

# SHAWN P. DEROSA

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## **PROFILE**

Over twenty-five years' experience working in the non-profit and public sectors, including significant experience managing and working with non-profit organizations and institutions of higher education. Recognized by *Aquatics International* magazine as one of the top ten most influential people in aquatics. Recipient of the International Swimming Hall of Fame's 2006 Paragon Award for Aquatic Safety and the 2014 Association of Aquatic Professionals' Distinguished Service Award. Frequent speaker and author of articles concerning risk management, pool operations, water safety and recreational sports. Strong, progressive management background including strategic planning, budget oversight, policy development, media relations, legislation and training.

## **EXPERIENCE**

### **Owner**

DeRosa Aquatic Consulting – Orlando, FL 2006 - Present

- Conduct education and training programs and workshops, with a focus on risk management issues in sport and recreation programs.
- Serve as a consultant and expert witness regarding recreational programs, including a specialization in water safety and lifeguarding standards for pools and beaches.
- Developed and teach two nationally-recognized pool operator training programs, Practical Pool Management PLUS and Practical Pool Management.
- Developed an 8-hour Aquatic Risk Management (A.R.M.) series of programs targeted toward (1) Pool & Waterpark Operators, (2) Waterfront Areas, and (3) Hotel/Motel "HMAC" market.
- Internationally-recognized expert on pool operations, water safety, risk management and lifeguarding best practices, having taught classes in the U.S.A., Hong Kong, Mexico, Canada and the United Arab Emirates, including the Middle East's first ever Aquatic Management Workshop in Dubai, U.A.E.

### **Senior Associate Director of Campus Recreation**

#### **Business and Administration**

The Pennsylvania State University – University Park, PA 2017 - 2018

- Serve as the Department's chief financial officer, managing budgets in excess of \$14,000,000.
- As part of Senior Management team, responsible for strategic planning and implementation as well as for department-wide capital planning, including major maintenance and equipment renewal projects.
- Responsible for the development and implementation of Campus Recreation policies, procedures and best practices, consistent with University policies, for business and administrative services.
- Working with campus partners, implemented department-wide membership management and access control project.
- Serve as Department Safety and Risk Management officer; Member of University Safety Committee; Chair Campus Recreation's Safety & Risk Management Committee, which sets safety standards and expectations for all Campus Recreation facilities; Coordinate implementation of safety and health-related programs and initiatives within Campus Recreation.
- Developed program statements for three new multi-million dollar capital improvement projects: new Aquatics Center, new Tennis Center and major renovations to Stone Valley Outdoor Recreation Area.

**Associate Director of Campus Recreation: Aquatics**  
**Manager of Aquatic Facilities for Intercollegiate Athletics**  
**Affiliate Associate Professor of Kinesiology**

2015 - 2017

2009 - 2015

The Pennsylvania State University – University Park, PA

- Managed overall operation of University aquatic facilities, including both recreational and competitive indoor pools, an Olympic-sized (50-meter) outdoor pool, an “Endless Pool” and a spa.
- Prepared, monitored, and analyzed annual operating budget exceeding \$500,000.
- Directed the maintenance of equipment and facilities and recommended capital improvements including renovations and new facility development.
- Expanded programmatic offerings and exceeded revenue expectations by 50%, generating over \$300,000 in program-related revenue. Through efficient use of resources, reduced payroll expenses by approximately 20% (\$100,000).
- Served as the Safety Officer for Intercollegiate Athletics/Campus Recreation, serving on the University’s Safety Council. Working with Environmental Health & Safety, coordinate implementation of health and safety initiatives within Intercollegiate Athletics/Campus Recreation, including the AED program and other OSHA-related safety programs (e.g. bloodborne pathogens, fall protection, lockout-tag out, machine shop safety, aerial lift safety).
- Along with PSU’s Risk Management office, worked closely with Campus Recreation programs regarding policy development and program-related risk management and/or safety concerns.
- Worked with and advised staff at the Nittany Lion Inn and Penn Stater Hotel and Conference Center regarding standards and best practices for management of pools and spas.
- Directly supervised, trained and mentored approximately 100 lifeguards and customer service representatives in addition to team of five full-time staff members.
- Established and maintained policies, rules and regulations for the safe and enjoyable use of Penn State aquatic facilities consistent with national standards and best practices.

**Assistant Professor / Adjunct Faculty**

2003 - 2009

Salem State College (renamed Salem State University) – Salem, MA

- Taught the following undergraduate classes within the Department of Sport, Fitness and Leisure Studies:
  - *Leisure Services and Facilities*
  - *Camp Management*
  - *Fitness Swimming*
  - *Management in SFL Studies*
  - *First Responder*
  - *Introduction to Leisure Studies*
  - *Commercial Recreation*
  - *Swimming*
  - *Ballroom Dancing*
  - *Leisure & Aging*
  - *First Aid & CPR/AED*
  - *Legal Issues in SFL*
  - *Leisure/Fitness Programming & Management*

**Northeast Regional Director**

National Recreation and Park Association – Lynn, MA

2002 - 2004

- Organized and directed the Association’s programs and services within the New England and Mid-Atlantic states; implementing the goals, objectives and policies of the Association through two volunteer leadership boards (New England Regional Council and Mid-Atlantic Regional Council).
- Successfully planned and managed conferences and workshops within the region resulting in increased participation and revenues while reducing overall expenses through sponsorship opportunities.
- Increased NRPA membership within New England region; maintained membership levels within Mid-Atlantic; worked with state-affiliates to expand membership in their associations through implementation of NRPA's "Benefits Are Endless" campaign.
- Built and participated in coalitions; developed partnerships; advocated for health and youth services.
- Monitored state legislative programs affecting park and recreation member agencies; encouraged citizen grass roots advocacy.

### **Aquatics Program Coordinator**

Massachusetts Department of Environmental Management – Boston, MA

1998 – 2002

Agency renamed to *Department of Conservation and Recreation*

- Developed and evaluated program policies and procedures for the safe and efficient operation of over 66 aquatic facilities, including 20 swimming pools, 38 inland beaches, and 8 ocean beaches.
- Reviewed, recommended and prioritized program-related capital investments exceeding \$1 million.
- Developed and monitored statewide lifeguard recruitment initiatives, resulting in full staffing of over 500 lifeguards at DEM pools and beaches.
- Reviewed, analyzed and evaluated program reports, customer survey data, and customer correspondence.
- Assisted agency staff in policy development and in drafting responses to legislative inquiries and pending legislation.

### **Assistant Aquatic Director**

Blue Hills Regional Technical School – Canton, MA

1993 - 1998

- Part-time position assisting Aquatic Director in supervising 40 lifeguards and instructors.
- Conducted basic and instructor-level courses in water safety and lifeguarding.
- Assisted with the supervision of the Blue Hills Wellness Center, a community-based fitness facility containing cardiovascular equipment, Nautilus stations, Universal equipment, as well free weights and group fitness programs.

### **Health Services Administrator**

American Red Cross, Northern Bristol/Norfolk Chapter – N. Attleboro, MA

1992 - 1993

- Directed all Red Cross health service programs and services within seven communities.
- Supervised two full-time staff members, 10 part-time instructors, and numerous volunteer instructors.
- Coordinated the Chapter's Health Service Committee, a board of volunteer leaders that helped establish program priorities and service delivery benchmarks.
- Significantly expanded corporate client base for health and safety training programs.

## **HIGHER EDUCATION**

**Juris Doctor *cum laude***, Suffolk University Law School – Boston, MA

1997

**Bachelor of Science in Business Administration/Marketing**, Boston College – Chestnut Hill, MA

1992

## **PUBLICATIONS**

- DeRosa, S. P. (2019, October). Managing Through the Storm. *Aquatics International*.
- DeRosa, S. P. (2019, September). A Bolt and a Clap. *Aquatics International*.
- DeRosa, S. P. (2019, June). Survey Shows Continued Inconsistencies in Lightning Protocol. *Aquatics International*.
- DeRosa, S. P. (2014, January). Hypoxic Training: A Risk Analysis. *SportRisk*.
- DeRosa, S. P. (2014). *Preparing for and coping with emergencies*. In T. J. Griffiths (Ed.), *The complete swimming pool reference, third edition* Urbana, IL: Sagamore Publishing, LLC.
- DeRosa, S. P. (2014). *Legal Liability and Risk Management*. In T. J. Griffiths (Ed.), *The complete swimming pool reference, third edition* Urbana, IL: Sagamore Publishing, LLC.
- DeRosa, S. P. & Abajian, A. (2012, June). Recruitment 101. *Aquatics International*.
- DeRosa, S. P. & Abajian, A. (2012, June). Managing Greatness. *Aquatics International*.
- DeRosa, S. P. (2011). *Liability and risk management*. In T. J. Griffiths, *Safer beaches* (pp. 30-40). Champaign, IL: Human Kinetics.
- DeRosa, S.P. (2011, February). How to Identify Risks at Aquatic Facilities. *Athletic Business*.
- DeRosa, S. P. & Oostman, M. (2007, September). A timing issue. *Aquatics International*.

- DeRosa, S. P. (2003). *Preparing for and coping with emergencies*. In T. J. Griffiths (Ed.), *The complete swimming pool reference, second edition* (pp. 361-366). Urbana, IL: Sagamore Publishing, LLC.
- DeRosa, S. P. (2003, January). Communicable diseases in the recreation community. *Parks & Recreation*, pp. 64-66.
- DeRosa, S. P. & Benton, R. (2002, August). The stink over the ink: the intersection of tattoos, free speech and employer mandates. *Parks & Recreation*, pp. 58-61.
- DeRosa, S. P. & Benton, R. (2002, July/August). Saving your skin. *Aquatics International*.
- DeRosa, S. P. (2002, April). The tide is shifting. *Aquatics International*.
- DeRosa, S. P. (2001, October). Do water wings fly? *Aquatics International*.
- DeRosa, S. P. (2001, June). Leaving a paper trail. *Aquatics International*.
- DeRosa, Shawn P. (2001). 10/20 Protection Rule – Make It Work for You, *From the Stand*, Volume 4, Issue 4.
- DeRosa, S. P. (2000, March). Safer beaches are better beaches. *Aquatics International*.

### **OTHER**

- Power 10 Honoree, *Aquatics International*, 2020
- Association of Aquatic Professionals, *2014 Distinguished Service Award*
- Krames-Staywell, Subject Matter Expert and Lead Technical Consultant; American Red Cross Lifeguarding Project (r.12)
- 2006 Paragon Award “For Outstanding Contribution to Aquatic Safety”, International Swimming Hall of Fame, Recipient
- Power 25: One of the 25 Most Powerful People in the World of Aquatics, Recipient, *Aquatics International Magazine*, February 2005
- 2003, 2005 “Who’s Who in Aquatic Leadership”, Recipient, *United States Water Fitness Association, Inc.*
- “Who’s Who in Aquatics” 2002, 2003, 2004 Recipient, *Aquatics International Magazine*
- *Adjunct Faculty*, Business Management/Legal Studies Program, Bay State College, 2002
- Aquatic Director, Framingham Country Club (Seasonal) 2005-2009

### **VOLUNTEER SERVICE**

- Council for the Model Aquatic Health Code, Injury Prevention Technical Support Committee, Member, 2020
- Association of Aquatic Professionals, 2012 & 2013 Conference Chair, 2014 Conference Committee
- American National Red Cross, “Sounding Board” Member, 2012 Lifeguarding Program
- American National Red Cross, Technical Reviewer, 2011 CPR/AED for Professional Rescuers and Health Care Providers Program
- American National Red Cross, Technical Advisory Group Member, 2001 Lifeguarding Program, 2003 Lifeguard Management Program
- American National Red Cross, Technical Consultant / External Reviewer, 2002 CPR for the Professional Rescuer Program
- American Red Cross Instructor / Instructor Trainer, 1988 – Present
- NRPA Aquatic Facility Operator Board of Directors, Member, 2001-2004
- New England Aquatics Network, Inc., Founding Member and President, 2000-2003

### **PROFESSIONAL MEMBERSHIPS**

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| • Association of Aquatic Professionals        | • Council for the Model Aquatic Health Code           |
| • Association of Pool and Spa Professionals   | • National Intramural-Recreational Sports Association |
| • Connecticut Recreation and Park Association | • World Waterpark Association                         |
| • Massachusetts Bar Association               |   |

## **CERTIFICATIONS / PROFESSIONAL DEVELOPMENT PROGRAMS**

- *Designated Aquatic Professional* ("AqP"), Association of Aquatic Professionals
- *Registry of Collegiate Recreational Sport Professionals*, National Intramural-Recreational Sports Association
- *Certified Pool-Spa Inspector*, National Swimming Pool Foundation
- *Aquatic Facility Audits*, National Swimming Pool Foundation
- *Emergency Medical Technician*, Commonwealth of Massachusetts (1992-Present)
- *Instructor Trainer*, American Red Cross Lifeguarding/Waterfront Program (r.17)
- *Instructor Trainer*, American Red Cross Water Safety Program (r.09)
- *Instructor Trainer*, American Red Cross CPR/AED for Professional Rescuers & Health Care Providers Program (r.16)
- *Instructor Trainer*, American Red Cross First Aid/CPR/AED Program (r.16)
- *Instructor Trainer*, Aquatic Safety Research Group, LLC
  - Practical Pool Management & Practical Pool Management PLUS
  - Aquatic Risk Management
- *Instructor Trainer*, American Academy of Orthopaedic Surgeons/American College of Emergency Physicians: Emergency Care and Safety Institute
- *Instructor*, National Recreation and Park Association
  - Aquatic Facility Operator; Better Beaches and Waterfront Management, Lead Instructor (1999-2004)
  - National Aquatic Management School, Faculty (2001- 2009)
- Lifeguarding/First Aid, American Red Cross
- CPR/AED for Professional Rescuers, American Red Cross
- Oxygen Administration, American Red Cross
- Scuba Diver, National Association of Underwater Instructors (NAUI)
- Pool Operator Certifications
  - Aquatic Facility Operator, NRPA (Expired)
  - Certified Pool & Spa Operator, NSPF (Expired)
  - Practical Pool Management Plus, ASRG (Current)

## **CONTINUING EDUCATION (2020)**

- Emergencies are Stressful: Will the Lifeguard Freeze? (1.25 hrs)
- Lifeguards: Where are they? On Vacation! (1.25 hrs)
- Don't Tell Me That (1.25 hrs)
- When & Why Drownings Occur with Lifeguards on Duty (1.25 hrs)
- The Latest on High Performance Drowning Response (1 hr)
- Transgender - Are you in over your head? (3 hrs)
- How to Lose a 21 Million Dollar Drowning Lawsuit (1.25 hrs)
- Increase Safety Utilizing Controller Technology (1.25 hrs)
- Protecting Swimmers from Drowning Using the MAHC (1.25 hrs)
- The Mindful Lifeguard (1.25 hrs)
- Small Drops of Change that Make Big Splashes: Impacting Growth and Change in Aquatics (1.25 hrs)