

WWEMA 38TH WASHINGTON FORUM



POLITICAL PENDULUM

**IMPACT ON BUSINESS IN
THE WATER SECTOR**

**APRIL 19-21, 2011
THE MADISON
WASHINGTON, D.C.**

**SPONSORED BY THE
WATER AND WASTEWATER EQUIPMENT
MANUFACTURERS ASSOCIATION**

POLITICAL PENDULUM

IMPACT ON BUSINESS IN THE WATER SECTOR

Water is a driver of the economy. The long-term sustainability of the economy is dependent on water resources, yet there are fundamental changes taking place in Washington that could undermine that fact.

The political pendulum has swung once again. The mid-term elections sent shockwaves through the halls of Congress and the corridors of government agencies. Couple that with a fragile economy showing some signs of recovery; yet vulnerable to unfolding events in the Middle East, volatility in oil prices and cash-strapped budgets at all levels of government. Is it any wonder that even the most astute corporate executives in the water and wastewater industry are wringing their hands wondering what lies in store for their businesses during this turbulent period in American politics?

The WWEMA 38th Washington Forum is designed to tackle this question, offering insights into the politics, economics and social dynamics of today's water and wastewater industry and how they impact market demand for water and wastewater products and services. Attend and you will learn:

- what priorities will govern the 112th Congress and how it bodes for water and wastewater legislation
- if the economy and the new Congress will put the breaks on environmental initiatives
- what projections are for growth in this industry in 2011 and beyond
- what forthcoming laws and regulations will affect capital equipment purchasing decisions by your municipal and industrial customers
- what impact the debate on the federal budget will have on future funding of water and wastewater projects
- how states' budgets could undermine the ability to implement and enforce drinking water and wastewater regulations
- if the municipal bond market will dry up or loosen up in the year ahead
- what the outlook is for water and sewer construction and raw material / commodity pricing
- whether design activity will translate into construction work in the months ahead
- what markets should you pursue globally and what resources are available to help you export effectively

The WWEMA Washington Forum is your resource for market intelligence and networking with leaders in the water and wastewater equipment sector. Get answers to these questions and much, much more by attending this year's event.

TUESDAY, APRIL 19

| | |
|--------------------|---|
| 9:30 am – 11:30 am | Executive Committee Meeting |
| 12:30 pm – 2:00 pm | Membership and Marketing Services Committee * |
| 2:00 pm – 3:30 pm | Global Competitiveness Committee * |
| 3:30 pm – 5:00 pm | Legislative / Regulatory Committee * |
| 5:00 pm – 6:00 pm | Networking Reception * |
| 6:00 pm - 8:30 pm | Board of Directors Dinner (by invitation) |

* Event open to all WWEMA Members

WEDNESDAY, APRIL 20

| | |
|---------------------|---|
| 7:30 am – 8:45 am | BREAKFAST |
| 7:30 am – 5:00 pm | REGISTRATION |
| 9:00 am – 9:15 am | WELCOMING REMARKS Jim Board , Washington Forum Chair President, WEIR Specialty Pumps |
| 9:15 am – 10:00 am | NEW CONGRESS, NEW PRIORITIES Rich Galen , Political Columnist |
| 10:00 am – 10:45 am | CONGRESSIONAL OUTLOOK IN THE WATER SECTOR Elizabeth Fox , Professional Staff Member Senate Environment & Public Works Committee Jon Pawlow , Professional Staff Member House Transportation & Infrastructure Committee |
| 10:45 am – 11:00 am | NETWORKING BREAK |
| 11:00 am – 12:15 pm | REGULATORY PRIORITIES FOR WATER Cynthia Dougherty , Director, Office of Ground Water and Drinking Water (invited) U.S. Environmental Protection Agency Jim Hanlon , Director, Office of Wastewater Management (invited) U.S. Environmental Protection Agency Jeff Lape , Deputy Director, Office of Science & Technology U.S. Environmental Protection Agency |
| 12:15 pm – 1:45 pm | LUNCHEON – MARKET TRENDS FROM THE CONSULTANT'S PERSPECTIVE Phil Sudol , Vice President AECOM |
| 1:45 pm – 2:30 pm | THE STATE OF THE STATES Alexandra Dunn , Executive Director Association of State and Interstate Water Pollution Control Administrators Jim Taft , Executive Director National Association of State Drinking Water Administrators |

2:30 pm – 3:15 pm

MUNICIPAL PERSPECTIVE ON PROJECT NEEDS AND FINANCING

Brent Fewell, Vice President, Environmental Compliance
United Water

George Hawkins, General Manager
District of Columbia Water and Sewer Authority

3:15 pm – 3:30 pm

NETWORKING BREAK

3:30 pm – 4:15 pm

U.S. ECONOMIC OUTLOOK – RECOVERING, NOT RECOVERED

Ken Simonson, Chief Economist
Associated General Contractors of America

4:15 pm – 5:00 pm

MUNICIPAL FINANCING – WHERE'S THE MONEY?

Kimberly Welsh, Managing Director, Municipal Capital Markets
Janney Montgomery Scott

5:00 pm – 6:30 pm

NETWORKING RECEPTION

THURSDAY, APRIL 21

7:30 am – 8:45 am

BREAKFAST

7:30 am – 12:00 Noon

REGISTRATION

9:00 am – 9:30 am

THE ADMINISTRATION'S EXPORT TRADE STRATEGY – WHAT'S IN IT FOR YOU?

Peter Perez, Deputy Assistant Secretary for Manufacturing (invited)
U.S. Department of Commerce

9:30 am – 10:00 am

AMERICAN CHAMBERS OF COMMERCE – YOUR KEY TO EXPORTS

Leslie Schweitzer, Senior Trade Advisor
U.S. Chamber of Commerce

10:00 am – 10:10 am

NETWORKING BREAK

10:10 am – 10:50 am

SPOTLIGHT: AUSTRALIA – INNOVATING!

Paul Adler, Director, Market Development
Australian Trade Commission

10:50 am- 11:30 am

SPOTLIGHT: MEXICO – GROWING!

Vince Lencioni, General Manager
LGA Consulting

11:30 am – 12:00 Noon

WWEMA WASHINGTON REPORT

Dawn Kristof Champney, President
WWEMA

12:00 Noon – 3:00 pm

**WWEMA BOARD
LUNCHEON / MEETING**



POLITICAL PENDULUM

IMPACT ON BUSINESS IN THE WATER SECTOR

April 19-21, 2011
The Madison, Washington, DC

Registration Form

REGISTRATION FEES:

Registration fees cover entrance to all sessions, conference materials, two breakfasts, one luncheon, two receptions and networking breaks.

If paying by check, the rates are:

WWEMA Member: \$775 first registrant / \$675 additional registrants
Non-WWEMA Member: \$1,125

If paying by credit card, the rates are:

WWEMA Member: \$800 first registrant / \$700 additional registrants
Non-WWEMA Member: \$1,150

CANCELLATION POLICY:

A full refund of all Washington Forum registration fees will be applied to cancellations received by April 5, 2011. Thereafter, a fifty percent (50%) refund will be issued for notices received by April 12, 2011. No refund will be issued for cancellations within one week of the event.

SPONSORSHIP OPPORTUNITIES:

There are a limited number of sponsorship opportunities available to ensure your company's high profile. If interested, contact Susan Helling at (703) 444-1777.

REGISTRANT CONTACT INFORMATION:

Full Name: _____ First Name (as it should appear on badge): _____
Title: _____ Company: _____
Address: _____ City/State/Zip: _____
Telephone/Fax: _____ Email: _____

REGISTRATION TYPE:

WWEMA Member: First Registrant Additional Registrant
Non-WWEMA Member: Registrant

Total Fee Enclosed: _____

HOTEL INFORMATION:

The WWEMA 38th Washington Forum will be held at The Madison, one of Washington, D.C.'s finest hotels, located four blocks north of the White House at 15th & M Streets, NW, Washington, D.C. 20005 (www.madisonhoteldc.com). To make reservations, call The Madison at (800) 424-8577 or (202) 862-1600 and mention that you are attending the "WWEMA Washington Forum" in order to receive the group discount rate of \$290 (single/double). Hotel reservations must be made before March 18, 2011

MAILING INSTRUCTIONS:

If paying by check, make it payable to "WWEMA" and send with completed registration form to address below.

If paying by credit card, complete the registration form on-line at www.WWEMA.org.



P.O. Box 17402, Washington, D.C. 20041
Ph: 703-444-1777 Fax: 703-444-1779
www.wwema.org

WWEMA Upcoming Events

MANAGING RISK
*Challenges Facing
the Water & Wastewater
Equipment Industry*

March 30-31, 2011

Indianapolis, Indiana

*Sponsored by the WWEMA Finance &
Contract Administration Council*

WWEMA Presidents Council

September 28, 2011

Chicago, Illinois

WWEMA 102nd Annual Meeting

November 10-12, 2011

St. Pete Beach, Florida

*Details will be posted at www.WWEMA.org
when they become available*



P.O. Box 17402, Washington, D.C. 20041
Ph: 703-444-1777 Fax: 703-444-1779
www.wwema.org