one to remember!

The lay of the land

HOTEL:

Cambria Austin Downtown – 68 East Avenue, Austin, Texas 78701

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

- Our group rate of \$169/night (plus tax) is available on a first come first serve basis.
- Deadline to book under the group rate: **Saturday, October 3, 2026**
- Complementary WiFi throughout the property.
- Discounted valet parking (\$40) is available. Self-parking is also available.
- Group rate is available 3 days pre & post event if you would like to extend your stay.
- Fitness center & rooftop patio/pool access is complimentary with guestroom key card.
- Hotel features a full service rooftop restaurant, lobby bar, and snack and drink market.
- Hotel is located 15 minutes from the Austin-Bergstrom International Airport

EVENT CHECK-IN

Check-in will begin Wednesday 12:30pm on the 6th floor by the Waterloo 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 Austin-Bergstrom International Airport(AUS), rideshare apps (Uber & Lyft), taxis, private car services and all major rental car companies are available.

All classes will be held within the Cambria Austin Downtown. Dinner locations are within a 10 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. Please note lunch will not be served Wednesday before the start of the event.

DRESS CODE:

Conference attire is casual to business casual, so dress comfortably while keeping it professional. Feel free to add a little Texas flair with cowboy boots, hats, pearl snap shirts, denim, or other Western-inspired touches, we'd love to see your Lone Star style!

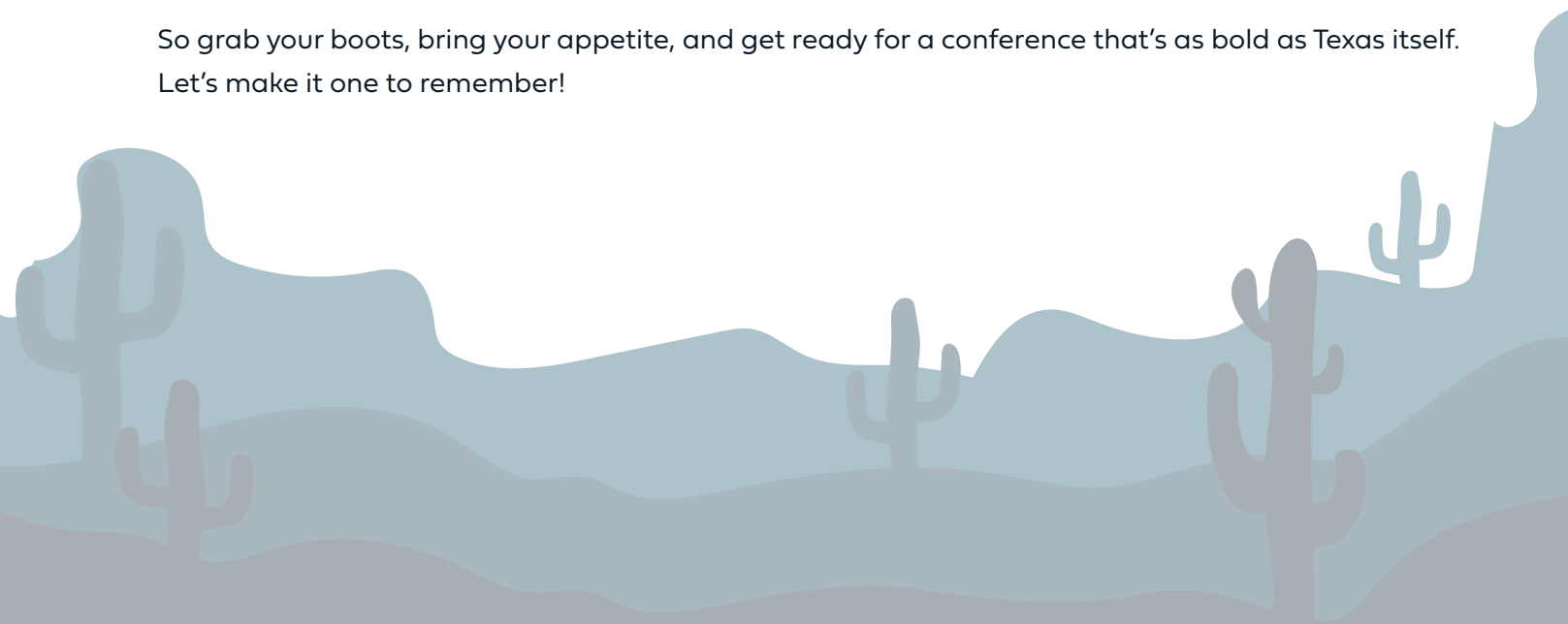
Both evening dinners will include access to outdoor spaces, and all off-site events are within walking distance of the Cambria Hotel Austin Downtown. We encourage everyone to enjoy the walk and take in the sights of downtown Austin. Be sure to check the weather before you travel and pack accordingly. If you'd rather skip the walk, Uber and Lyft are readily available throughout the area.

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 "2026ATX" to 1-833-216-8424.



Cambria Hotel
Bookling Link



Schedule

Wednesday is designed for everyone to experience together. We'll kick things off with our keynote presentation, followed by company updates, exciting new product announcements, and important information you'll want to hear.

Please note: Lunch will not be provided on Wednesday, so we encourage you to grab lunch before the conference begins or plan accordingly.

Thursday features three concurrent learning tracks, giving you the flexibility to customize your conference experience. Take a few minutes to review the schedule and choose the sessions that best fit your interests, business goals, and skill level.

Traveling with a colleague or team member? Consider splitting up to attend different sessions so you can cover more topics and share key takeaways when you reconnect. No matter which sessions you choose, you'll leave with valuable insights and practical ideas to bring back to your business.

ADD-ON EXPERIENCE:

Tuesday - Want to kick off your Austin experience early with a optional add-on event at the beautiful Lone Star Ranch, located just outside the city? This special evening is designed for attendees who want to get an early start on networking, enjoy a unique Texas setting, and unwind before the conference officially begins. Expect a true ranch-style experience with a cowboy roping experience, tomahawk throwing and cowboy action shooting, and of course unforgettable Texas hospitality. Transportation will be provided to and from the ranch, making it easy to sit back, relax, and enjoy the evening. Space is limited—be sure to reserve your spot if you'd like to join us for this one-of-a-kind Texas kickoff experience.

Please note: This is a separately ticketed event and is not included with standard conference registration. Advance sign-up is required.

DATE	TIME	INFO	LOCATION
Tuesday, November 3	Late afternoon-evening	Add-on Ranch Experience - NOT INCLUDED IN REGISTRATION	TBD
Wednesday, November 5	12:30pm - 1:30pm	Attendee Check-in	Cambria Austin Downtown - 6th floor - Waterloo Foyer
	1:30pm - 1:45pm	Welcome & Opening Remarks	Waterloo Ballroom
	1:45pm - 2:30pm	Keynote Speaker - Ross Bernstein	Waterloo Ballroom
	2:30pm - 2:45pm	Break	
	2:45pm - 3:30pm	Session 2 :	Waterloo Ballroom
	3:30pm - 3:45pm	Break	
	3:45pm-4:30pm	Session 3 :	Waterloo Ballroom
	4:30pm - 5:00pm	Closing Remarks	Waterloo Ballroom
	4:00pm	Hotel Check-in Begins	Cambria Austin Downtown
	6:00pm - 9:00pm	Welcome Dinner & Drinks (10 minute walk from hotel)	Moonshine Grill 303 Red River Street Austin, Texas 78701

DATE	TIME	INFO	LOCATION
Thursday, November 5	8:00am - 9:00am	Breakfast	Limestone, Rooftop
	9:00am - 9:15am	Introduction & Announcements	Waterloo Ballroom
	9:15am - 10:00am	Session 1 :	Waterloo Ballroom
		Session 2 :	MoonTower A
		Session 3 :	MoonTower B
	10:00am - 10:15am	Break	
	10:15am - 11:00am	Session 1 :	Waterloo Ballroom
		Session 2 :	MoonTower A
		Session 3 :	MoonTower B
	11:00am - 11:15am	Break	
	11:15am - 12:00 pm	Session 1 :	Waterloo Ballroom
		Session 2 :	MoonTower A
		Session 3 :	MoonTower B
	12:00pm - 1:00pm	Lunch	Limestone, Rooftop
	1:00pm - 1:45pm	Session 1 :	Waterloo Ballroom
		Session 2 :	MoonTower A
		Session 3 :	MoonTower B
	1:45pm - 2:00pm	Break	
	2:00pm - 2:45pm	Session 1 :	Waterloo Ballroom
		Session 2 :	MoonTower A
		Session 3 :	MoonTower B
	2:45pm - 3:00pm	Break	
	3:00pm - 3:45pm	Session 1 :	Waterloo Ballroom
		Session 2 :	MoonTower A
		Session 3 :	MoonTower B
	3:45pm - 4:15pm	Closing Remarks & Awards	Waterloo Ballroom
	6:00pm - 9:00pm	Dinner, Drinks & Appetizers (4 minute walk from hotel)	Banger's Sausage House 79 Rainey Street Austin, Texas 78701
Friday, November 6	11:00am	Hotel Check-out	Cambria Austin Downtown



Session Info:

SESSION	PRESENTER	DESCRIPTION
Keynote	Ross Bernstein, Best-selling author & award winning performance coach	The Champion's Code: Building Relationships Through Life Lessons of Integrity and Accountability from the Sports World to the Business World
		Best-selling author and Hall of Fame business speaker Ross Bernstein has delivered keynote presentations for Fortune 500 companies on all seven continents and has been featured by CNN, ESPN, Fox News, CBS This Morning, The Wall Street Journal, The New York Times, and USA Today.
		Drawing from interviews with more than 1,000 championship-winning athletes and coaches, Ross reveals the mindset and habits that separate champions from the competition, and how those same principles drive success in business.
2027 New Products	Kyle Weemhoff, Western Regional Sales Mgr	Get an exclusive first look at what's coming next from Atlantic-Oase in 2027. We'll unveil our newest product innovations designed to help you build smarter, work more efficiently, and deliver better results for your customers.
	Brandon Dwyer, VP of Product Development	Our team will highlight key new releases, share important features and benefits, and provide insight into how these products are designed for real-world applications.
Water Technology: The future of healthy water	Todd Rosendahl, Northwest Regional Sales Mgr	Explore our latest water technology solutions designed to help you achieve optimal water balance, clarity, and ecosystem health in every application. This session will highlight new and updated products that make it easier than ever to maintain stable, healthy water conditions.
		We'll also show you how these solutions can be seamlessly integrated into your business as an additional revenue stream, helping you expand your offerings, increase service opportunities, and deliver greater value to your customers.
The truth about water gardens and backyard ponds	Sean Bell, Southeast Regional Sales Mgr	Join Sean as he breaks down the evolving world of water gardens and backyard ponds—what's changed, what's working today, and where the industry is headed next.
		This session will explore recent advancements in pond design and technology, along with how you can position your business for future success by leveraging Atlantic-Oase products and solutions. Walk away with practical insights to stay competitive, adapt to market trends, and continue growing your business in a changing landscape.
Installer Insider: Your Questions, Expert Answers	James Lavery, National Sales Manager	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.
	Tyler Fisher, Northeast Regional Sales Mgr	
Tools that don't suck	Demi Fortuna, Director of Product Info	Back by popular demand! Join Demi and Sean as they share a hand-picked lineup of their favorite field tools that actually make the job easier. No gimmicks, just practical, proven gear that improves efficiency, saves time, and helps you get better results on-site.
	Sean Cudmore, Pond Creations by Sean	From everyday essentials to game-changing problem solvers, this session will showcase smart tool options designed specifically for working with water features in the field. If it makes your work smoother, faster, or more effective, it's on the list.



SESSION	PRESENTER	DESCRIPTION
Elevate your fountain designs	Johnathon Butkus, Midwest Regional Sales Mgr	Tired of installing the same standard fountain displays? This session will introduce a new generation of unique fountain products and creative display options designed to help you break away from “cookie-cutter” installs and offer something truly distinctive.
	Josiah Crousore, Specialty Water Gardens	Explore innovative fountain effects, versatile display configurations, and advanced pump technologies that expand what’s possible in the field. You’ll learn how to design more dynamic, eye-catching installations that set your work apart, and how these solutions can help you win more projects and grow your business.
Training without limits: Oase Academy & Hands-on Learning	Patrick Bell, Training Manager	Discover how the Oase Academy is making it easier than ever to learn, grow, and stay ahead, anytime, anywhere. This new online training and education platform gives you on-demand access to product knowledge, installation techniques, and business-building resources designed to support your success in the field.
	Jordan Gale, Global Academy Manager	In addition to digital learning, we'll also highlight our in-person contractor training opportunities, where hands-on experience, real-world applications, and direct interaction with experts take your skills to the next level.
Swim ponds: Design principles and best practices	Kyle Weemhoff, Western Regional Sales Mgr	This session will explore proven design approaches, construction techniques, and system standards that have shaped some of the most successful swim pond installations abroad. You'll gain insight into what makes these systems work long-term, along with practical best practices you can incorporate into your own projects today.
	Sven Stamm, Global Product Manager	Walk away with a deeper understanding of swim pond design, and new ideas to elevate your work with proven European expertise.
Building Success: Juggling Retail & Installation	George Mihalchik, Ponds by George	Running a successful pond business is challenging enough, but adding a retail store introduces a whole new set of opportunities and obstacles. In this session, you'll hear real-world lessons on managing both sides of the business, from balancing time and resources to building a team that can support both operations.
		Discover what has worked, what hasn't, and how combining retail with installation has created new revenue opportunities, strengthened customer relationships, and fueled long-term growth. Whether you're thinking about opening a retail location or looking to improve your current operation, you'll leave with practical insights you can put to work in your own business.
Ecosystem Pond vs. Koi Pond: What's the Difference?	Shane Hemphill, Art of the Yard	Not all ponds are created equal. Join Shane as he explores the key differences between ecosystem ponds and dedicated koi ponds, and why understanding those differences is essential for long-term fish health and customer satisfaction.
		Drawing from years of experience, Shane will discuss the ideal habitat for koi, common design mistakes, and proven construction techniques that promote healthier fish and longer lifespans. You'll also learn how thoughtful design choices and the right filtration solutions can create a better environment for koi while setting your projects apart from the competition.
Where's the water going? A guide to leak detection	Demi Fortuna, Director of Product Info	A disappearing water level doesn't always tell the whole story. Join Sean and Demi as they walk through a proven process for determining whether you have a leak, and if you do, how to track it down efficiently.
	Sean Cudmore, Pond Creations by Sean	Learn practical troubleshooting techniques, common problem areas, and real-world tips for diagnosing leaks in ponds and water features. Whether you're dealing with a new installation or a long-standing service call, you'll leave with the knowledge and confidence to identify the source of the problem.

COMING SOON

Make the most of your Austin adventure

Thinking about arriving early or staying a few extra days? We highly recommend it! From live music and world-famous barbecue to scenic trails, local shops and unforgettable nightlife, Austin has something for everyone.

For even more ideas on what to see and do, here’s some trusted locals we suggest:

- [Vistaustin.com](#) - Official travel guide
- [Do512.com](#) - Local events and things to do
- [@visitautintx](#) - Explore Austin on Instagram
- [@512bites](#) - The best local food recommendations on Instagram

Here’s some of the Atlantic-Oase team’s recommendations:

Unique to Austin: Bats at Sunset

Head to the Congress bridge (walkable from hotel) before sunset. At sunset, North America’s largest urban colony of 1.5 million bats take flight. They typically emerge 20 to 30 minutes before or right after sunset.

Get outside: Hike & Bike Trail along Lady Bird Lake

The 10.1 miles of trail that loop around Lady Bird Lake is a popular draw for runners, cyclists and walkers.

Local nightlife: Rainey Street

Just around the corner from the hotel, are unique local bars and restaurants with a relaxing backyard-party atmosphere to explore during your stay.

Best BBQ: Terry Black’s BBQ

Home of legendary Central Texas BBQ
1003 Barton Springs Road
[terryblacksbbq.com](#)

Rustic Tap

Live music daily, sports bar, and open terrace serving local beers & pub bites
613 W 6th Street
[rustictapaustin.com](#)

Ranch experience add-on!

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