



**Discovery**  
UNIVERSITY  
*at SeaWorld*

WHERE DISCOVERY  
RUNS DEEP

CONSERVATION FUND



# Welcome

TO DISCOVERY UNIVERSITY

SeaWorld has long been known as a one-of-a-kind venue for convention group events. Hosting hundreds of groups a year, SeaWorld offers meeting professionals endless opportunities and unparalleled locations that immerse guests in the mystery of the sea. Learn how what we do can apply to your business.

Along with the perfect setting for your next event, SeaWorld can now provide you with program content. Our roster of dynamic speakers is ready to share their knowledge with your group at Discovery University.

As part of your next group outing, inspire your team in a unique setting while the experts at SeaWorld share how their experiences in our Worlds of Discovery relate to the realities of your world.

Each speaker's presentation can be tailored to suit your meeting objectives. Our event professionals will help you achieve maximum results from your program by connecting you to the right resource. Topics include:

- **LEADING THE SEAWORLD WAY** Inspire teamwork and cooperation by learning firsthand how SeaWorld leaders create, nurture and develop a trusting relationship with our animals. Many of the same principles apply in business or personal situations, as documented by well-known SeaWorld killer whale expert and author Chuck Tompkins in his bestseller, *Whale Done*.
- **CREATIVITY — FIRST STEP TO ORIGINALITY** Unleash your group's creativity and inspire them to think big by learning how SeaWorld's creative development teams bring new shows, attractions and rides from conception to development to opening. After gaining an understanding of what goes on behind the scenes to make phenomenal attractions like Manta or our Believe killer-whale show come to life, your group can experience our finished product for themselves.
- **A WORLD OF DIFFERENCE** Learn about SeaWorld's history of conservation and animal rescue and how our eco-conscious associates, the Blue Team, have developed a company-wide program that could help inspire you in the creation of simple, green-themed, difference-making initiatives.

Our experts will share insider elements of our world-class attractions to show how SeaWorld has combined psychology with creativity and cutting-edge technology to achieve our business goals.

From a unique retreat for a core group of top executives to a company-wide motivational presentation for thousands, Discovery University is the answer. Our event professionals will work with you to customize a program that will help your attendees apply the best of our learnings to achieve their goals.

TO DISCOVER MORE ABOUT HOSTING A GROUP EVENT  
AT SEAWORLD OR DISCOVERY COVE, CALL (407) 363-2214 TO SPEAK  
WITH AN EVENT PROFESSIONAL.

# Speaker

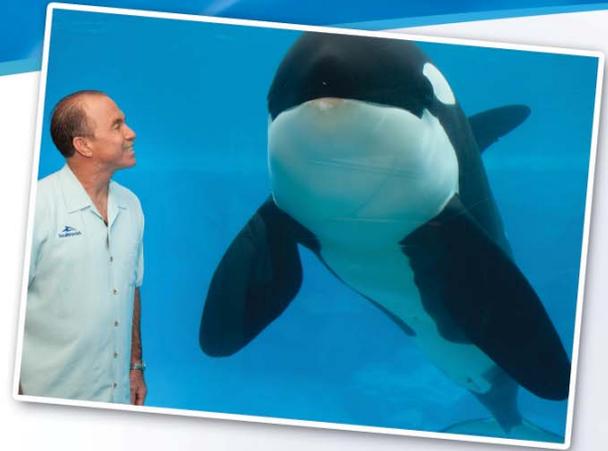
BIOGRAPHIES

To enhance your event and make it a truly memorable experience, SeaWorld offers an elite collection of speakers available to address your group via a keynote speech, corporate pep rally, and up-close animal presentations. Below are speaker options for corporate and group events.

## Jack Hanna

### ANIMAL AMBASSADOR

Animal expert Jack Hanna is most recognizable as host of the nationally syndicated program, *Jack Hanna's Animal Adventures*, and his animal antics are seen regularly on *Good Morning America* and *The Late Show with David Letterman*. Hanna served as executive director of the Columbus Zoo and Aquarium in Columbus, Ohio, for 22 years. In 1992, he was appointed director emeritus of the zoo. He serves as an animal ambassador for SeaWorld and Busch Gardens, promoting wildlife education and conservation around the country.



## Chuck Tompkins

### CORPORATE CURATOR OF ZOOLOGICAL OPERATIONS *SeaWorld Parks & Entertainment*

Chuck Tompkins is the Corporate Curator of Zoological Operations for SeaWorld Parks & Entertainment. He has worked for the SeaWorld parks for more than three decades, much of that time as the Vice President of Animal Training for SeaWorld Orlando. Chuck is responsible for the physical and behavioral health of all animals under SeaWorld's and Busch Gardens' care and helps to oversee animal acquisitions and transports. He has won numerous training awards from the International Marine Animal Association. He has written and co-authored many scientific papers on training and behavior. In 2002, Chuck co-authored a *New York Times* best-selling book, *Whale Done*, with Ken Blanchard. In 2009, Chuck and Ken Blanchard, the world's best-selling business author, again teamed up to produce *Whale Done Parenting*. As a result of these books, Chuck speaks fluently to groups promoting the power of positive relationships.

# Speaker

BIOGRAPHIES



## Julie Scardina

ANIMAL AMBASSADOR

Julie Scardina is Animal Ambassador and Corporate Curator for SeaWorld, Busch Gardens and Discovery Cove. A longtime marine-mammal trainer at SeaWorld San Diego, Julie is a board member for the SeaWorld & Busch Gardens Conservation Fund. Her concern for our planet and its wildlife are the foundation of her presentations, whether live or on-screen. She is an advocate for animals and the environment, sharing her passion with millions of television viewers, event-goers and guests of SeaWorld, Busch Gardens and Discovery Cove. Julie appears monthly on NBC's *Today* and made more than fifty appearances on *The Tonight Show* with Jay Leno. Julie appeared regularly for five years on *The Rosie O'Donnell Show*, and has made numerous appearances on other national daytime talk shows and TV news shows.



## Brian Morrow

CORPORATE DIRECTOR  
CREATIVE DEVELOPMENT

*SeaWorld Parks and Entertainment*

Brian Morrow oversees the Creative Development for all attractions throughout the SeaWorld Parks and Entertainment system. Recent successes include the Polar Express Experience and the mega attraction — Manta at Seaworld Orlando. Brian has been involved in themed entertainment design for 13 years. Prior to his work at SeaWorld Orlando, Brian served as the Director of Construction for Tampa's Lowry Park Zoo. He started his career at Six Flags AstroWorld in 1996 and later moved to Orlando with PCL Construction where he served as Theming Project Manager for Kali River Rapids at Disney's Animal Kingdom, Wilderness Lodge Vacation Club, and Tropics of the America's at West Palm Beach Zoo. Brian earned his B.S. in Civil Engineering from Auburn University and currently serves as the President for the Themed Entertainment Association – Eastern division.



## Kelly Flaherty-Clark

CURATOR

*SeaWorld, Discovery Cove & Aquatica*

Kelly Clark is the Curator for Animal Training for SeaWorld Orlando. Her primary responsibilities include overseeing the physical health, behavior modification, training and enrichment for all animals at SeaWorld. Her multifaceted training and performing experience also includes killer whales and otters. Clark has been with SeaWorld for more than twenty years and is the recipient of several international marine animal training and zoological behavior awards. Clark is a graduate of Ohio State University.

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