



**WWEMA 105th Annual Meeting**

November 14-16, 2013

Ponte Vedra Beach, Florida



*A New Dawn*







## *Welcome to Ponte Vedra!*

Thank you for taking time out of your busy schedules to attend WWEMA's 105th Annual Meeting at Ponte Vedra Inn & Club. It is my pleasure to welcome you to this great venue as well as an informative program.

This year's theme is "A New Dawn," and we will be focusing on where our businesses are and where they are going in the coming year. As usual, staff have outdone themselves in providing us with great speakers, a relevant program, and attention to all the details that makes this event a success each year. Please join me in expressing our appreciation for their efforts on this meeting and all that Sharon, Linda, and Dawn have done for us throughout the year.

Our incoming leader, Vanessa Leiby, has also joined us. In addition to the business at hand, we trust you will take advantage of the opportunity to get to know Vanessa as well as the many other opportunities this event offers for you to network with your colleagues and friends.

I would like to note that as of this writing, we are at 1,472 hours, 42 minutes, and 31 seconds away from December 31, 2013. This has been a busy year and I am honored to have served as the 2013 Chair. Thank you for your contributions over the year and for providing me with the opportunity to serve the association and its dedicated membership. I will be passing the responsibility of Chair on to Chuck Powers, and I look forward to his leadership in the year to come.

Thank you again for supporting the Annual Meeting and have a great time.

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## *Thank You, Sponsors!*

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# Annual Meeting Program Schedule

## THURSDAY, NOVEMBER 14

9 - 9:45 a.m. **Terrace B**  
**"Coffee with the Chairs" for New Members and First Timers**

Exclusively for new WWEMA members and first-time attendees.

10 - 11:15 a.m. **Terrace A**  
**Marketing & Member Services Committee Meeting and Reports**

All members are welcome and encouraged to attend.

12:45 - 2:45 p.m. **Terrace A**  
**Legislative/Regulatory Committee Meeting and Reports**

All members are welcome and encouraged to attend.

3 - 5 p.m. **Lagoon Room**  
**WWEMA Board of Directors Meeting**

6-8 p.m. **Surf Club Patio**  
**Welcome Reception**

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

## FRIDAY, NOVEMBER 15

8:30 - 9 a.m. **History Hall**  
**Morning Starter**  
*Continental Breakfast and Coffee*

9 a.m. - 5 p.m. **Terrace A**  
**GENERAL SESSION**

9 - 9:15 a.m.  
**Welcome and Introductions**  
*Deb LaVelle, WWEMA Chairman*

9:15 - 10 a.m.  
**U.S. Water Sector on the Verge of Transformation**  
*John M. de Yonge, Ernst & Young*

10 - 10:45 a.m.  
**Do You Want the Good News or the Bad News First? The State of the Water Utility Sector and the Business of Water**

*Tracy Mehan, The Cadmus Group*

10:45 - 11 a.m.  
**Break**

11 - 11:45 a.m.  
**Water Reuse and Desalination: Long-Term Solutions to Scarcity**

*Wade Miller, WateReuse Association*

11:45 a.m. - 1 p.m. **Inn Dining Room**  
**Networking Luncheon**

1 - 1:45 p.m.  
**LIFTing the Water Sector to New Heights of Technology**

*Claudio Ternieden, Water Environment Federation*

1:45 - 2:30 p.m.  
**The Water Resources Utility of the Future & The Need for Municipal-Industry Collaboration**  
*Ken Kirk, National Association of Clean Water Agencies*

2:30 - 2:45 p.m.  
**Break**

2:45 - 3:45 p.m.  
**Dawn of the Dead: How Uncertainty Has Created a Zombie Recovery**

*Sean Snaith, University of Central Florida's Institute for Economic Competitiveness*

3:45 - 4 p.m.  
**Report from the WWEMA Presidents Council**  
*Ron Duecker, JWC Environmental*

4 - 5 p.m.  
**Association Business and Elections**  
*Deb LaVelle, Chairman*

*Chuck Powers, Chairman-Elect*

Join us as we take a look at the year in review as well as what lies ahead for the association. In addition, you will have an opportunity to vote for the incoming members to the WWEMA Board of Directors.

6:00 - 10:00 p.m.

**Inn Dining Room**

### **Chairman's Award Reception and Dinner**

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 16**

9-11 a.m.

**Terrace A**

### **Roundtable Discussions**

We'll meet in small groups to discuss the most relevant topics in the water and wastewater industry today:

- **Conference Planning:** Help us plan next year's Washington Forum and Annual Meeting programs.
- **Advancing Technology:** We know the barriers to technology innovation; now let's discuss solutions.

- **Industrial Market:** Which "water-intensive, regulatory-driven" industrial sectors should we interface with in 2014?
- **Compete to Win:** Where are the projects and how do we win them? Come prepared to share!
- **Enough Talking:** It's time for action to rebuild our infrastructure. Who are the change makers who can get it done, and how do we engage them?

6:30-8:30 p.m.

**Surf Club Patio**

### **Farewell Reception and Dinner**

*Ticket required.*

Don't miss this casual, beachside closing dinner with your colleagues.

## *Annual Meeting Outings / Tours Schedule*

### **SPOUSE/GUEST OUTING**

#### **Lunch at Café Alcazar and Shopping in St. Augustine**

**Friday, November 15**

*10:45 a.m. - 3:30 p.m. - Bus departs the Main Inn Front Entrance at 10:45 a.m.*

We'll take a bus trip to charming and historic St. Augustine, the oldest city in the United States. First, we'll dine at Café Alcazar, an elegant eatery located inside the Lightner Museum, in a space that was once the world's largest indoor swimming pool. Then, we'll head out to the town's brick-lined streets for a shopping excursion among the many quaint boutiques and specialty shops.

### **ANNUAL GOLF TOURNAMENT**

**Saturday, November 16**

*12 - 5 p.m. - 12:45 Shotgun start*

*Ticket required. Includes a boxed lunch.*

Ponte Vedra's par-72, 6,811-yard Ocean Course represents the area's finest resort golf experience.

### **SCHOONER TOUR - \* Space is still available! Sign up at the Registration Desk**



**Saturday, November 16**

*11:30 a.m. - 5 p.m. - Bus departs the Main Inn Front Entrance at 11:30 a.m.*

*Ticket required (\$150). Includes a boxed lunch.*

Set sail from St. Augustine for a two-hour cruise aboard the Schooner Freedom, where you can kick back and relax or try out your sailing skills as you help out the crew. With a full complement of soft drinks, beer, and wine, this will be the perfect way to unwind after a busy week.

## Speakers



**Ron Duecker** is president of JWC Environmental and served as chairman of the 2013 WWEMA Presidents Council. He has spent more than 30 years of his career at JWC, starting as a purchasing agent and moving up through the ranks to become a manager, director of manufacturing, and executive vice president before being named president in 2007.



**John de Yonge** is director, account enablement, for the Cleantech Center at Ernst & Young. In this position, he sets research priorities and develops the center's market analyses, trend reports, go-to-market tools, whitepapers, and other publications focused on global cleantech markets; he served as an editor and analyst for the 2013 "U.S. Water Sector on the Verge of Transformation" report. de Yonge holds a master of science in European studies from the London School of Economics and Political Science and a bachelor's in international studies from American University.



**Ken Kirk** is executive director of the National Association of Clean Water Agencies. Prior to joining NACWA, he worked with a Washington, D.C.-based consulting firm, where he had responsibility for the management of several associations. He previously served in the EPA Office of Legislation and as public affairs manager at the Water Environment Federation. Kirk also helped found and served as president of the Clean Water America Alliance, a nonprofit organization established to explore water sustainability. He holds degrees from New York University, Georgetown University Law Center, and George Washington University Law Center.



**G. Tracy Mehan III** is principal with The Cadmus Group Inc., an environmental consulting firm. He served as EPA assistant administrator for water from 2001 to 2003 and as environmental stewardship counselor to the 2004 G-8 Summit Planning Organization. Mehan was director of the Michigan Office of the Great Lakes from 1993 to 2001 and was EPA associate deputy administrator in 1992. An adjunct professor at George Mason University School of Law and a member of the Environmental Law Institute, he serves on the boards of the Potomac Conservancy, U.S. Water Alliance, and the Great Lakes Observing System and as a member of the advisory board of American University's Center for Environmental Policy, School of Public Affairs.



**Wade Miller** is executive director of the WateReuse Association and the WateReuse Research Foundation. Previously he served as executive director of the Association of State Drinking Water Administrators and the International Association of Environmental Testing Laboratories. He has twice served as an advisor to presidential commissions on water—in 1979 to President Carter's Intergovernmental Water Policy Task Force and in 1987-88 to the National Council on Public Works Improvements. He holds a bachelor's in chemistry from the University of Maryland and has pursued graduate studies at American University and Virginia Tech.



**Sean Snaith, Ph.D.**, is director of the University of Central Florida's Institute for Economic Competitiveness. An award-winning forecaster, researcher, and professor, he has served as a consultant for local governments and multinational corporations such as Compaq, Dell, and IBM. Before joining UCF, he held teaching positions at Pennsylvania State University, American University in Cairo, the University of North Dakota, and the University of the Pacific. He is a member of the forecasting surveys for numerous media outlets, including *The Wall Street Journal*, the Associated Press, CNNMoney.com, and *USA Today*, as well as for the Federal Reserve Bank of Philadelphia. He holds a doctorate in economics from Pennsylvania State University.



**Claudio Ternieden** is director of regulatory affairs at Water Environment Federation. Previously 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.

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## Mark Your Calendar

### WWEMA 41st Washington Forum

April 15-17, 2014

Hyatt Regency Washington on Capitol Hill  
Washington, DC

### WWEMA 106th Annual Meeting

November 6-8, 2014

Loews Ventana Canyon Resort  
Tucson, Arizona



## *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 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.



