

Welcome to Water Week!



WWEMA 42nd Washington Forum

Where's the Funding?

Making the Most of New Opportunities

April 13-15, 2015

The Fairfax at Embassy Row

Washington, D.C.



WWEMA 42nd Washington Forum Schedule of Events

MONDAY, APRIL 13

9:30 - 11:30 a.m.

Executive Committee Meeting

Whitehall Room

12:00 noon - 5:00 p.m.

Registration

Ballroom Foyer

1:00 - 2:30 p.m.

Marketing & Member Services Committee Meeting

Ballroom Balcony

All members are encouraged to attend.

2:30 - 4:00 p.m.

Legislative/Regulatory Committee Meeting

Ballroom Balcony

All members are encouraged to attend.

4:00 - 5:00 p.m.

Welcome Reception

The Capitol Room

6:00 - 8:30 p.m.

U.S. Water Prize Ceremony and Reception

National Geographic Building

Bus to depart from Hotel Entrance at 5:15 p.m.

TUESDAY, APRIL 14

7:30 a.m. - 5:00 p.m.

Registration

7:30 - 8:15 a.m.

Continental Breakfast

Ballroom Foyer

8:15 a.m. - 5:00 p.m.

GENERAL SESSION

Ballroom

8:15 - 8:30 a.m.

Welcome and Introductions

Program Chairman Ron Port

WWEMA Chairman Frank Rebori

8:30 - 10:15 a.m.

Where's the Money? Congressional/Funding Update

As the nation's need for water and wastewater infrastructure investment grows, both the public and private sectors are becoming increasingly creative in their approaches to funding.

Claudia Copeland (Congressional Research Service, Resources, Science, and Industry Division) will share insights on what the power change in Congress will mean for appropriations, environmental legislation, and infrastructure financing.

Michael Deane (National Association of Water Companies) will offer the private companies' perspective on new funding initiatives such as private activity bonds, public-private partnerships, and more.

Raffael Stein (EPA Office of Wastewater Management) will provide an insider's look at the development and direction of EPA's new Water Infrastructure and Resiliency Finance Center.

10:15 - 10:30 a.m.

Break

10:30 a.m. - 12:00 noon

How Regulations Shape the Business Environment

Much of the investment currently being made in water and wastewater treatment across the nation is due to the need for municipalities and industry to keep up with continually evolving environmental regulations.

Peter Grevatt (EPA Office of Ground Water and Drinking Water) will discuss new, non-traditional regulations being developed related to issues such as premise plumbing concerns with *Legionella* and toxic algal blooms. Guidelines are expected to include information on effective treatment technologies. Find out what these and other EPA activities may mean for your business.

Andrew Sawyers (EPA Office of Wastewater Management) will share his Office's priorities as well as insights into topics such as the status of "Buy American," stormwater, reuse, green technologies, and traditional municipal wastewater treatment.

Betsy Southerland (EPA Office of Science and Technology) will share the latest updates on a variety of activities and initiatives, including effluent regulation for the power sector, new water quality criteria and standards, and the status of the Waters of the U.S. Rule (now known as the Clean Water Rule).

12 noon - 1:30 p.m.

Networking Luncheon

Ballroom Balcony

1:30 - 2:30 p.m.

What's Up with the Economy?

Anirban Basu (Sage Policy Group) is one of the nation's leading economists, with experience specific to urban economic development and the construction industry. In this session, he'll examine what the latest economic indicators mean for municipalities and the water market.

2:30 - 2:45 p.m.

Break

2:45 - 5:00 p.m.

How Advancing Technology Can Expand Business Opportunities: Exploring Different Models

The water industry has traditionally been resistant to innovation and change, but the need for creative solutions to growing challenges has led to the recent development of numerous incubators and technology development centers.

Bill Kelly (Isle Inc. Consulting) will share how you can potentially reach water and wastewater utilities interested in new technologies, and how acquisitions of emerging technologies can help enhance your company's organic growth.

Claudio Ternieden (Water Environment Federation) will provide an update on the Leaders Innovation Forum for Technolo-



gy (LIFT) program, including efforts to bring the LIFT-program technologies into the marketplace more quickly.

Derick Brown (Lehigh University) and **Vikram Pattarkine** (PEACE USA) will introduce the Easton Pennsylvania Wastewater Technology and Education Center, a proposed center designed to allow your R&D department to develop and test products using actual flow in an existing wastewater treatment plant. The center also plans to serve as a training ground for students in higher education through collaboration with Lafayette College, Lehigh University, and DeSales University.

5:00 - 6:30 p.m. *The Capitol Room*
Networking Reception

6:30 - 8:00 p.m. *The Capitol Room*
Board of Directors Dinner

WEDNESDAY, APRIL 15

8:00 - 9:00 a.m. *Ballroom Balcony*
Networking Breakfast (seated)

8:00 - 9:00 a.m. *Churchill Room*
Manufacturers Representatives Breakfast

9:00 - 11:30 a.m. *Ballroom*
GENERAL SESSION

9:00 a.m. - 10:15 a.m.
**The Municipal Sector and Beyond:
Where are the Opportunities?**

Ryan Connors (Boenning & Scattergood) will provide an overview of the WWEMA/Boenning Leading Index report and the outlook for the water market.

Bob Salvatelli (Sustainable Water) and **Tim Baldwin** (McKim & Creed) will share their efforts to improve resiliency and save money and water through onsite water reuse. Taking a decentralized approach, Sustainable Water is working with universities, hospitals, and other bulk water users to bring commercial-scale natural and engineered water reclamation technologies directly to end users. They'll also discuss their experience using water purchase agreements (similar to power purchase agreements) as a financing vehicle that creates no capital expense to the end user since project costs are paid through water savings over the life of the agreement.

10:15 - 10:30 a.m.
Break

10:30 a.m. - 11:15 a.m.
What's in a Name?

Travis Kennedy (Water Online) will explore the changing dynamic of the sales-marketing nexus in the age of digital media, showing you how to more effectively define your brand and reach new buyers.

11:15 - 11:30 a.m.

WWEMA Water Challenge
A look at the #NoWater Challenge, its objectives, and its results.

11:30 a.m.
Closing Remarks

12:00 noon - 3:00 p.m. *Ballroom Balcony*
Board of Directors Lunch and Meeting

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WWEMA 42nd Washington Forum Speakers



Tim Baldwin, P.E., is Senior Vice President of McKim & Creed. He specializes in helping utilities take a holistic view of their infrastructure and operational assets and explore innovative yet practical solutions within technical, financial, and environmental perspectives. During his 30+ year career, he has worked on hundreds of municipal water and wastewater projects. He is an active member of the American Water Works Association, the Water Environment Federation (WEF), the Society of American Military Engineers, and the American Membrane Technology Association, and he serves on the National WEF Sustainability Community of Practice.



Anirban Basu is Chairman and Chief Executive Officer of Sage Policy Group, an economic and policy consulting firm in Baltimore, Maryland. He serves as the chief economist to the Associated Builders and Contractors and as chief economic advisor to the Construction Financial Management Association. On behalf of government agencies and non-profit organizations, Anirban has written several high-profile economic development strategies, including co-authoring economic development strategies for Baltimore City and Baltimore County, Maryland. He currently lectures at Johns Hopkins University on global strategy, and he recently was named to Maryland Gov. Larry Hogan's transition team.



Derick Brown is an Associate Professor in the Department of Civil and Environmental Engineering at Lehigh University in Bethlehem, Pennsylvania. He is co-director of the Lehigh Environmental Initiative and is the environmental engineering program coordinator. His research focuses on environmental biotechnology and the relationships between microbial and physiochemical processes. He holds a bachelor's in aerospace engineering from Boston University and a master's in mechanical engineering from the University of California, Irvine (UCI). He worked for 10 years in the advanced technology division at McDonnell Douglas before pursuing advanced studies at UCI and Princeton, earning a master's and a doctorate in civil and environmental engineering.



Ryan Connors is Managing Director at Boenning & Scattergood and is author of the *WWEMA/Boenning Leading Index Market Report*. Previously, he served as Managing Director at Janney Montgomery Scott, where he headed the firm's water and agriculture equity research practice. He holds a bachelor of science in finance from Saint Joseph's University and a master's in business administration from Georgetown University.

Claudia Copeland is a Specialist in Resources and Environmental Policy in the Resources, Science, and Industry Division of the Congressional Research Service, U.S. Library of Congress. In this position, she works with staffs of U.S. Congressional members and committees, providing information and analysis on environmental protection and related issues, with particular emphasis on water infrastructure and water quality issues. She holds a bachelor of arts from the University of Michigan and a master's of science in special studies from George Washington University.



Michael Deane is Executive Director of the National Association of Water Companies. Previously, he served as Associate Assistant Administrator for Water in the U.S. Environmental Protection Agency (EPA) from 2007 to January 2009. Prior to being appointed to this position, he served as Senior Policy Advisor, Infrastructure Finance, for the Agency's Office of Water. Before joining EPA in 2006, Michael was an executive at several water management companies, including United Water and its parent company, Suez, and the U.S. operations of Vivendi (now Veolia), focusing on innovative financing and infrastructure policy.



Peter Grevatt is Director of the EPA Office of Ground Water and Drinking Water (OGWDW), responsible for the development and implementation of national drinking water standards, oversight and funding of state drinking water programs, and the implementation of source water protection and underground injection control programs to protect public health nationwide. Prior to joining the OGWDW in October 2012, he served as Director of the Office of Children's Health Protection and as Senior Advisor to EPA's Administrator for Children's Environmental Health. Peter has held leadership roles in EPA's national hazardous waste and water quality programs. He holds master's and doctoral degrees in basic medical sciences from New York University Medical Center and a bachelor's in biology from Earlham College.



Bill Kelly is President of Isle Inc. Consulting, with a strong track record in identifying emerging technologies and accelerating their market uptake through an innovation forum called the Technology Approval Group (TAG). TAG accelerates the market uptake of "step-change" technologies by engaging utilities during the pre-commercial stages of technology development. Currently 50 U.S. utilities participate in six different TAG groups around the United States. Bill has 25 years of experience in championing sales campaigns with new and existing products. He previously worked at Severn Trent Services, where he managed manufacturer representative companies and distributors.



Travis Kennedy is the Publisher of Water Online and has more than 20 years of experience defining and navigating the sales/marketing nexus. He holds a degree in communications from Penn State University. In 2015 he will be 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.



Vikram Pattarkine, BCEEM, is Chief Executive Officer of PEACE USA. A chemical-environmental engineer with three decades of experience, he has held several leadership positions, including Chief Technology Officer of a renewable energy technology development company; Senior Vice President of an engineering design and consulting firm; and

Director of Process Engineering of an equipment design and manufacturing firm. He has served on the Scientific and Technical Advisory Committee of the Chesapeake Bay Program as a wastewater management expert and was a member of its Executive Board in 2010-2014. He is a member of the WEF Municipal Wastewater Treatment Design Committee.



Bob Salvatelli is Director of Sales for Sustainable Water, a leading provider of water reclamation and reuse solutions, where he has brought large-scale, on-site reclamation and reuse to campuses across the country, helping higher education reduce its water footprint. He also has introduced the concept of ecologically based decentralized treatment and reuse

solutions to the industrial and commercial markets. He brings to the environmental sector years of experience serving the institutional, industrial, and commercial spaces as an entrepreneurial executive in both the building products and construction industries. Bill is actively involved in the WaterReuse Association as well as with the International District Energy Association, Association for the Advancement in Higher Education, and Smart & Sustainable Campuses.



Andrew Sawyers is Director of the U.S. EPA Office of Wastewater Management, where he oversees management of the National Pollutant Discharge Elimination System (NPDES) and is responsible for multiple technical and financial assistance tools for developing and maintaining the country's wastewater infrastructure, including the Clean Water State

Revolving Fund. Previously he held the positions of Deputy Director of the EPA Office of Ground Water and Drinking Water and Deputy Director for the Maryland Water Quality Financing Administration.



Elizabeth Southerland has served since 2012 as Director of the Office of Science and Technology in the EPA Office of Water. In this capacity, she leads a multidisciplinary staff of 130 in implementing major science, technology, and regulatory programs under the Clean Water Act (CWA) and the Safe Drinking Water Act, and she oversees CWA actions in 10 Regional Offices. Betsy holds a doctoral degree in environmental science and engineering from Virginia Polytechnic Institute.

Raffael Stein is Director of the EPA Office of Wastewater Management's Municipal Support Division. He oversees the Clean Water State Revolving Fund and has been designated the Interim Director of the recently announced Water Infrastructure & Resiliency Finance Center. Raffael has been with the Agency for over 23 years, starting as an economist in the Office of Water. He then held several positions in the Agency's Office of the Chief Financial Officer, including Senior Water Analyst in the budget office and Analysis Staff Director in the planning office. From 2009 to early 2014, Raffael was the Director of EPA's Office of Financial Services, where he was responsible for all of the Agency's financial operations. Prior to his work with EPA, Raffael was an economist for Virginia's Department of Taxation and a financial analyst in a consulting firm specializing in municipal finance research.

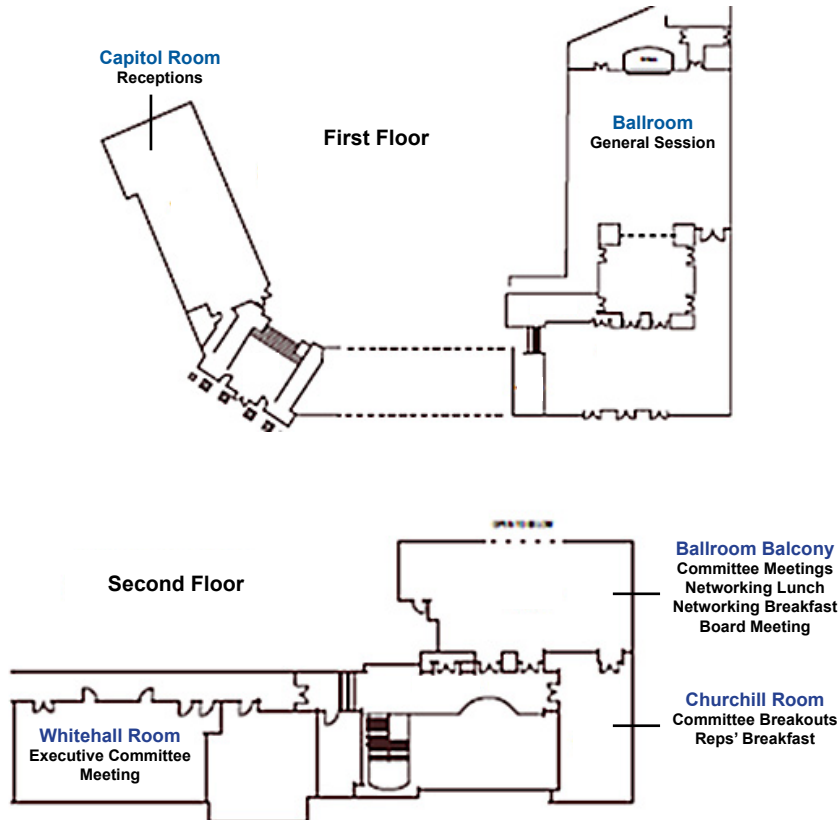


Claudio Ternieden is director of regulatory affairs at Water Environment Federation. He helped lead the Water Environment Research Federation (WERF) research program and was involved in the original design of the Leaders Innovation Forum for Technology (LIFT). Before joining WERF, he worked on water quality issues in the aviation industry

and contributed to the National Academy of Sciences Transportation Research Board's environmental efforts. He holds a law degree and a certificate in environmental law from Pace University School of Law and a master's degree in public policy from George Mason University.



Fairfax Meeting Rooms



Antitrust Policy

The WWEMA Board of Directors has made 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.

U.S. Water Prize

Monday, April 13, 2015

6:00 - 8:30 p.m.

National Geographic Building



The U.S. Water Prize is a celebration of sustainable solutions that advance holistic, watershed-based approaches to water quality and quantity challenges. The 2015 recipients are:

- **City of San Diego Public Utilities Department**
- **Electric Power Research Institute**
- **Coca-Cola Company**

The WWEMA Bus to the Water Prize will depart from the Hotel Entrance at 5:15 p.m. sharp.