



AFO Instructor Information

Juliene Hefter, MSOLQ
Executive Director/CEO

Juliene Hefter is a certified AFO Instructor and is also the Executive Director/CEO for the Association of Aquatic Professionals.

From January, 2005 - February 2013 she was the Deputy Director for the Wisconsin Park & Recreation Association, a premiere Park and Recreation Associations in the nation. She was responsible for membership development and recruitment, coordinating educational development, development of marketing initiatives including the design and maintenance of the Association website, negotiating and implementing contracts and agreements, and generating revenue and corporate sponsorships.

Juliene Hefter received her Bachelor of Science in Recreational Leadership from the University of Wisconsin, LaCrosse and holds a Master of Science in Organizational Leadership and Quality from Marian College. She has a long and illustrious career in aquatics and park and recreation administration, and has been the Manager of Recreation Services for the City of West Bend, Park and Recreation Director for the City of Horicon, Supervisor of Recreation & Aquatics Director for the Fond du Lac School District, and the Park and Recreation Director for the Village of Germantown.

She has served in a number of leadership positions with both state and national organizations, including being the Chairperson for the National Recreation and Park Association's 2005 National Aquatic Conference, Member and Chairperson of the Aquatic Facility Operators Board of Directors, 2007 General Chairperson of the National Aquatic Management School and National Aquatic Conference, 2007 President of the National Aquatic Council, Chairperson of the Wisconsin Park & Recreation Association's Recreation Section, Chairperson of the Southeast Park and Recreation Council, and Vice-Chairperson of the Washington County park and Open Space Technical Advisory Committee. She is also currently the President of the Association of Aquatic Professionals. Her distinguished career includes being the recipient of the Wisconsin Park & Recreation Association's Professional Award of Merit, the Recreation Professional of the Year, Aquatic Professional of the Year, and the recipient of the Public Policy Innovation Award. She was recently named to the "Top 25 in Aquatics" by Aquatics International.

She is a renowned speaker and author on a variety of management and administrative topics, including A Hands On Approach to Corporate Sponsorships, Sexual Harassment Training for Part-Time and Seasonal Staff, Public Perception of Lifeguards, Marketing and Promotions, and Team Building and Special Events. Juliene provides consulting work and expert witness services in aquatic related areas. She is currently sitting on the Sounding Board for the development of the New American Red Cross Lifeguarding Program. She is also one of the founders and President of the Association of Aquatic Professionals.