

WWEMA 39TH WASHINGTON FORUM

UNDERSTANDING OUR FUTURE AND EXPECTATIONS OF GROWTH

APRIL 24-26, 2012

**THE MADISON
WASHINGTON, D.C.**



WWEMA

Water & Wastewater Equipment Manufacturers Association Inc.

UNDERSTANDING OUR FUTURE AND EXPECTATIONS OF GROWTH

TUESDAY, APRIL 24

10:00 am – 11:30 am

EXECUTIVE COMMITTEE MEETING

12:30 pm - 2:00 pm

MARKETING AND MEMBER SERVICES COMMITTEE MEETING

2:00 pm – 4:00 pm

LEGISLATIVE AND REGULATORY COMMITTEE MEETING

4:00 pm – 5:00 pm

DEMONSTRATION OF NEW EPA WEB TOOL ON SEWAGE TREATMENT PLANT AND INDUSTRIAL FACILITY DISCHARGERS

5:00 pm – 6:30 pm

WELCOMING RECEPTION

6:30 pm – 8:00 pm

BOARD OF DIRECTORS DINNER (INVITATION ONLY)

WEDNESDAY, APRIL 25

8:00 am – 5:00 pm

REGISTRATION

8:30 am – 8:45 am

WELCOME AND INTRODUCTIONS

Chuck Powers
WWEMA Washington Forum Chair

8:45 am – 9:30 am

WATER INFRASTRUCTURE: A VIEW FROM THE TRENCHES

In today's tough economic times, Mayors are at the forefront of having to protect the environment and provide their residents with affordable water and wastewater services, while keeping their economy afloat. Hear what the Co-Chair of the U.S. Conference of Mayors' Water Council has to say about innovative approaches being pursued to leverage capital investments and yield the greatest environmental results, from use of both green and gray infrastructure, to life-cycle costs analysis and alternative project delivery methods.

Presenter:

Jennifer Hosterman

Mayor
City of Pleasanton, CA

9:30 am – 10:15 am

THE INCREASING INTEREST IN PUBLIC-PRIVATE PARTNERSHIPS

Over the past three years, many states and local governments have taken significant steps for the broader use of public-private partnerships. This presentation will cover the causes for this increased interest, when the largest changes have occurred, and what you as a participant in the water sector can do to be part of this expanding market.

Presenter:

Richard Norment

Executive Director
National Council for Public-Private Partnerships

10:15 am – 10:30 am

BIO BREAK

10:30 am – 11:30 am

**POLITICS, THE ECONOMY, AND THE BUSINESS COMMUNITY –
HOW TODAY'S CURRENT EVENTS IMPACT TOMORROW'S
PROFITS**

Surviving this year? Yes. Profiting? Maybe. What about next year? Gene Marks, a nationally syndicated business columnist who writes a weekly column in The New York Times and Forbes and regularly appears on Fox News, CNBC, and MSNBC, will discuss the key economic metrics driving today's economy and the meaning behind the numbers; what the business community can expect from the next Congressional session; how social media and cultural influences are changing customers' behaviors; and other political and economic trends affecting the business community.

Presenter:

Gene Marks

The Marks Group, P.C.

11:30 am – 12:15 pm

PRIVATE EQUITY - A VIABLE SOURCE OF GROWTH CAPITAL

With the expanding demand for water solutions driven by the costs of addressing our nation's wastewater infrastructure needs over the next 20 years exceeding \$400 billion - roughly twice the current level of investment by all levels of government – and drinking water infrastructure needs exceeding \$1 trillion over the next 25 years, water companies need a “tool box” of financial sources to facilitate growth. Private equity can be a friendly and smart source of capital in addition to a pragmatic use of debt. Many are seeking new ways to increase funding for water infrastructure, including tapping into private equity. Discover how access to private equity can provide unique opportunities for both investors and products and service providers in the water sector.

Presenter:

A. Judson Hill

Managing Director
NGP Global Adaptation Partners

12:15 pm – 1:30 pm

**LUNCHEON
UNDERSTANDING OUR FUTURE AND EXPECTATIONS OF GROWTH**

The theme of this year's Washington Forum will be the topic of discussion by one of the industry's leading consulting engineers. He will offer his unique views on the ever-changing and increasingly complex issues facing the water industry, where innovation is occurring, and what the prospects are for growth.

Presenter:

William S. Howard
Executive Vice President and
Chief Technical Officer
CDM Smith

1:30 pm – 1:45 pm

BIO-BREAK

1:45 pm – 2:15 pm

DRINKING WATER REGULATORY UPDATE

The EPA Office of Ground Water and Drinking Water (OGWDW) protects public health by ensuring safe drinking water and protecting ground water. The Director of the OGWDW Standards and Risk Management Division will provide an update on major initiatives being pursued as it pertains to implementing national drinking water standards; overseeing and assisting funding of infrastructure projects, state drinking water programs and source water protection programs; and protecting underground sources of drinking water.

Presenter:

Pamela Barr
Director
Standards and Risk Management Division
Office of Ground Water and Drinking Water
U.S. Environmental Protection Agency

2:15 pm – 2:45 pm

WASTEWATER MANAGEMENT – UPDATE AND OUTLOOK

The EPA Office of Wastewater Management (OWM) oversees a range of programs contributing to the well-being of the nation's waters, by promoting effective and responsible water use, treatment, disposal and management, and by encouraging the protection and restoration of watersheds. The OWM Director will provide an update on activities pertaining to sustainable water infrastructure and water efficiency efforts, and the outlook for municipal and industrial regulatory action in the coming year.

Presenter:

James Hanlon
Director
Office of Wastewater Management
U.S. Environmental Protection Agency

2:45 pm - 3:15 pm

WATER QUALITY STANDARDS AND TECHNOLOGY – A LOOK AHEAD

The EPA Office of Science and Technology (OST) is responsible for developing sound, scientifically defensible standards, criteria, advisories, guidelines and limitations under the Clean Water Act and Safe Drinking Water Act to protect and restore the nation's water quality, encompassing a suite of issues from nutrients and contaminants of emerging concern, to minimizing impacts from various industrial sectors. The OST Acting Director will discuss a number of important actions planned for 2012 and opportunities for enhanced environmental and health protection, technology innovation and economic prosperity.

Presenter:

Jeff Lape

Acting Director
Office of Science and Technology
Office of Water
U.S. Environmental Protection Agency

3:15 pm – 3:30 pm

BIO BREAK

3:30 pm – 4:00 pm

ENVIRONMENTAL ENFORCEMENT AND COMPLIANCE – NEW APPROACHES

The EPA Office of Enforcement and Compliance (OECA) typically goes after pollution problems through vigorous civil and criminal enforcement that targets the most serious water hazards. The OECA Director of the Water Enforcement Division will discuss a new policy framework to allow communities to prioritize their regulatory compliance activities to maximize environmental benefit, achieving water quality goals through a permitting process rather than enforcement via the consent decree process, taking into account affordability and green solutions. Learn how this could impact future project schedules.

Presenter:

Mark Pollins

Director
Water Enforcement Division
U.S. Environmental Protection Agency

4:00 pm – 5:00 pm

STATE OF THE STATES

With rare exception, the states bear the responsibility to administer the laws and regulations issued by Congress and U.S. EPA to protect and preserve the environment. Their responsibilities continue to grow as their resources diminish, placing a major burden on the state clean water and drinking water administrators to learn how to do more with less. Hear their views on what issues are deemed top priority in the year ahead.

Presenters:

Alexandra Dunn

Executive Director
Association of Clean Water Administrators

Darrell Osterhoudt

Regulatory Affairs Manager
Association of State Drinking Water Administrators

THURSDAY, APRIL 26

8:00 am – 9:00 am

BREAKFAST

**THE REBIRTH OF U.S. MANUFACTURING:
A CONGRESSIONAL RESPONSE**

The House Manufacturing Caucus was created in 2003 to enhance the productivity, capacity, and competitiveness of American manufacturing, by examining and promoting policies to help American manufacturers find trained, educated workers; developing new industrial technologies; operating on a level playing field by enforcing existing trade laws; and obtaining the capital they need to thrive. We have invited the co-chair of the Caucus to discuss what is being done to help spur manufacturing in the U.S.

Presenter:

Congressman Don Manzullo (R-IL) [Invited]

Co-Chair, House Manufacturing Caucus

9:00 am – 9:45 am

U.S. ECONOMIC AND CONSTRUCTION MARKET OUTLOOK

Construction spending reached a 20-month high in December, while spending for 2011 as a whole dropped for the fifth straight year, with sewage and waste disposal sinking 12% for the year. The cost of construction materials is also showing signs of accelerating, though at a moderate pace. What does the future bode for the water sector so dependent on housing and other industry related activities? Get the facts during this session from the construction industry's premier economist.

Presenter:

Ken Simonson

Chief Economist
Associated General Contractors of America

9:45 am – 10:15 am

GLOBAL WATER CHALLENGES – A CALL FOR ACTION

Secretary of State Clinton reported that access to basic sanitation and sustainable supplies of water is a matter of national security. Even though significant progress has been made to reduce the portion of people without access to drinking water and sanitation by 2015, many countries are not on track to meet this target. There is also a growing threat to the world's groundwater supplies from over-extraction and pollution. Water supplies will begin running out in critical regions by 2030 unless action is taken. The statistics are grim, but there is hope. Hear this compelling presentation on what is being done to tackle this international challenge and what it portends to manufacturers of water and wastewater technologies. It could be life altering!

Presenter:

Dr. Aaron Salzberg
Special Coordinator for Water Resources
U.S. Department of State

10:15 am – 10:30 am

BIO-BREAK

10:30 am – 11:15 am

ADVANCING WATER TECHNOLOGY AND EXPORT ADVOCACY

President Obama announced the National Export Initiative in his 2010 State of the Union address and set the ambitious goal of doubling U.S. exports by the end of 2014. The U.S. Environmental Protection Agency's Office of Global Affairs and Policy plays a key role in that effort by identifying international environmental issues and helping implement technical and policy options to address them. The U.S. Department of Commerce's Advocacy Center plays a crucial role as well by leveling the playing field on behalf of U.S. business interests as they compete against foreign firms for international contracts. It further counsels U.S. companies on how to work with Multilateral Development Banks and advocates on procurement and contract issues. The Directors of these two offices will explain how their services can help increase demand for, and sale of water and wastewater equipment.

Presenters:

Walker B. Smith
Director
Office of Global Affairs and Policy
Office of International and Tribal Affairs
U.S. Environmental Protection Agency

Bryan Erwin
Director
Advocacy Center
International Trade Administration
U.S. Department of Commerce

11:15 am – 12:00 Noon

GLOBAL WATER MARKET OUTLOOK: PROSPECTS AND PITFALLS

Some experts foresee the global water market hitting \$1 trillion by as early as 2020, with the greatest growth in South America and Asia due to rapid economic growth, climate change impacts, rising populations and stricter water regulations. Producers of water technologies stand to benefit from huge sales potential over the next few decades, though risks abound when doing business across the border or overseas. We will conclude the 39th Washington Forum with an “on the ground” report from practitioners in the field on the prospects for doing business in the global water market and the pitfalls to avoid when pursuing sales opportunities in various regions.

Presenters:

Stavro Soussou (Invited)

Executive Vice President
Cimmaron International Corporation

Hermes Gonzales

Director of International Sales
Hach Company

12:00 pm

ADJOURNMENT

12:30 pm – 3:00 pm

BOARD OF DIRECTORS LUNCHEON / MEETING

The Water and Wastewater Equipment Manufacturers Association is a non-profit trade organization founded in 1908 to represent the interests of companies that manufacture products sold to the potable water and wastewater treatment industries. WWEMA serves as the principal advocate for water and wastewater solution providers to legislative and regulatory bodies and allied organizations by promoting value-based procurement; defending fair and open trade; supporting sustainable infrastructure financing; developing science-based technologically-achievable environmental regulations; and advancing a holistic approach toward stewardship of the water environment.

