



Western North America Candidate

## **Kelly Sall**

General Manager, Water Rides  
Whitewater West  
Primary Location: Canada  
*Running for 2nd term*



### **ABOUT THE APPLICANT:**

Growing up, theme parks captivated me. From my first Disneyland trip at age 4 to various parks visited along the west coast, my passion was evident. A childhood visit to a water park, built and operated by my current boss, was particularly memorable. My formative years were filled with reading about Disney, Universal, and roller coasters.

While studying mechanical engineering in university, I also took night courses in entertainment arts to prepare for a career in the entertainment sector, be it amusement parks or film. After ten years in the marine sector, I joined the themed entertainment arena with WhiteWater West. Initially focusing on water slides, I soon transitioned to water rides, contributing to our product range, and weathering the COVID storm. Now, as General Manager, I lead a dedicated team of 12 and oversee product strategy and business operations.

My dedication extends beyond the office; I believe in enhancing our industry. I've participated in the ASTM F24 Committee on ride safety, setting standards for rides' entire life cycle. Moreover, participating in TEA events introduced me to other like-minded enthusiasts. Noticing a lack of representation in Vancouver, I spearheaded local events, bringing together known and unknown industry players, all hungry for connection.

While COVID curtailed event planning, I've helped run a few events, aiming to make them more inclusive for members across the Pacific Northwest. I've also supported TEA events, volunteering, and using my social media influence to amplify their reach.

Being part of the board has been a privilege. Having recently completed my MBA, I'm eager to dive deeper into my role on the board and continue advocating for our industry's future.

### **VISION FOR THE TEA**

During my time with TEA, both COVID and my MBA program limited my active involvement. Yet, I managed to attend several TEA events across North America, often aligned with trade shows.

I aim to maintain my attendance at these events, whether linked with trade shows or not, and I'm keen to assist in organizing a SATE event. My local focus is to enhance the frequency of events in the Pacific Northwest. With the solid support of Darren Brown, Donnelly Williams, and other dedicated volunteers, we'll increase both casual mixers and large-scale events. The Vancouver area boasts a multitude of Themed Entertainment companies and world-class attractions that reflect the Pacific Northwest's natural splendor, offering unique event possibilities.

I also plan to boost membership, especially in Vancouver. Numerous firms here, primarily supporting the film sector, could benefit from stronger TEA ties, broadening our collective network. By engaging them, we can showcase the advantages of our industry and TEA membership.

Inspired by Donnelly Williams, I'm committed to promoting NextGen and other industry gateways for young enthusiasts. I remember the challenges I faced entering this industry and want to simplify the journey for those equally passionate.

## **SKILLS AND CORE COMPETENCIES**

I recently enhanced my skills in business administration, strategic planning, and specialized in technology management through my MBA. This program equipped me with knowledge about digital transformation and AI tool implementation, which I'm eager to bring to my work with the board.

My studies also honed my written communication, and I'm keen to continue my support and involvement with the communication committee's social media endeavors. Furthermore, having developed my sales and negotiation abilities both in academia and practice, I'm enthusiastic about applying these to membership drives and sponsorship outreach.