

# Why Gamble on the Future? **SHAPE IT!**

## WWEMA 104th Annual Meeting

*November 1-3, 2012  
J.W. Marriott Resort & Spa  
Las Vegas, Nevada*



Sponsored by



# WWEMA

Water & Wastewater Equipment Manufacturers Association Inc.

# Welcome!



Welcome to Las Vegas!

It is my pleasure to welcome you to the WWEMA 104th Annual Meeting at the J.W. Marriott.

The theme for this year's meeting is "Why Gamble on the Future? SHAPE IT!" With the future of the industry continuing to face undefined opportunities, this year's program includes individuals, industry professionals and local government speakers who are currently engaged in shaping the future. The main objective of the program is to provide real-world approaches your business can use as you tackle the challenges of meeting customer needs and understanding the market, technological trends, funding and regulations. In addition to the business at hand, we trust you will take advantage of the many opportunities this event offers to network with your colleagues and friends.

As usual, staff has done an outstanding job of providing a great venue, program and attending to all of the details that make WWEMA's Annual Meeting an event you don't want to miss. Please join me in expressing our appreciation for their efforts on this meeting and throughout the year.

As the "Voice of the Industry" and thanks to dedicated WWEMA members, we are getting stronger in numbers. The ability to grow and welcome new members is supported by the member companies who work tirelessly behind the scenes to assist in our advocacy initiatives and to help support and guide the association. It is because of each member company's commitment to the association our "Voice" continues to become even more influential.

It is hard to believe the year has come and gone so quickly. It has been a productive year for WWEMA, and I am honored to have been able to serve as the 2012 Chair. To those who have come before, thank you for your contributions, leadership and trust in providing me with the opportunity to serve an organization so devoted and dedicated to its membership. For those who come after, you are charged with continuing to shape the industry for the benefit of the association, its members and most importantly the future of one of life's most valuable resources—Water.

We know your time is precious, and we thank you for supporting the Annual Meeting. Have a great time.

A handwritten signature in black ink that reads "Deb". The signature is fluid and cursive, with a large loop at the end.

Deb LaVelle  
WWEMA Chairman

# Code of Ethics

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Water and Wastewater Equipment  
Manufacturers Association, Inc.

The Water and Wastewater Equipment Manufacturers Association, Inc. (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

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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.

# Business Program

## THURSDAY, NOVEMBER 1

9-10 a.m.

[“Coffee with the Chairs” for New Members and First Timers – The Lodge](#)

If you are a new WWEMA member or if this is your first WWEMA Annual Meeting, please join WWEMA Chair Deb LaVelle and the WWEMA committee chairs for this welcome and orientation session.

10:15 a.m.-12 noon

[Marketing & Member Services Committee Meeting – Grand Ballroom B](#)

All are encouraged to attend this meeting discussing WWEMA’s latest membership-development and member-services initiatives.

1-2:45 p.m.

[Legislative/Regulatory Committee Meeting – Grand Ballroom B](#)

All are encouraged to attend this meeting discussing WWEMA’s current and future legislative and regulatory advocacy efforts.

3:15-5 p.m.

[WWEMA Board of Directors Meeting – Grand Ballroom B](#)

6-7:30 p.m.

[Welcome Reception – The Edge Lounge](#)

Enjoy hors d’oeuvres and a hosted bar at one of the best networking events of the year.

## FRIDAY, NOVEMBER 2

9 a.m.-2:30 p.m.

[SPOUSE/GUEST PROGRAM \(see details on page 6\)](#)

Backstage Tour at Jubilee! and Lunch at the Eiffel Tower

8-8:30 a.m.

[Continental Breakfast – Grand Ballroom Foyer](#)

8:30-5 p.m.

[GENERAL SESSION – Grand Ballroom C](#)

8:30-9 a.m.

[Association Business](#)

Join us for this important WWEMA meeting:

- State of the Association: President Dawn Kristof Champney
- Election of the Board of Directors

9-10 a.m.

[Shaping the Customer Service Experience](#)

*Captain Denny Flanagan, Pilot, United Airlines*

In an industry where customers too often expect to be treated poorly, Capt. Denny Flanagan has shown that one person can make a difference. From personally delivering pizzas to passengers on delayed flights to taking photos of pets in the cargo hold to put their owners’ minds at ease, he has made it his mission to take customer service—and satisfaction—to new levels. In this session, he’ll share how you and your staff can take individual responsibility for going beyond meeting clients’ expectations to exceeding them, and how this can lead to increased business.

10:15-11 a.m.

[Architects of Change: How Technology Can Help Redesign the Water and Wastewater Industries](#)

*Patricia Mulroy, General Manager, Las Vegas Valley Water District, Southern Nevada Water Authority, and President, Association of Metropolitan Water Agencies*



The role of technology has historically been largely relegated to the arena of water quality; specifically, ensuring that state and federal standards for drinking water and effluent are met. However, a rapidly changing—and worsening—water supply picture is presenting manufacturers of water and wastewater equipment the opportunity to participate in the active management of water resources like never before. This presentation will discuss advances in technology that are prompting water managers to reconsider the old paradigm of treat, use and discard in favor of a more holistic approach that seeks to optimize the beneficial use of a community’s available water supply.

11-11:45 a.m.

[Partnerships and Collaboration: The Required Path for Successful Water Solutions](#)

*Cindy Wallis-Lage, President, Global Water Business, Black & Veatch*

With the needs of water and wastewater treatment providers constantly changing in response to cost pressure, regulatory change and water scarcity, owners look to manufacturers to develop new technologies to expand the range of solutions that can be employed and to designers to integrate these improved tools into the owner’s operation. The most successful solutions will result from collaboration among all entities to develop the “best for project” solution. This presentation will discuss the collaboration between designers, manufacturers and owners and how this interaction helps to advance the goals of the water and wastewater industry at large.

11:45 a.m.-1 p.m.

[Luncheon](#)

1-1:45 p.m.

[The Impact of Proposed Regulatory Changes on the U.S. Water & Wastewater Treatment Market](#)

*Roberta Gamble, Business Unit Leader, Energy and Environmental Markets, Frost & Sullivan*

Current and future challenges faced by our industry pertaining to proposed short- and long-term regulatory changes, as well as insights into what solutions can be implemented and what technologies and service segments will be affected over time will be the focus of this presentation. Because regulatory changes so often dictate the types of technologies used for various treatment applications, the insights provided will provide a guidepost to determining the future direction of the U.S. treatment technology market.

1:45-2:30 p.m.

[Strategies for Accelerating Adoption of New Cost-Saving Water Technologies and Solutions in a Risk-Adverse Market](#)

*Joseph Zuback, President and Founder, Global Water Advisors*

High capital costs and the responsibility to protect public health and the environment necessarily fosters a cautious attitude toward new technology in the municipal water treatment market. Ironically, this caution can discourage exactly the type of private sector investment in innovation that leads to significant cost reductions. This realization has led to a growing consensus regarding the need for alternative approaches to accelerate implementation of water and wastewater technology innovation in our industry. This session will present insights into global strategies outside of the U.S. market that have accelerated water technology development and adoption, highlighting ideas and strategies that either are under consideration or could be considered in the U.S. market to accelerate water technology innovation with acceptable financial risk for both technology users and providers.

2:45-3:30 p.m.

[Future Trends in Financing Water Projects](#)

*Jim Lauria, Industry Consultant*

This session will explore how future trends in financing water projects will affect the various players in the water technology field—from equipment manufacturers who supply various components to the consulting engineers who design and specify water treatment systems. If you’ve ever asked (or been asked), “Where will the money come from?” you won’t want to miss this presentation.

3:30 – 4:15 p.m.

[The Utility of the Future Initiative: Where Will Your Company Fit In?](#)

*Dr. Kenneth Rubin, Managing Director, Rubin Mallows Worldwide*

The National Association of Clean Water Agencies, the Water Environment Federation and the Water Environment Research Foundation are collaborating to create a nationwide blueprint for the “Water Resources Utility of the Future.” Equipment manufacturers and technology companies are expected to play a key role in realizing the goals of this initiative. In this presentation, you’ll learn about the initiative, how it is expected to affect water and wastewater utility construction and operations, and how manufacturers’ research and development efforts and technology offerings might be applied.

4:15-5 p.m.

[Industry in Transition: A Venture Capitalist's Perspective on the Trends, Challenges and Opportunities in Water and Wastewater](#)

*David Henderson, Partner, XPV Capital Corporation*

This presentation will share insight into the not-so-obvious change drivers from a venture capitalist's perspective and explore technology changes that will transform our industry.

6-9 p.m.

[Chairman's Award Reception and Dinner – Grand Ballroom C](#)

Join us for an elegant evening of dinner and entertainment as we honor members for their achievements and as we recognize the passing of the Chairman's Gavel.

## **SATURDAY, NOVEMBER 3**

9-11 a.m.

[Roundtable Discussions – Grand Ballroom C](#)

Always a highlight of the WWEMA Annual Meeting, we'll meet in small groups to discuss the most relevant topics in water and wastewater management today.

11 a.m.

[Adjournment](#)

12 noon-5 p.m.

[Annual Golf Tournament \(Optional\) \(Shuttles depart from 11 a.m.-noon from the J.W. Marriott Spa Tower Lobby\)](#)

*Includes boxed lunch.*

Set against the stunning backdrop of Red Rock Canyon, Tournament Players Club Las Vegas is a par 71, 7,063-yard golf course that will test your skills while dazzling you with views of the surrounding mountains, canyons and the famed Las Vegas skyline. It is the premier PGA TOUR facility in Las Vegas and has been heralded by Golf Digest as one of the "Best Places to Play," making it a destination for celebrities and PGA TOUR players alike. The course is recognized as a Certified Audubon Cooperative Sanctuary by the Audubon Cooperative Sanctuary System.

1:15-5 p.m.

[Tour of Red Rock Canyon \(Optional\) \(Jeeps depart at 1:15 p.m. from the J.W. Marriott Spa Tower Lobby\)](#)

Designated a National Conservation Area in 1990, Red Rock Canyon is home to a variety of animal life, including coyotes, kit foxes, kangaroo rats, mule deer, burros, desert bighorn sheep and bobcats. Among the unusual plant life are pinyon-juniper, Joshua trees and Nevada bluegrass. Tour participants will be picked up in luxury Tour Trekker Jeeps for a guided tour of Red Rock Canyon's 13-mile scenic route, including several stops where you can disembark to check out areas of special interest, followed by an off-road excursion where you'll experience sights and sounds that are off the beaten path.

6:30-8:30 p.m.

[Farewell Reception and Dinner \(Optional\) – Poolside](#)

Don't miss this casual closing dinner with your colleagues, outside on the lovely J.W. Marriott grounds.

## **SPOUSE/GUEST PROGRAM**

9 a.m.-2:30 p.m.

[Backstage Tour at Jubilee! and Lunch at the Eiffel Tower](#)

[\(Bus departs at 9 a.m. from the J.W. Marriott Spa Tower Lobby\)](#)

Get ready for your trip to the Strip! We'll start off at Bally's, with a backstage tour of Jubilee! led by one of the show's glamorous showgirls. You'll step out onto one of the most technologically advanced stages in the world and get a behind-the-scenes look at the show's scenery and costuming areas as well as the lighting booth housing the most up-to-date effects. Next, you'll head over to the adjacent Paris Resort, where you'll enjoy lunch at the Eiffel Tower, one of the most highly rated restaurants in Vegas for both its fantastic dining and its soaring views.

# Guest Speakers



## **Capt. Denny Flanagan, Pilot, United Airlines**

Capt. Denny Flanagan has worked at United Airlines since 1986. After earning a bachelor of science degree from Kent State University in 1974, Flanagan joined the U.S. Navy, where he flew the LC-130 Hercules and P-3 Orion. He retired from the Naval Reserve in 1993. Flanagan currently flies Boeing 757 and 767 aircraft. His legendary approach to customer service has been featured on the front page of *The Wall Street Journal*, in *USA Today Travel* and *The Washington Times*, and on numerous travel blogs and forums.



## **Roberta Gamble, Business Unit Leader, Energy and Environmental Markets, Frost & Sullivan**

Roberta Gamble is the business unit leader for Frost & Sullivan's North American Energy and Environment teams. Major market focuses have included research along the value chain for energy, power and water, with a focus on key market trends such as shale and water, smart water, smart energy and energy efficiency. Roberta has more than a decade of consulting expertise, including third-party business plan verification, acquisition target research and due diligence, geographical expansion strategy, and new market exploration.



## **David Henderson, Managing Director, XPV Capital Corporation**

David Henderson is managing director of one of the world's largest venture and growth equity firms dedicated to investing in high-growth water companies. He focuses on identifying and investing in companies capitalizing on the significant opportunities created by the "new water economy," a concept he developed. Henderson is an advisor to Imagine H2O and serves on the WEF Global Water Strategies Council. In 2009, he received Canada's "Top 40 Under 40" Award. He is a past chairman and director of Advancing Canadian Entrepreneurship, where he received the Global Champion and Distinguished Service Award.



## **Jim Lauria, Industry Consultant**

Jim Lauria is a water technology executive with a bachelor of chemical engineering degree from Manhattan College. He has more than 20 years of global experience as a senior executive in the water treatment industry. Lauria is a frequent speaker at water industry conferences. He has published more than 50 technical articles in water trade publications and has posted extensively on water issues at *The Huffington Post*.



## **Patricia Mulroy, General Manager, Las Vegas Valley Water District, Southern Nevada Water Authority, and President, Association of Metropolitan Water Agencies**

Pat Mulroy oversees the operations of the Las Vegas Valley Water District, which serves more than 340,000 customers, and the Southern Nevada Water Authority, which is responsible for acquiring, treating and delivering water to local agencies that collectively serve 2 million residents and nearly 40 million annual visitors. In addition to her role at AMWA, she serves on the Board of Trustees of the Water Research Foundation and the Board of Directors of the National Water Resources Association. Additionally, she was the original chairperson of the Western Urban Water Coalition.



## **Dr. Kenneth Rubin, Managing Director, Ruben Mallows Worldwide**

For the last 35 years, Ken Rubin has provided engineering, economic, financial, and management consulting services to public and private clients worldwide. He is widely recognized as one of the leading experts on water sector policy, economics, finance, markets, management, and operations. He consults regularly to the industry on matters of national policy, market dynamics, and finance. His work for governments and the private sector has affected the debate on U.S. water policy for more than three decades. He also has structured multi-million dollar water programs in more than a dozen countries.



## **Cindy Wallis-Lage, President, Global Water Business, Black & Veatch**

Cindy Wallis-Lage is president of Black & Veatch's global water business and a member of the company's Executive Committee. She is responsible for the leadership and management of the company's global water business, which includes a workforce of more than 2,600 professionals in the United States, Europe and Asia Pacific regions. A licensed professional engineer, Wallis-Lage joined Black & Veatch in 1986 and progressed through the ranks from her starting point as a design and process engineer. She most recently served as executive managing director of the global water business's Technical Solutions group. Wallis-Lage has authored more than 50 papers, 20 technical articles and 10 textbook chapters, and she served as editor of the Fifth Edition update of the *Handbook of Chlorination and Alternative Disinfectants*.



## **Joseph E. Zuback, President and Founder, Global Water Advisors Inc.**

As president of Global Water Advisors, Joe Zuback provides support to global water managers, solution providers, and investors regarding the performance, development, and commercialization of advanced water technology products and systems. Zuback retired in 2008 from Siemens Water Technologies Corp., where he served as chief technology officer, senior vice president, and a member of the Executive Council management team. Throughout his career, he has been a "serial inventor" of many water technology improvements and a passionate supporter of continuous global water technology innovation. Siemens named Zuback its Water Technology Inventor of the Year in 2008 for his invention of a method that significantly reduces the energy requirements of the company's membrane bioreactor product line.



# Speakers

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