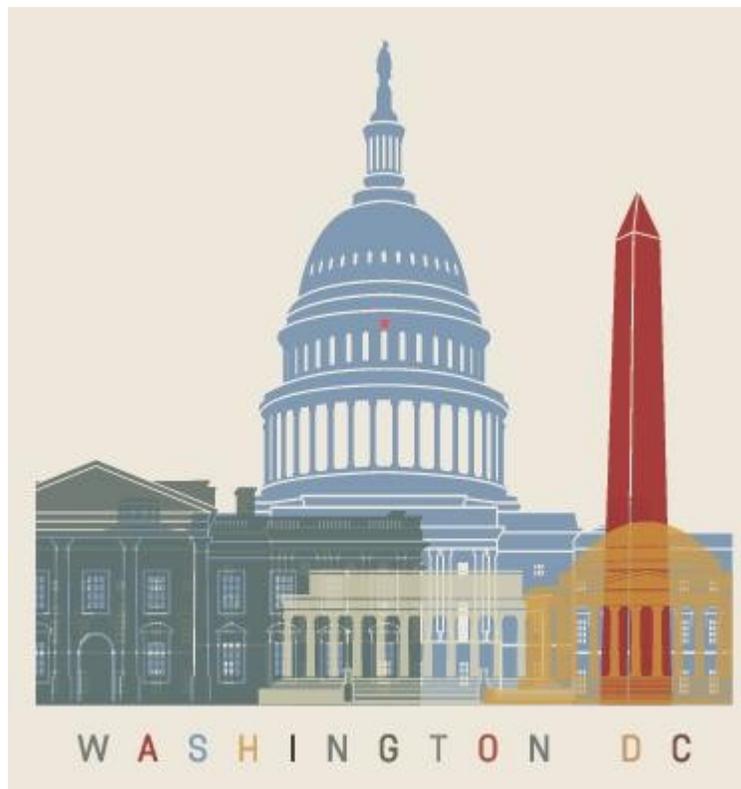


WWEMA 44TH WASHINGTON FORUM

Understanding the New Reality Making Sense Out of Change

**MARCH 21-23, 2017
THE WESTIN GEORGETOWN
WASHINGTON, DC**



WATER WEEK 2017

Onsite Program

WWEMA 44th WASHINGTON FORUM

Schedule of Events

Tuesday, March 21

- 🕒 **11:00 a.m. - 5:00 p.m.** 🗨️ *Washington Ballroom Foyer*
Registration
- 🕒 **9:30 - 11:30 a.m.** 🗨️ *Dupont Room*
Executive Committee Meeting
- 🕒 **12:00 noon - 1:00 p.m.** 🗨️
Lunch on Own
- 🕒 **1:00 - 3:00 p.m.** 🗨️ *Scott Room*
Membership & Marketing Committee Meeting
(All Members)
- 🕒 **3:00 - 5:00 p.m.** 🗨️ *Scott Room*
Legislative/Regulatory Committee Meeting
(All Members)
- 🕒 **5:30 - 7:00 p.m.** 🗨️ *The Promenade*
Welcome Reception

Wednesday, March 22

- 🕒 **7:00 a.m. - 5:00 p.m.** 🗨️ *Washington Ballroom Foyer*
Registration
- 🕒 **7:30 - 8:00 a.m.** 🗨️ *Thomas Boardroom*
Manufacturer Reps Meeting
- 🕒 **8:00 - 8:30 a.m.** 🗨️ *Washington Ballroom Foyer*
Continental Breakfast
- 🕒 **9:00 - 9:30 a.m.** 🗨️ *Washington Ballroom*
Welcome and Announcements
John Dyson, Aqua-Aerobic Systems, Washington Forum Chair
- 🕒 **9:30 - 9:45 a.m.** 🗨️
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.

- 🕒 **9:45 - 10:30 a.m.** 🗨️ *Washington Ballroom*
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.

- 🕒 **10:30 - 11:00 a.m.** 🗨️ *Washington Ballroom Foyer*
Networking Break

- 🕒 **11:00 a.m. - 12:00 noon** 🗨️ *Washington Ballroom*
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.

- 🕒 **12:00 noon - 1:30 p.m.** 🗨️ *The Promenade*
Networking Lunch

- 🕒 **1:30 - 2:30 p.m.** 🗨️ *Washington Ballroom*
What's Next for the U.S. Environmental Protection Agency, Office of Water? (Panel Discussion)
Peter Grevatt, Ph.D., Director, EPA Office of Ground Water and Drinking Water

The Office of Ground Water and Drinking Water (OGWDW), together with states, tribes, and its many partners, protects public health by ensuring safe drinking water and protecting ground water. It oversees implementation of the Safe Drinking Water Act. OGWDW develops and helps implement nati-



onal 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.

🕒 **2:30 - 2:45 p.m.** 🗝️
Break

Washington Ballroom Foyer

🕒 **2:45 - 3:30 p.m.** 🗝️

Washington Ballroom

Regulatory Implementation and Infrastructure Financing – What Can We Learn from the States and State Financing Authorities? (Panel Discussion)

Alan Roberson, P.E., Executive Director, Association of State Drinking Water Administrators

The Association of State Drinking Water Administrators (ASDWA) is the professional Association serving state drinking water programs. ASDWA represents and advocates for state issues to Congress, the U.S. Environmental Protection Agency (EPA), and other professional organizations. Alan became Executive Director in January 2017 following decades-long leadership as Director of Regulatory Affairs at the American Water Works Association.

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.

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.

🕒 **3:30 - 3:45 p.m.** 🗝️
Break

Washington Ballroom Foyer

🕒 **3:45 - 4:15 p.m.** 🗝️

Washington Ballroom

The Economic Opportunity of Investing in Water Infrastructure

Emily Feenstra, Deputy Director, U.S. Water Alliance

We have an incredible opportunity to make needed investments in our nation's clean water and drinking water infrastructure systems. Emily Feenstra will detail the findings from a new report from the Value of Water Campaign that evaluates the economic benefits of investing in water infrastructure. The report finds if we close the investment gap for water infrastructure, there is a ripple effect of sustained job creation, GDP growth, and other benefits.

🕒 **4:30 - 6:30 p.m.** 🗝️

902 Hart Senate Office Building

Congressional Reception

WWEMA is co-sponsoring this Congressional Reception with other water associations in town for Water Week 2017 to collaborate, engage Congress, and to unite as "one voice for water." Plan to attend this unique networking event which is included in your registration fee. Busses will depart from the hotel lobby at 4:30 p.m. sharp and will return WWEMA attendees back to the Westin Georgetown at 6:30 p.m. Come hear from members of Congress, engage your Congressional delegation, and share your perspectives with members from AWWA, AMWA, NACWA, the U.S. Water Alliance, WEF, WE&RF, the Water Research Foundation, and WaterReuse. Be sure to bring your name tags.

Thursday, March 23

🕒 **7:30 a.m. - 12:00 noon** 🗝️
Registration

Washington Ballroom Foyer

🕒 **8:00 - 8:30 a.m.** 🗝️
Continental Breakfast

Washington Ballroom Foyer

🕒 **8:30 - 8:45 a.m.** 🗝️

Washington Ballroom

The Future Direction of WWEMA

Mark Turpin, WWEMA Chair, President, Duperon Corporation

WWEMA Chair, Mark Turpin will share his vision and direction for the Association and the steps the Board and Committees are taking to meet member needs through creation of various products and initiatives.

🕒 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, which have been informed through the TAG process. She will also share what technologies are being reviewed through Isle's vetting process. Further, she will highlight a few case studies that illustrate the challenge of early commercialization as technology companies scale up, secure investment, and engage with their initial customers.

🕒 11:15 - 11:30 a.m. 🎧

Wrap-up and Adjourn

John Dyson, Washington Forum Chair

🕒 12:00 noon - 3:00 p.m. 🎧

Scott Room

WWEMA Board Lunch and Board Meeting



**JCM
INDUSTRIES**



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WATER REMEDIATION TECHNOLOGY, LLC.



PENTAIR

Antitrust Policy

The Water and Wastewater Equipment Manufacturers Association (WWEMA) is a trade association whose purpose is to promote the common interest of its members and the water and wastewater industry at large, when such interests do not conflict with the common good. WWEMA is not intended to become involved, and it will not become involved, in the competitive decisions of its member companies; nor will it take action that would tend to restrain competition in the water and wastewater equipment industry.

Nevertheless, it is recognized by the Board of Directors of WWEMA that its activities could be regarded by some as a forum of opportunity to promote anti-competitive conduct. For this reason, the Board of Directors has taken this occasion, through this Statement of Policy, to make clear its unequivocal support for the policy of competition served by the antitrust laws, as well as its uncompromising intent to comply strictly in all respects with those laws.

To that end, the following will not be discussed at meetings:

- Current or future prices
- What constitutes a "fair" profit level
- Possible increases or decreases in prices
- Standardization or stabilization of prices
- Pricing procedures
- Cash discounts
- Credit terms
- Control of sales
- Allocations of markets or geographical division of markets
- Refusal to deal with a corporation because of its pricing or distribution practices
- Whether or not the pricing practices of any industry member are unethical or constitute an unfair trade practice
- Plans to bid or refrain from bidding or submit pricing to bidders on future public projects

Compliance with these guidelines involves not only avoidance of antitrust violation, but avoidance of any behavior which might be considered improper. Antitrust laws are complex and far reaching. This statement is not a complete summary of all applicable laws. It is intended to highlight and emphasize certain basic precautions designed to avoid antitrust problems. In case of doubt, seek the guidance of staff, management, or the organization's counsel or your own corporate counsel should antitrust questions arise.

Meeting Rooms

The Westin Georgetown

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

