WWEMA
44th Washington Forum

Understanding the New Reality
Making Sense Out of Change

March 21-23, 2017
The Westin Georgetown
Washington, DC

Water Week 2017
Navigating Buy America(n) and American Iron and Steel
Carolina Mederos, Principal, Squire Patton Boggs LLP

We are all aware that the new Administration ran on a platform of “Buy American, Hire American” – but what does that really mean? Currently, there exists complex and confusing requirements at the Federal level across transportation, water, and other infrastructure related to “Buy America”, “Buy American”, “American Iron and Steel” and others. Navigating the existing requirements has become increasingly challenging at the Federal level – not to mention the additional regulations in place in many states. New Presidential Executive Orders and Memoranda, Congressional legislation, state initiatives, and trade discussions have further complicated the discussion. Ms. Mederos, an expert on this topic, will provide an overview of current legislation and regulations and discuss recent new directions with the purpose of helping manufacturers better understand the current and potentially changing landscape to determine how best to position companies for success.

Construction Faces New Opportunities, New Uncertainties
Ken Simonson, Chief Economist, Associated General Contractors

Contractors have expressed greater optimism about the outlook for construction than in any year since the recession. Potentially higher economic growth, homebuilding, and infrastructure spending could boost water and wastewater construction along with other markets, and contractors are hoping for regulatory and tax relief. But the range of possible policy outcomes has also expanded—including higher costs, lower labor availability, and slower growth. AGC’s Chief Economist will describe the possibilities, the threats, and his forecast.

The New Administration - It’s Been a Busy 60 Days!
Vanessa Leiby, Executive Director, Water and Wastewater Equipment Manufacturers Association

WWEMA Executive Director Vanessa Leiby will provide a brief overview of the Trump Administration’s first 60 days in office and how it is redefining the role of government, trade, and manufacturing in the U.S. She will explore various Presidential Memoranda and Executive Orders and the recently released Budget Blueprint and highlight the potential impacts on environmental regulations and the business environment.
national drinking water standards; oversees and assists in funding of state drinking water programs and source water protection programs; helps small drinking water systems; protects underground sources of drinking water through the Underground Injection Control Program; and provides information about drinking water quality to the public.

Andrew Sawyers, Ph.D., Director, EPA Office of Wastewater Management
The Office of Wastewater Management (OWM) supports the Clean Water Act by promoting effective and responsible water use, wastewater treatment, disposal, and management and by encouraging the protection and restoration of watersheds. OWM provides regulatory standards, voluntary management approaches, and financial and technical assistance to states, tribes, communities, and regulated entities to protect human health and aquatic ecosystems, reduce flooding, and protect the nation's infrastructure investment.

Betsy Southerland, Ph.D., Director, EPA Office of Science and Technology
The Office of Science and Technology (OST) works with states, tribes, and other stakeholders to develop recommended safe water quality levels for toxics, nutrients, and pathogens to help ensure our nation's waters can be used for fishing, swimming, and drinking water. OST also develops economically and technologically achievable performance standards to address water pollution from industry.

Rick Farrell, Executive Director, Council of Infrastructure Financing Authorities
The Council of Infrastructure Financing Authorities (CIFA) is the national organization of state, regional, and local entities working for needed environmental infrastructure funding from governments and capital markets, and for effective use of these financial resources. CIFA promotes national policies that increase and facilitate the understanding of environmental infrastructure investment, and facilitate effective funding mechanisms and delivery systems.

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Julia Anastasio, J.D. Executive Director, Association of Clean Water Administrators
The Association of Clean Water Administrators (ACWA) is a national, nonpartisan professional organization. Association members are the state, interstate, and territorial officials who are responsible for the implementation of surface water protection programs throughout the nation. In addition to serving as a liaison among these officials, the Association facilitates their communication with the Federal Government and promotes public education.
8:45 - 9:15 a.m.  Washington Ballroom
The New Precision Targeting Sales Model for the Water Industry
Ahmed Badruddin, CEO, WatrHub, Inc.
WatrHub is a fast-growing Big Data company that has introduced a novel, analytics-driven approach for water industry firms to pinpoint prospective utilities. Ahmed will share the WatrHub vision and practical applications used by companies to improve their approach to targeting sales opportunities using data.

9:15 - 10:00 a.m.  Washington Ballroom
LIFT, An Innovation Ecosystem
Aaron Fisher, Ph.D., Technology and Innovation Manager, Water Environment & Reuse Foundation
Aaron will present the results of a recent survey of municipalities that identifies their technology needs and provide an update on several innovative research projects including a novel project looking at creating diesel fuel and natural gas from municipal wastewater treatment biosolids. He will also provide an update on the FAST Water (Test Bed) Network and LIFT Link and share how manufacturers can engage more directly to meet end-users’ needs.

10:00 - 10:45 a.m.  Washington Ballroom
Renewing the Water Industry - Creating the Water Resources Utility of the Future
Mike Lunn, Manager, Environmental Service Department, City of Grand Rapids, MI
Karen Pallansch, Chief Executive Officer, Alexandria Renew Enterprises, Alexandria, VA
The City of Grand Rapids, MI and Alexandria Renew (AlexRenew) Enterprises, Alexandria, VA are two outstanding examples of the water resources Utility of the Future. Through visionary and committed leadership, these utilities have gone above and beyond compliance to become agents of positive change in their communities. Mike and Karen will share how they are transforming the treatment of water resources and renewing the water industry.

10:45 - 11:15 a.m.  Washington Ballroom
What Innovative Technologies are End Users Looking For?
Cristina Ahmadpour, President, Isle Inc.
Cristina will present a summary of what innovative technologies end users are looking for, and provide an update on several innovative research projects including a novel project looking at creating diesel fuel and natural gas from municipal wastewater treatment biosolids. She will also provide an update on the FAST Water (Test Bed) Network and LIFT Link and share how manufacturers can engage more directly to meet end-users’ needs.

11:15 - 11:30 a.m.  Washington Ballroom
Wrap-up and Adjourn
John Dyson, Washington Forum Chair

12:00 noon - 3:00 p.m.  Scott Room
WWEMA Board Lunch and Board Meeting
Meeting Rooms

The Westin Georgetown
2350 M Street NW
Washington, DC 20037
(202) 429-0100