

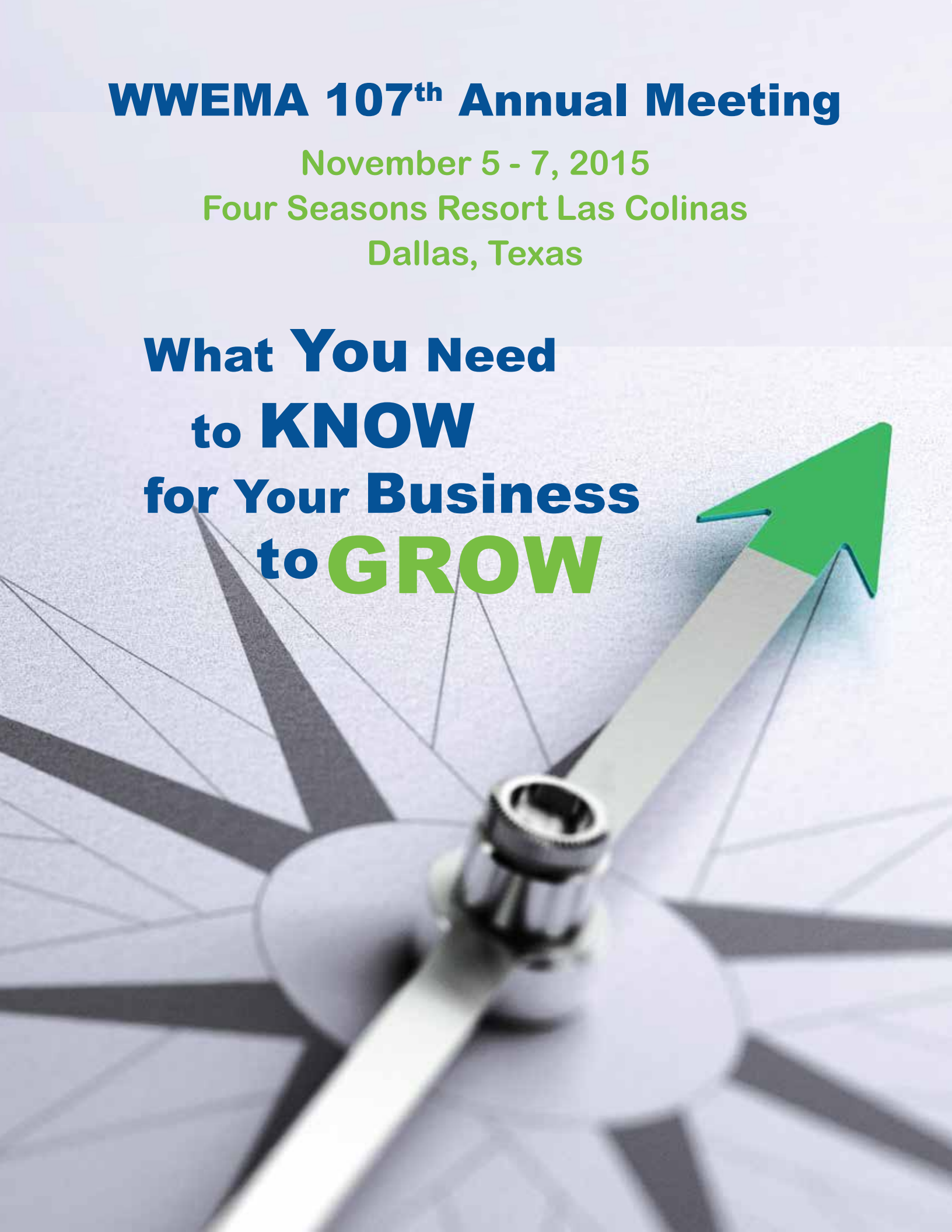
WWEMA 107th Annual Meeting

November 5 - 7, 2015

Four Seasons Resort Las Colinas

Dallas, Texas

**What You Need
to KNOW
for Your Business
to GROW**





Welcome from the Chairman

Thank you for attending the 107th Annual Meeting of the Water and Wastewater Equipment Manufacturers Association. The theme of this year's meeting is "What You Need To Know For Your Business To Grow." The topics and great speakers WWEMA has assembled at this year's program will help guide us in growing our businesses.

We are looking forward to learning about topics that affect both the sales side of our organizations as well as the "back office" side of our businesses with regard to such important aspects as employee retention and intellectual property.

Growth of course is both a short-term and long-term perspective, and these speakers and topics will put us in a frame of mind to think about today as well as 10 years out and more. WWEMA is 107 years old, and any organization with such a long duration clearly has the future in mind.

As Chairman of WWEMA this past year, I have had the privilege of being part of a great team of people at the organization, Executive, and Board levels. These persons represent a great WWEMA organization and are part of some of the best water and wastewater companies in the industry.

We look forward to future growth. Thank you for attending.

Thank You , Sponsors!

PLATINUM SPONSOR



GOLD SPONSOR



SILVER SPONSOR



Schedule of Events

THURSDAY, NOVEMBER 5

7:30 a.m. - 5:30 p.m. *Cottonwood Foyer*
Registration

8:00 - 10:00 a.m. *Breakout I*
Executive Committee Meeting

9:30 - 10:30 a.m. *Breakout J*
Welcome Coffee for New Members & First Timers

10:30 a.m. - 12:00 noon *Cottonwood*
Marketing & Member Services Committee Meeting
All are encouraged to attend.

12:00 - 1:30 p.m.
Lunch on Your Own

1:30 - 3:00 p.m. *Cottonwood*
Legislative/Regulatory Committee Meeting
All are encouraged to attend.

3:00 - 5:00 p.m. *Ernie Els*
Board of Directors Meeting

6:00 - 7:30 p.m. *Pavilion*
Welcome Reception

FRIDAY, NOVEMBER 6

6:30 a.m. - 5:30 p.m. *Cottonwood Foyer*
Registration

7:00 - 8:00 a.m. *Gallery*
Seated Breakfast

8:00 - 8:15 a.m. *Cottonwood*
GENERAL SESSION
Welcome and Announcements
Frank Rebori, WWEMA Chairman

8:15 - 8:45 a.m.
KEYNOTE ADDRESS
Challenges and Opportunities in the Great State of Texas
Kevin Ward
As General Manager of the Trinity River Authority of Texas, Kevin Ward oversees the largest river authority and largest wholesale provider of wastewater treatment services in the state.

8:45 - 9:30 a.m.
Why Your Marketing Is No Longer Effective (And How to Fix It)
Travis Kennedy
Travis Kennedy will follow up on a highly rated presentation from this year's Washington Forum regarding

the use of digital media with a more in-depth look at how to rise above the "noise" and connect with your potential customers in today's business climate.

9:30 - 10:00 a.m.
Protecting Your Brand Name and Product Line
Melissa Vallone
Melissa Vallone will discuss how to protect your company's brand and intellectual property, including considerations when signing licensing partnerships.

10:00 - 10:15 a.m.
Break

10:15 a.m. - 12:00 noon
Recruiting, Managing Talent, and Succession Planning in a Multi-Generational Workforce
Anna Liotta
Anna Liotta will share more than 15 years of research and expertise in attracting, growing, and retaining top talent from every generation—the Traditionalists, Baby Boomers, Generation X, and Millennials—and will lead a workshop-style discussion on how to best use each generation's natural strengths for higher performance in the workplace and how to develop leaders to ensure the future success of your company.

12:00 - 1:15 p.m. *Byron's*
Networking Luncheon

1:15 - 1:45 p.m.
What Does the Aging Workforce Mean for the Water Sector?
Ryan Connors
Ryan Connors will share research on the aging workforce within the water and wastewater sector and the implications for how to direct your product line and efforts.

1:45 - 2:30 p.m.
The Role of Manufacturers Representatives in a Changing Business Environment
Charles Cohon
Charles Cohon will examine how to maximize the manufacturer-representative relationship to ensure win-win-win outcomes for you, your rep companies, and your clients.

2:30 - 3:15 p.m.
Panel Discussion: Manufacturers and Reps
Charles Cohon, Louis LeBrun, Ron Culp
Don't miss this interactive panel discussion on the changing manufacturer-rep relationship within the water and wastewater industry from the perspectives of both reps and manufacturers.

3:15 - 3:30 p.m.

Break and Board of Director Elections

Full Members will vote on the presented slate of nominees for the WWEMA Board of Directors (please see insert).

3:30 - 4:30 p.m.

Contract Enforcement and Dispute Resolution

Mike Zito

Mike Zito will share his expertise in contract enforcement and dispute resolution, offering tools to help you avoid, mitigate, and resolve disputes while maintaining positive business relationships.

4:30 - 5:30 p.m.

Financing Solutions to Grow Your Business

Brian DePonte

Brian DePonte will discuss corporate finance solutions for expanding your business organically and/or through acquisition, including ways to bring financing options to the table for municipal projects.

6:30 - 9:00 p.m.

Chairman's Award Reception and Dinner

Byron's

SATURDAY, NOVEMBER 7

7:30 - 8:00 a.m.

Continental Breakfast

Cottonwood Foyer

8:00 - 8:45 a.m.

GENERAL SESSION

Current Trends in the U.S. Municipal Market Technology Pull

Michael Baran

Michael Baran will share insights from his firm's regional U.S. Technology Approval Group Meetings, including which technologies receive the most interest and most positive feedback from utilities and key challenges filtering through to the technology searches.

Cottonwood

8:45 - 9:45 a.m.

U.S. Municipal Wastewater and Reuse: Market Trends, Opportunities, and Forecasts 2015-2025

Erin Bonney Casey

Erin Bonney Casey will share insight into data from the recent *U.S. Municipal Wastewater & Reuse: Market Trends, Opportunities, & Forecasts, 2015-2025* report.

9:45 - 10:45 a.m.

Industrial Water Technologies & Services: A Global Outlook

Jablanka Uzelac

The industrial sector is the fastest growing area of the global water market. Learn the challenges end users face, the expertise the water sector can offer, which technologies have the biggest role to play, and how the shift toward service-based solutions is changing the market.

10:45 - 11:00 a.m.

Wrap Up

Frank Rebori

6:30 - 8:30 p.m.

Farewell Reception and Dinner

Ticket required.

Gallery

Outing/Tour Schedule

Friday, November 6

11:30 a.m. - 4:00 p.m.

SPOUSE/GUEST OUTING

Lunch at Lark on the Park and

Visit to the Dallas World Aquarium

Spouse/Guest Registration Required

Limo to depart from hotel entrance at 11:30 a.m. sharp!

Zagat calls

the Lark on the Park

"a vibrant eatery with a globally

influenced

menu" and

"a timely

outpost for lunch before or after museum

visits." After lunch, the group will head

to the aquarium, home to a four-story,

80,000-gallon conservatory designed with

a rainforest-style canopy with birds and

monkeys and flowing down to the rainforest

floor hosting a variety of fish, snakes, croco-

diles, and more.



Saturday, November 7

12:00 - 5:00 p.m.

Annual Golf Tournament

Ticket Required.



TPC Four Seasons Las Colinas is a par-70

course measuring 7,166 yards from the

championship tees and is designed to be

challenging for professional golfers as well

as inviting to recreational players.

It offers large, undulating greens, tree-lined

fairways, a variety of creeks and ponds, and

panoramic views of the Dallas horizon.

Speakers



Michael Baran is President of Isle Inc., a technology and innovation consultancy specializing in cleantech with a proven track record in accelerating the development and market exposure of innovative technologies. He has more than 10 years of technical, operational, and strategic development experience in the global water sector. Prior to joining the Isle team, he served as Global Marketing Director for Severn Trent Services Water Purification, where he led a team accountable for marketing a portfolio of water and wastewater treatment process technology offerings to customers in the energy, marine, and municipal markets worldwide.



Erin Bonney Casey is an Analyst in Bluefield Research's Advanced Water Treatment & Desalination practice, specializing in water treatment and reuse for the municipal sector and industrial verticals globally, including hydraulic fracturing, mining, and energy. Prior to joining Bluefield, she worked at Brown Brothers Harriman as a Business Analyst. She also has international experience with Grameen Research, focusing on Latin American economies, and tax laws. She holds a bachelor's degree from Bates College and a master's in water science policy and management from Oxford University.



Ryan Connors is Managing Director of Boenning & Scattergood's Water & Environmental Equities Group. Previously he served as Managing Director of water sector research at Janney Montgomery Scott from 2010-2014, and as a Senior Analyst with Boenning & Scattergood from 2006-2010. His experience also includes buy-side research positions with PNC Advisors and ProShare Advisors. He has been quoted by the *Wall Street Journal*, *Investors Business Daily*, and other major financial publications, and has appeared as a live featured guest on CNBC and Bloomberg Television.



Charles Cohon is CEO and President of the Manufacturers' Agents National Association, North America's largest not-for-profit trade association of manufacturers' representatives. Previously he was CEO of Prime Devices Corporation, a Chicago-based manufacturers' representative company. In 2005 Cohon earned an MBA with honors, with concentrations in entrepreneurship and strategic management, from the University of Chicago Booth School of Business, where he currently serves as a judge for MBA students' final projects in the Entrepreneurial Selling course class.



Ron Culp is President of Hartwell Environmental Corporation, a manufacturers' rep company representing leading manufacturers of water and wastewater treatment equipment for municipalities, industry, and utility districts in the Texas and Oklahoma markets. He has more than 40 years of experience in water, wastewater, and environmental sales engineering and management. He is Chairman of the WWEMA Manufacturers Representatives Committee and serves as the committee's liaison to the Board of Directors. He holds a bachelor of science in zoology and aquatic sciences from the University of Maryland.



Brian DePonte is Senior Vice President - Innovation Markets for Key Equipment Finance, managing the firm's sales efforts in both the energy and water sectors. Prior to this position, he served as Vice President of Originations - Municipal Finance at Key Government Finance. Before joining Key, he served as Vice President of Sales and Operations for Municipal Services Group Inc., a Littleton, Colorado-based firm specializing in tax-exempts, as a Sales Executive and Project Manager for Columbine Systems Inc., and as a Regional Sales Manager for Transamerica Commercial Finance. He holds a degree in management with a minor in Finance from Texas Tech University.



Travis Kennedy is author of *The Sales and Marketing Nexus* and President and Co-Founder of B2BrandWater.com. With more than 20 years of experience defining and navigating the sales/marketing nexus, he has spent much of 2015 appearing at numerous corporate sales and marketing conferences across the country as a guest speaker outlining current strategies aimed at increasing market share and overall profits.



Louis LeBrun is Vice President of Pinnacle Ozone Solutions LLC in Cocoa, Florida. Over the past 20 years, he has worked across a broad range of projects, including groundwater remediation, membrane filtration, membrane bioreactors, and ozone-based advanced oxidation. He is author of a two-part article in *WaterWorld* magazine titled “The Sale Rep: Part 1: Are We Facing the Extinction of Our Industry’s Most Iconic and Misunderstood Players?” and “The Sale Rep: Part 2: What’s Next and How Do We Get There?” He holds bachelor’s and master’s degrees in engineering, an MBA, and is a licensed PE in several states.



Anna Liotta is an award-winning speaker, business consultant, and author and is creator of the Generationally Savvy Communication Solutions program—a methodology to help clients attract, grow, and retain top talent and loyal patrons across the generations. Her book, *Unlocking Generational CODES*, helps readers develop strategies for optimal communications across generations. With more than 15 years of experience in the field of intergenerational communication and leadership, she is an adjunct faculty member in the University of Washington’s Executive MBA program and serves as the chair of the institutional advancement committee on the board of trustees at Antioch University. She holds a master’s degree in interpersonal communication.



Jablanka Uzelac is Research Director at Global Water Intelligence (GWI), responsible for leading the company’s market research publishing program and its Reports & DesalData Teams. She has six years of experience in managing and researching market reports (Industrial Water Technologies, Private Sector Participation, Water for Onshore Oil & Gas, Global Water Market). She holds an MSc from the University of Oxford in water science, policy, and management, as well as a degree in chemistry and biology from the University of Zagreb, Croatia.



Melissa Vallone is a Partner in the Chicago office of Barnes & Thornburg LLP and is a member of the firm’s Intellectual Property Department and its Associations and Foundations Practice Group. She concentrates in negotiating information technology contracts, intellectual property licensing agreements, trademark counseling, domestic and international trademark applications, development and maintenance of trademark portfolios, and intellectual property litigation. She works with a variety of industries, including manufacturing, publishing, high-tech, and service industry clients, as well as not-for-profits and associations.

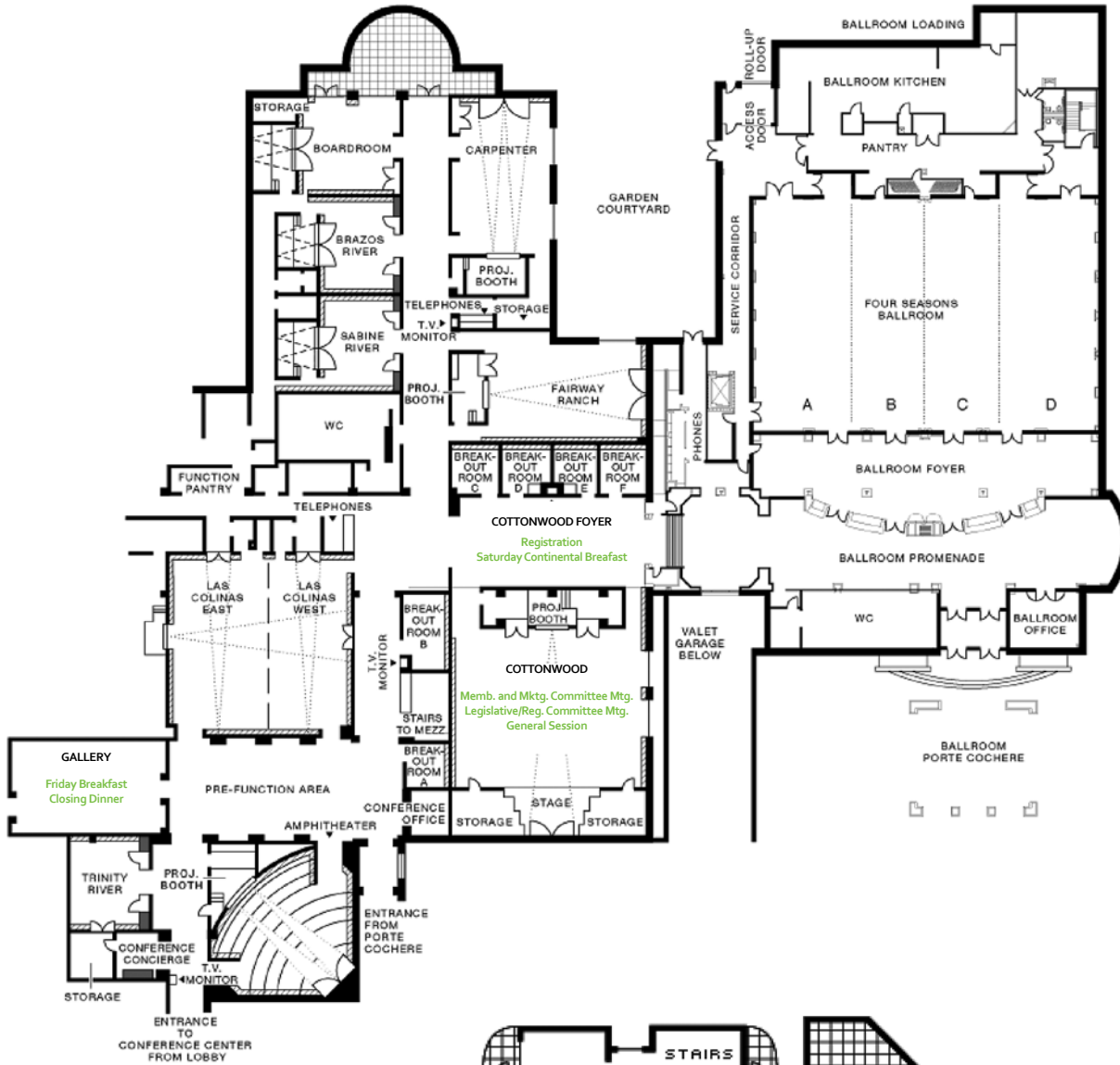


Kevin Ward is General Manager of the Trinity River Authority of Texas, managing five water treatment facilities, five wastewater treatment facilities, and one recreation project, plus water sales from four reservoirs—all serving 63 wholesale customers including cities, municipalities, and districts throughout the Trinity River basin. He previously served as Executive Administrator of the Texas Water Development Board (TWDB). Prior to that, he held numerous positions within the TWDB, including Financial Analyst, Finance Section Chief, and Development Fund Manager. He also served in various management positions within the agency, specializing in the development and implementation of the financial aspects of its State Revolving Fund loan programs.

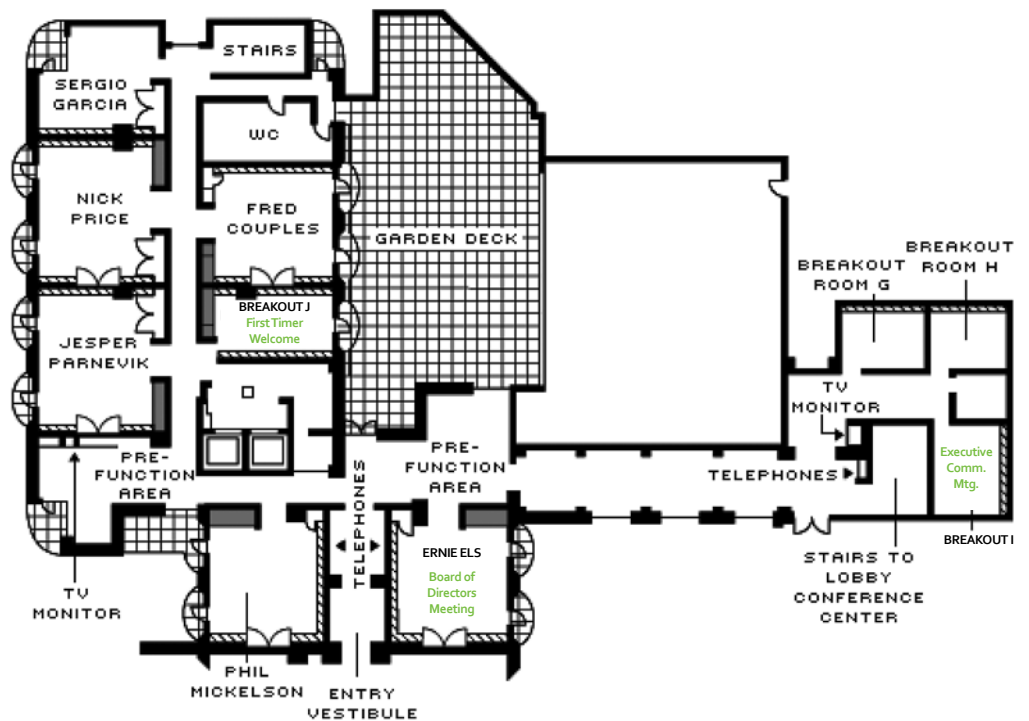


Mike Zito is a Partner at Shook Hardy & Bacon, managing the firm’s recovery litigation group. He has substantial experience handling investigations and litigation involving the Federal Trade Commission (FTC) and State Attorney General Offices, complex dispute resolution, and strategic litigation management. Formerly a trial attorney at the FTC, he prosecuted violations of the FTC Act, such as unfair methods of competition, monopolization, and attempted monopolization matters. Previously, he was an Assistant Attorney General at the Missouri Attorney General’s Office, where he developed extensive litigation, trial, and appellate experience as lead counsel in more than 30 trials, hearings, and appellate arguments, several involving highly publicized litigation.

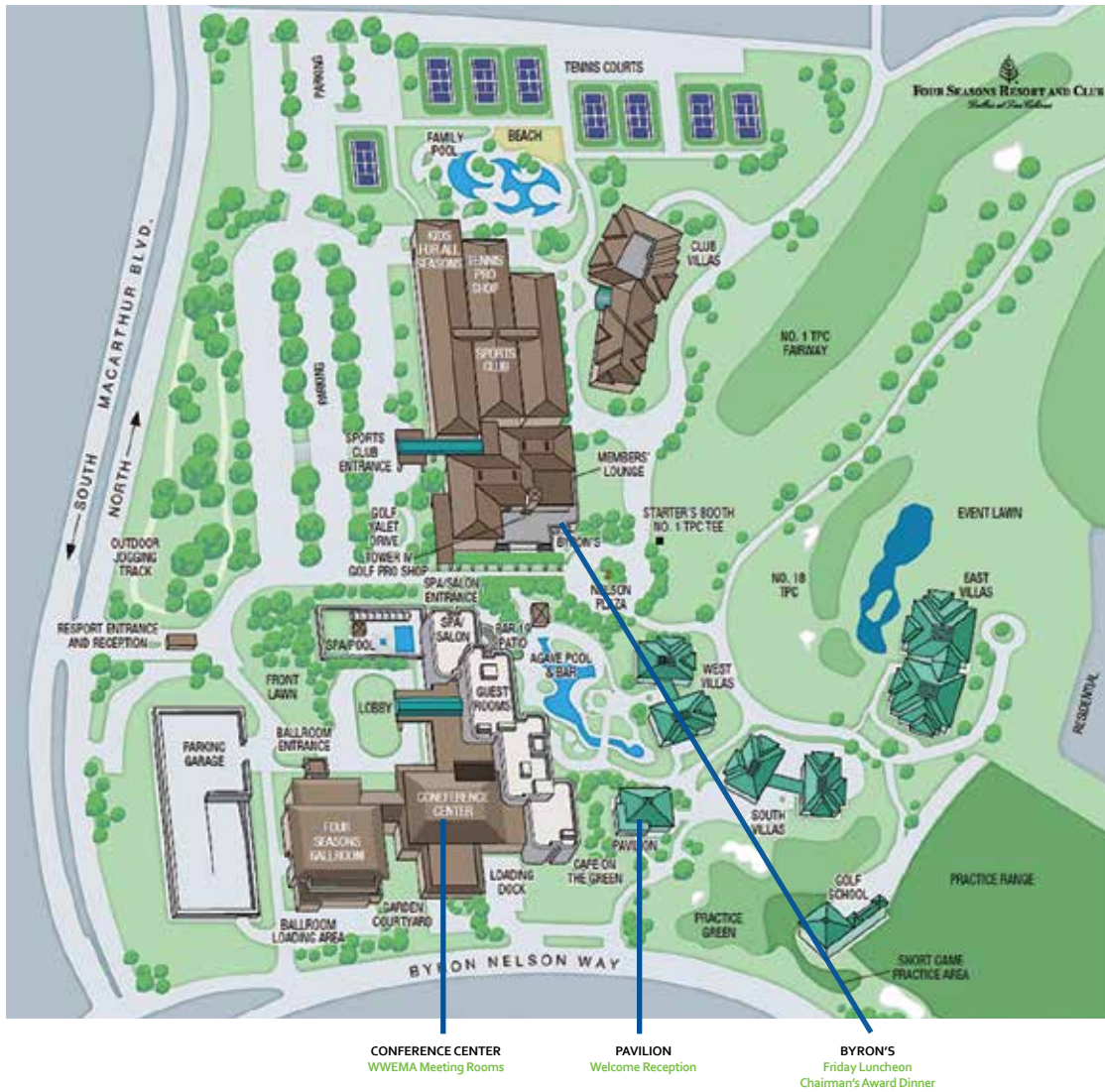
MEETING ROOMS LEVEL 1



MEETING ROOMS LEVEL 2



RESORT MAP



FOUR SEASONS LAS COLINAS

4150 N. MacArthur Blvd, Irving, TX 75038

972.717.0700

www.fourseasons.com/dallas

Airport: Dallas-Fort Worth (DFW)

Distance: 7 miles (15-minute drive)

Code of Ethics

The Water and Wastewater Equipment Manufacturers Association (WWEMA) and its member companies voluntarily pledge to conduct themselves according to the highest professional standards and laws of society.

We shall strive to provide products and services of quality and value.

We shall conduct our business with honesty and integrity.

We shall make truthful representations as to the performance of our products.

We shall work to maintain our professional skills – and those of our employees – at the state of the art.

And we shall hold paramount the health and safety of the public in the performance of our business.

Adopted by the WWEMA Board of Directors on May 6, 1991, in Washington, D.C.

Antitrust Policy

The Water and Wastewater Equipment Manufacturers Association (WWEMA) is a trade association whose purpose is to promote the common interests 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.
- Allocation 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.

Mark Your Calendar

43rd Washington Forum

April 11-13, 2016

The Fairfax on Embassy Row
Washington, D.C.

Finance & Contract Administration Council

May 11-12, 2016

Offices of Barnes & Thornburg
Chicago, Illinois

108th Annual Meeting

November 2-4, 2016

Rosen Shingle Creek Resort
Orlando, Florida

