

WWEMA 108th Annual Meeting

November 2-4, 2016 • Rosen Shingle Creek • Orlando, FL

Staying Ahead of the Curve ... and Your Competition



***Operational Excellence for Today —
Innovation Excellence for Tomorrow***

Welcome from the 2016 Chairman



Welcome to WWEMA's 108th Annual Meeting of Members! This year's program is titled, *Staying Ahead of the Curve...and Your Competition: Operational Excellence for Today – Innovation Excellence for Tomorrow*. Aligned with WWEMA's strategy to ADVOCATE-INFORM-CONNECT its members to the best available thought leaders, ideas, and programs, this continues our theme of Innovation as we disconnect ourselves from working IN our business to working ON our business. This is an important job for anyone who is accountable for the growth, viability, and future of their organization.

Vanessa Leiby, our Executive Director, continues to lead us in excellent programming to assure that WWEMA members are indeed ahead of the curve.

Presented with new ideas for operations, sales, and emerging trends in our markets, WWEMA members are uniquely positioned to unlock new value for their customers and organizations. Not to mention the opportunity to network with industry colleagues.

**Innovation is
change that
unlocks new
value.**

– Jamie Notter

WWEMA itself has had some momentous gains as the 2016 Washington Forum united the Water Associations of our industry for the first time and set the stage for ongoing meetings of leadership among all our organizations. WWEMA will promote its first TRANSITION DOCUMENT for the new Administration as they organize their policies for WATER and the nation's infrastructure. Meetings for One Water, promoting new technologies, exploring new financing options, and breaking down long-held silos tell us that the megatrend for innovation is alive and well in our utilities as they look for creative ways to solve their challenges. A new WWEMA team will be present at the Annual Meeting; many of you have already met Anita Bermudez and Bob Pignato at WEFTEC. They are a dynamic team poised to lead our Association into the future.

Lastly, I am honored and grateful for the opportunity to serve as Chair of WWEMA this past year. WWEMA continues to assert its relevancy to us all by being a voice of solution providers in our industry. It has been a pleasure to work with Vanessa Leiby (we are very lucky, I can attest) and team to amplify the important role and the great job of the best water and wastewater companies in the industry. There is nothing I love better than working with good people who are "up to something". It has truly been my privilege and I thank you. I hope you enjoy the excellent programming provided at this year's Annual Meeting and that you make the most of our next few days together as we learn, share, and envision how to make a great industry even better.

Thank You, Sponsors!



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Schedule of Events

WEDNESDAY, NOVEMBER 2

- ≈ 8:00 a.m. - 5:00 p.m. ☞ *Suwannee Registration*
Registration
- ≈ 8:00 - 10:00 a.m. ☞ *Suwannee 18*
Executive Committee Meeting
- ≈ 9:30 - 10:30 a.m. ☞ *Suwannee 17*
Welcome Coffee for New Members & First Timers
- ≈ 10:30 a.m. - 12:00 noon ☞ *Suwannee 16*
Membership & Marketing Services Committee Meeting
All members encouraged to attend.
- ≈ 12:00 noon - 1:30 p.m. ☞
Lunch on own
- ≈ 1:30 - 3:00 p.m. ☞ *Suwannee 16*
Legislative/Regulatory Committee Meeting
All members encouraged to attend.
- ≈ 3:00 - 5:00 p.m. ☞ *Suwannee 17*
Board of Directors Meeting
- ≈ 6:00 - 8:00 p.m. ☞ *Osceola Courtyard*
Welcome Reception

THURSDAY, NOVEMBER 3

- ≈ 7:00 a.m. - 5:00 p.m. ☞ *Suwannee Registration*
Registration
- ≈ 7:00 - 8:00 a.m. ☞ *Suwannee 15*
Seated Breakfast
- ≈ 8:00 a.m. - 5:00 p.m. ☞ *Suwannee 16/17*
General Session
- ≈ 8:00 - 8:15 a.m. ☞
Welcome from WWEMA and Meeting Chair
Tammy Bernier, CEO, Duperon Corporation
- ≈ 8:15 - 8:45 a.m. ☞
The Disney Water Story
Christine Ogozaly, Director, Reedy Creek Energy Services
What better opening to our Annual Meeting than a welcome and overview of the Walt Disney World water story. Christine will share insights into the drinking water, wastewater, and energy services needed to keep Disney operating - including innovations and challenges that face the world-class entertainment destination.
- ≈ 8:45 - 9:15 a.m. ☞
National Action Plan for Safe Drinking Water: A Dialogue with Manufacturers
Michael Shapiro, Deputy Assistant Administrator, EPA Office of Water
In the wake of the Flint, MI lead in drinking water crisis,

EPA recently announced the development of a National Action Plan for Safe Drinking Water through a concerted, strategic engagement with key partners and stakeholders. The focus of the plan will be on advancing next generation SDWA implementation, addressing environmental justice and equity in infrastructure funding, strengthening protections against lead in drinking water, and improving emerging and unregulated contaminant strategies. This is our opportunity, as critical technology providers and stakeholders, to give input to EPA into development of the plan.

≈ 9:15 - 9:45 a.m. ☞

Bridging the Gap Together: A New Model to Modernize U.S. Infrastructure. How will the new President and Congress address the gap?

Michele Nellenbach, Director of Strategic Initiatives, Bipartisan Policy Center

The Bipartisan Policy Center's Executive Council on Infrastructure released a series of recommendations on how to foster the development of public private partnerships (P3s) to help address the infrastructure funding gap. Primarily driven by the tragedy in Flint, MI, the Council is now examining the water infrastructure funding gap and what role technology and P3s can play in closing the gap. Without the support of the new Congress and Administration, the nation will continue to struggle to repair and upgrade critical infrastructure. What does the future for infrastructure financing and funding look like under the new President and 115th Congress?

≈ 9:45 - 10:00 a.m. ☞

Break

≈ 9:45 a.m. - 3:00 p.m. ☞

Spouse/Guest Tour of Winter Park and Charles Hosmer Morse Museum

Transportation Lobby

Operational Excellence Positioning Your Company for Success

≈ 10:00 - 11:00 a.m. ☞

FLSA Final Overtime Rule Training Seminar - What You Need to Know to be Compliant

Nicole Croddick, Esq., Attorney/HR Consultant, HR Learning Center

On December 1, 2016, the Fair Labor Standards Act (FLSA) new overtime rules go into effect. The changes, which will affect employees who earn up to \$47,476 per year, will make an estimated 4.2 million workers eligible for overtime pay. This FLSA Overtime Rule seminar will provide key concepts on how to properly classify employees as exempt or non-exempt and help your company avoid liability in the very complex area of employment law. Make sure your workplace policies and practices are ready for the new overtime regulations.

☞ 11:00 a.m. - 12:00 noon ☞

The Economy - What's in Store for 2017 and Beyond

Henry Fishkind, Ph.D., President, Fishkind Associates

With over 30 years of experience in economic analysis and forecasting, Hank is widely regarded as one of Florida's premier economists and financial advisors. A frequent contributor to National Public Radio, he will provide insights on the overall economy with particular focus on the water sector.

☞ 12:00 noon - 1:30 p.m. ☞

Suwannee 15

Networking Lunch

☞ 1:30 - 2:00 p.m. ☞

Tools and Resources to Get Your Products into International Markets

Jorge Arce, Director and Senior Trade Specialist, Jacksonville, Tallahassee & Pensacola U.S. Export Assistance Center, U.S. Commercial Services, U.S. Department of Commerce

Does your company export goods or services? Are you interested in exporting but aren't sure where to start and how to minimize your risk? Jorge will share with us the various services and resources available to you through the U.S. Commercial Services including trade missions, trade shows, the Gold Key Service, and vetting foreign markets and partners. Position your company to take advantage of growing overseas opportunities.

Opportunities in Reclaimed Water

☞ 2:00 - 2:30 p.m. ☞

Indirect Potable Reuse and Direct Potable Reuse Drivers and Opportunities

Andrew Salvesson, P.E., Water Reuse Practice Director, Carollo Engineers

Continuing droughts, unreliable water resources, and tighter permitting requirements are leading more utilities and industrial users to consider indirect potable reuse; and in some cases even direct potable reuse. Andy will share his knowledge and expertise on the trends that are driving increased use of reclaimed water and present on the latest work from the only direct potable reuse system in North America, as well as highlight national efforts in this area.

☞ 2:30 - 3:15 p.m. ☞

Southwest Florida Water Management District: Reclaimed Water Development Partnerships

Jason Mickel, SWFWMD Water Supply Manager

The Southwest Florida Water Management District (SWFWMD) has been cooperatively funding traditional and innovative reclaimed water projects with utilities, industry, agriculture, and others for more than 30 years. The District has participated in the development of more than 360 reuse projects resulting in 158 mgd of beneficial reuse and over \$1 billion in reclaimed water infrastructure, including the recent award winning Tampa Electric Company (TECO) Polk Power Station reclaimed water project. Jason will discuss innovation success.

☞ 3:15 - 3:30 p.m. ☞

Break and Board Elections

Trends in Procurement

☞ 3:30 - 5:00 p.m. ☞

Design/Build – Using Partnering in an Integrated Delivery Platform for Success

Colin Groff, P.E., Assistant City Manager, Public Services, City of Boynton Beach

In a hard bid world, manufacturers either directly or through vendor representatives establish relationships with water and wastewater utilities and their engineers to ensure their products are specified in future projects. If the relationship is good, sales generally follow through hard bid contractors although contractors are incentivized to find a less expensive alternative and bypass those relationships and product vendors can change during the bidding process, leading to potential conflicts during construction. Design/build can solve those issues because the delivery method requires a teaming approach before pricing is involved and all team members share the risk. This delivery method is growing in the water and wastewater business sector and there are methods that can be deployed to ensure success and limit risks. These methods will be presented from a utility agency perspective.

Construction Manager at Risk (CMAR)

Philip Beck, Esq., Partner, Smith, Currie & Hancock LLP

Phil is experienced with a broad range of construction issues, problems, and disputes. He has drafted and reviewed thousands of design and construction contracts on behalf of owners, developers, general contractors, subcontractors, suppliers, architect/engineers, consultants, surety, design/builders, and construction manager clients. He will discuss trends in the use of CMAR and what it means for manufacturers.

☞ 6:30 - 9:00 p.m. ☞

Butler & Butler Balcony

Chairman's Award Reception and Dinner

Join us as we celebrate our accomplishments and recognize the leaders in our Association.

FRIDAY, NOVEMBER 4

☞ 7:30 - 8:30 a.m. ☞

Suwannee Foyer

Continental Breakfast

☞ 8:30 - 11:00 a.m. ☞

Suwannee 16/17

General Session

☞ 8:30 - 9:00 a.m. ☞

Reaching Your Municipal End-User: How to Get Yourself Directly Connected with Those that Need Technology Solutions

Elle Hempen, CEO, The Atlas Marketplace, Co.

Elle will be speaking on her experience on resilience project predevelopment, research about how public infrastructure owners source project/product information, and will provide a demonstration about how the Atlas can help change that process, followed by a Q&A/feedback session with WWEMA Members to inform the next stage development.

≈ 9:00 - 9:30 a.m. ≈

Equipping Your Sales Team for Success: Using Water's Online Platform to Find the Buyers and Projects You've been Missing

Jason Wuliger, Co-Founder & Vice President, SplashLink
WWEMA recently announced an affiliate partnership with SplashLink as a new member benefit. Jason will guide members through SplashLink, the only tool of its kind for the water industry, to show you how easy it can be to build relationships, enhance your visibility, find the right projects, and even equip your clients with the funding they need to pay you.

≈ 9:30 - 10:00 a.m. ≈

Government Contracting in the Water and Wastewater Industry

Curtis Kingrey, Business Development Manager, ONVIA
Curtis will briefly discuss a few highlighted trends in the government water and wastewater industry and will also discuss the principles and best practices of selling water and wastewater equipment to the government. He will show you how to track, manage, and pursue these projects in the ONVIA system as well as show how it can help you find out who to contact at your target agencies, conduct competitive research, and gain early insight into upcoming water and wastewater projects well in advance of the publication of the bid or RFP.

≈ 10:00 - 10:30 a.m. ≈

Water's Digital Future

Jablanka Uzelac, Managing Director, Global Water Intelligence

The management of data-driven monitoring and control systems will increasingly infiltrate every part of the water business. This presentation will highlight who is active in the market and what they are doing, helping you to identify possible partners and capitalize on the emerging opportunities in this game changing market.

≈ 10:30 - 11:00 a.m. ≈

Closing Remarks

Tammy Bernier, WWEMA and Meeting Chair

≈ 12:00 - 5:00 p.m. ≈

Annual Golf Tournament

The Ritz Carlton Golf Club (Ticketed Event)

Golfers should gather at 12:00 noon to enjoy boxed lunches and board the bus to the Ritz Carlton Golf Club.

≈ 6:30 - 8:30 p.m. ≈

Farewell Reception and Dinner

(Ticketed Event)

Join us for a relaxing evening as we reflect on the conference and contemplate our future together as industry leaders.

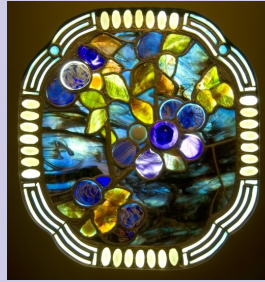
Golf Pro Shop

Lake Toho & Deck

Special Events

Spouse/Guest Lunch and Tour (Registration Required)

November 3 • 9:45 am - 3:00 pm



Your tour of charming Winter Park, Florida, will include a scenic boat tour cruising through the city's lakes and canals and past the area's most prestigious homes. You also will visit the Charles Hosmer Morse Museum, home to the world's most comprehensive collection of works by Louis Comfort Tiffany. This vast collection features his jewelry, pottery, paintings, art glass, lead-glass lamps, and windows; his chapel interior from the 1893 World's Columbian Exposition in Chicago; and art and architectural objects from his Long Island country estate, Laurelton Hall. The museum's holdings also include American art pottery, late 19th- and early 20th-century American paintings, graphics, and decorative art. Afterwards enjoy lunch at the Boca Restaurant on Park Avenue and shopping before returning to the hotel.

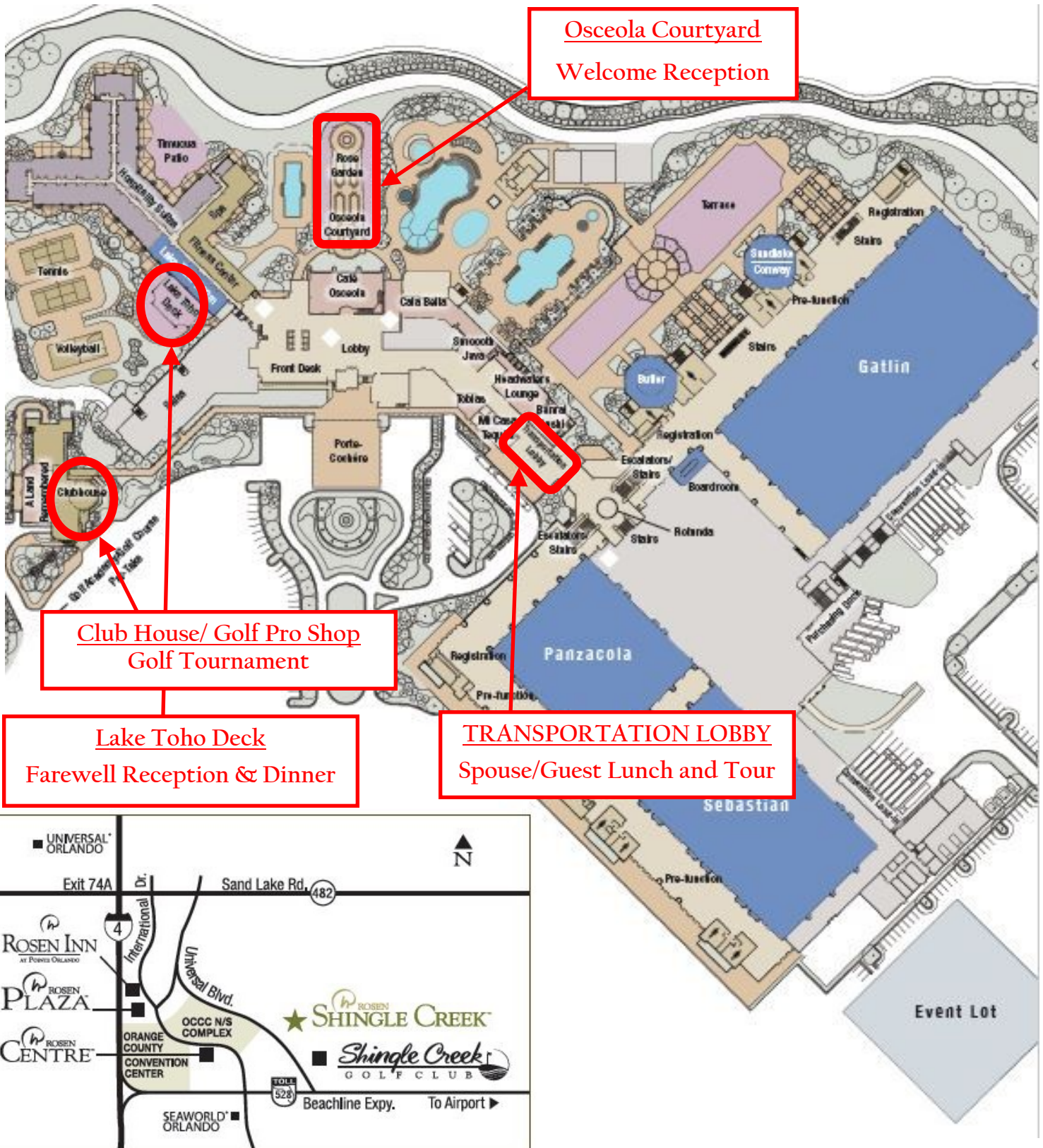
Annual Golf Tournament (Ticket Required)

November 4 • 12:00 noon - 5:00 pm

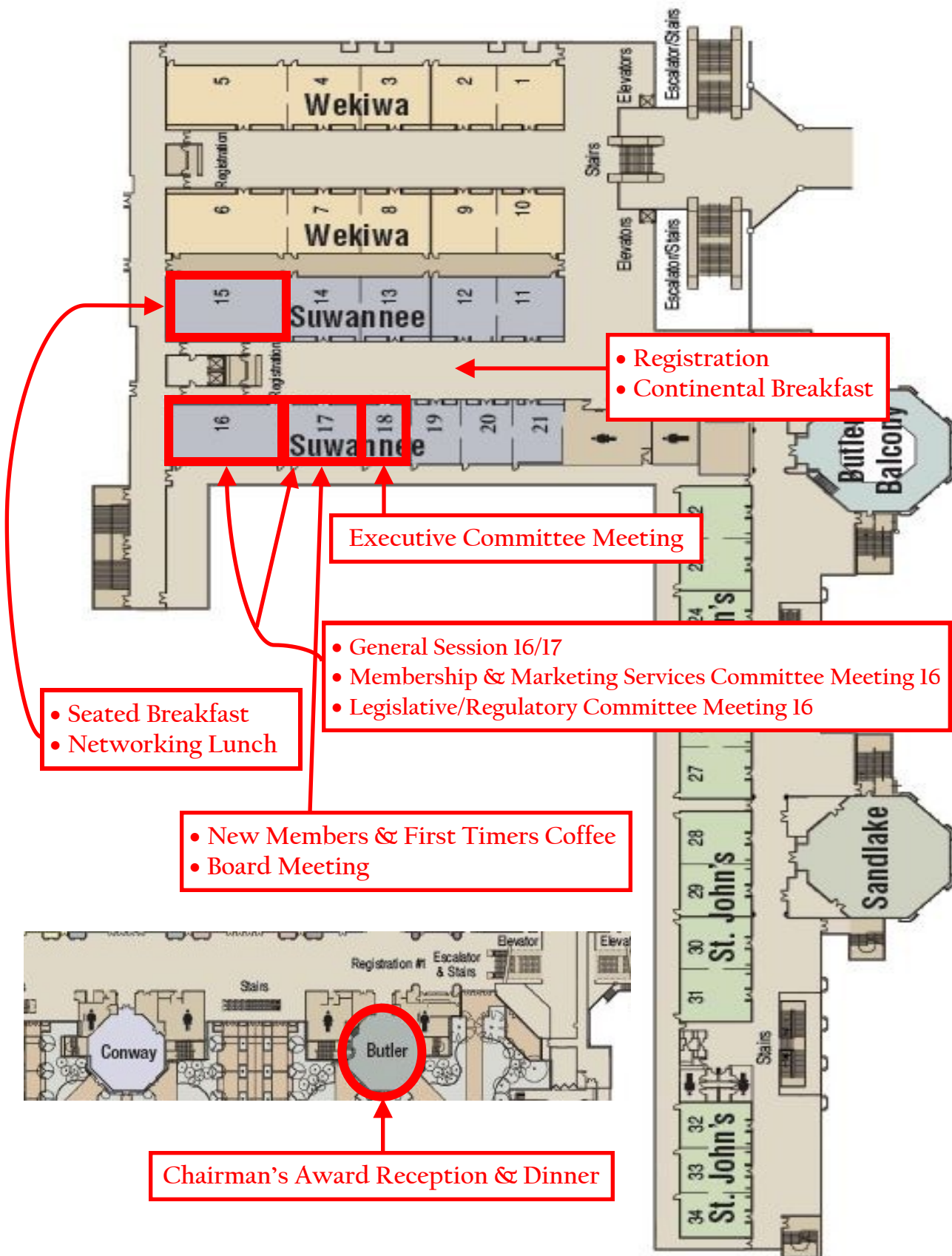


For a discounted fee of just \$140 (includes transportation and a boxed lunch), you will experience 18 holes at the Ritz-Carlton Golf Club Orlando, Grande Lakes. A Certified Audubon Co-operative Sanctuary, this Greg Norman-designed course blends a variety of hazards to provide a challenging but fair test of abilities, resulting in an atmosphere reminiscent of a private course. It is host to the annual Father/Son Tournament each December, with such pairings as Jack and Gary Nicklaus, Lee and Daniel Trevino, Vijay and Qass Singh, and many others.

Resort Map



Meeting Room Level 2



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 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.

