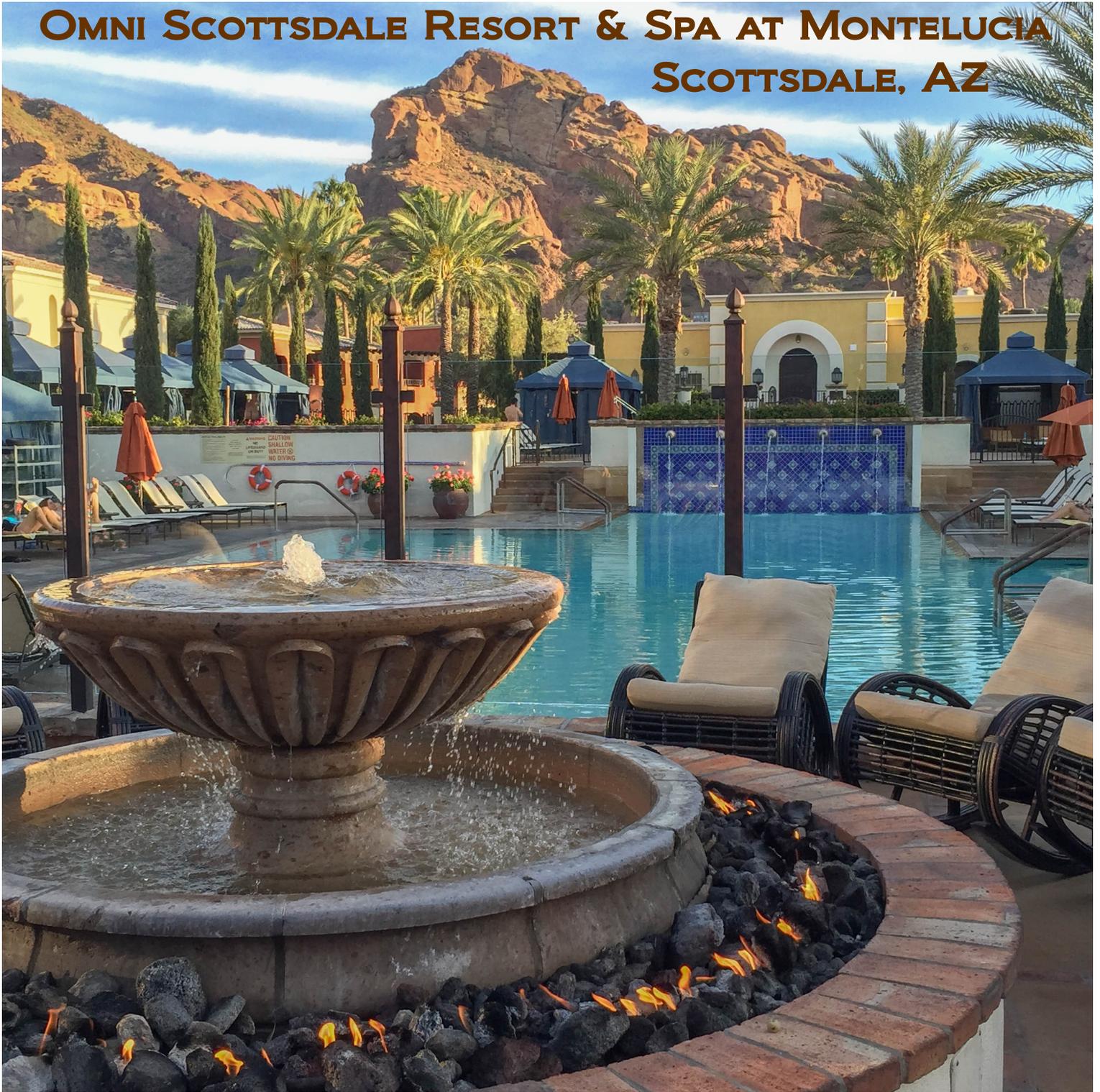


# WWEMA 109TH ANNUAL MEETING

NOVEMBER 8 – 10, 2017

OMNI SCOTTSDALE RESORT & SPA AT MONTELUCCIA  
SCOTTSDALE, AZ



## FINDING SUCCESS IN UNCERTAIN TIMES

On-site Program



# Welcome from the 2017 Chairman



Welcome to the 109<sup>th</sup> Annual Meeting of WWEMA members. This year's program, entitled *Finding Success in Uncertain Times*, addresses cooperative federalism within the emerging role of state activism. The agenda will further explore the continuing movement toward stewardship of water resources, and our transforming workforce.

Vanessa Leiby, Executive Director of WWEMA, has again assembled an amazing group of presenters, panelists, and facilitators. Her continuing efforts to make WWEMA an organization that lives up to its mission to ADVOCATE, INFORM, and CONNECT are truly inspirational. Her friendship and partnership throughout my year as Chairman have made me a better leader, which is the best we can expect from any colleague.

It is clear from the 2017 program that our members feel the industry we serve is in transition. While it is probably safe to say this is not the first transformational era in the 109 years WWEMA has existed, it is a time of great opportunity and risk for those leading companies today. These are the best times to be part of an organization like WWEMA, and to have a seat at the table as our industry grapples with a path forward for our companies, products, and teams. I am truly excited to be part of what we, as an organization, create together during our Annual Meeting this year.

Over the past year, WWEMA has made great strides towards becoming more accessible to water and wastewater manufacturers. We have launched a program to incentivize participation in our meetings by first-time attendees from both outside our membership and from within member companies. Our Marketing and Member Services Committee has redoubled recruiting efforts, and we have made significant gains in evaluating an accessible price point for membership. These efforts have resulted in over 20 first-time attendees registering for this year's Annual Meeting.

Finally, it has been an honor to serve as your Chairman this year. The support of the Executive Committee and Board of Directors made this time immensely rewarding and enjoyable. As I look toward transitioning leadership to Thacher Worthen, I know that I will miss this time with Vanessa and our WWEMA team. Thank you for your confidence in my leadership and for the opportunity to serve you in 2017.

Gratefully,  
Mark Turpin, 2017 WWEMA Chairman

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**Thank You Sponsors!**



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**K<sub>L</sub>a**



# SCHEDULE OF EVENTS

## WEDNESDAY, NOVEMBER 8

≈ 8:00 a.m. - 5:00 p.m. ≈ Alhambra Foyer  
**Registration**

≈ 8:00 - 10:00 a.m. ≈ Almeria  
**Executive Committee Meeting**

≈ 9:30 - 10:30 a.m. ≈ Alhambra 2  
**Welcome Coffee for New Members & First Timers**

≈ 10:30 a.m. - 12:00 noon ≈ Alhambra 1  
**Marketing & Member Services Committee Meeting**  
*All members encouraged to attend.*

≈ 12:00 noon - 1:30 p.m. ≈  
**Lunch on own**

≈ 1:30 - 3:00 p.m. ≈ Alhambra 1  
**Legislative/Regulatory Committee Meeting**  
*All members encouraged to attend.*

≈ 3:00 - 5:00 p.m. ≈ Alhambra 2  
**Board of Directors Meeting**

≈ 6:00 - 7:30 p.m. ≈ Kasbah Patio  
**Welcome Reception**

## THURSDAY, NOVEMBER 9

≈ 7:00 a.m. - 5:00 p.m. ≈ Valencia Foyer  
**Registration**

≈ 7:00 - 8:00 a.m. ≈ Valencia Lawn  
**Breakfast**

≈ 8:00 - 8:30 a.m. ≈ Valencia B & C  
**Welcome from Meeting Chair**  
*Mark Turpin, President, Duperon Corporation  
2017 WWEMA Chairman*

≈ 8:30 - 9:00 a.m. ≈  
**Keynote Address**  
*Trevor Baggione, Director of the Water Quality Division  
Arizona Department of Environmental Quality*  
Director Baggione will welcome attendees and discuss some of the pressing challenges facing Arizona and the opportunities for technology solution providers.

≈ 9:00 - 9:30 a.m. ≈  
**Cooperative Federalism 2.0: A Deeper Look Into a Rebooted EPA-State Relationship**  
*Alexandra Dunn, Executive Director & General Counsel  
Environmental Council of the States*  
Alex will address the key elements of Cooperative Federalism 2.0 including: considerations underway to reevaluate how oversight of delegated programs is carried out by EPA, innovations in the areas of compliance and enforcement, and new ways of measuring outcomes to better deliver environmental and human health protection.

≈ 9:30 - 10:00 a.m. ≈  
**Upgrading Our Water Systems – National Overview of State-Level Funding Initiatives for Water Infrastructure**  
*Chris Sturm, Managing Director of State Policy  
New Jersey Future*

Across the country, water systems face growing demands – from regulations, weather patterns, and decades of deferred maintenance. Chris will share findings from a recent report on state initiatives that raise new funds for water infrastructure projects. She will also describe a new collaborative that is tackling these issues in New Jersey.

≈ 10:00 - 10:30 a.m. ≈  
**Break**

≈ 10:00 a.m. - 2:30 p.m. ≈ Transportation Lobby  
**Spouse/Guest Tour to Heard Museum and Lunch**  
*(Ticketed Event; Lunch included)*

≈ 10:30 a.m. - 12:00 noon ≈  
**Mergers, Acquisitions, and Growth – Where has the Water Market Been, Where is it Heading, and What You Need to Know to Successfully Navigate the Waters**  
*Mike Dimitriou, President, WRT (Facilitator)*

A “hands-on” session that provides information on recent mergers and acquisitions (M&As) and future opportunities, what a company needs to know to position itself from a capital and corporate strategy perspective, and a manufacturer’s perspective on the challenges and successes of M&As and how different synergistic business relationships can be structured in the future. An overview of the key items that sellers should be aware of when considering the potential sale of their company, including pre-planning, preparation, transaction, and integration will be discussed as well as the legal, accounting, and business issues that should be addressed by the owners to ensure that sellers’ objectives are met.

*James Adducci, Director, Investment Banking  
Boenning & Scattergood*

*Samuel Saintonge, Principal  
XPV Water Partners*

*Larry Scully, President  
Scully Capital Securities Corporation*

*Bill Decker, Vice President & General Manager  
Equipment & Services Group, Aqua-Aerobic Systems, Inc.*

≈ 12:00 noon - 1:00 p.m. ≈ Valencia Lawn  
**Networking Lunch**

≈ 1:00 - 1:30 p.m. ≈  
**New SplashLink OEM/Distributor Tools Unveiled**  
*Jason Wuliger, Co-Founder & Vice President, SplashLink*  
SplashLink, Water’s Online Platform, evolves to support industry needs. In coordination with WWEMA, and with feedback from OEM and manufacturer-representative communities, SplashLink will preview new services designed exclusively to support the unique relationship between industry OEMs and their representatives, as well as a brief review of SplashLink’s core offerings.



≈ 1:30 - 2:30 p.m. ↻

**Working Session on American Iron and Steel**

*Kiri Anderer, Senior Environmental Engineer  
U.S. Environmental Protection Agency*

This working session will provide an opportunity for attendees to interact directly with EPA in a “roll-up-your-sleeves” session to discuss American Iron and Steel (AIS) issues. Kiri will provide an update on the status of the AIS program with information on compliance and the types of waivers EPA has received/approved/disapproved to date and share an overview of the report that EPA is providing to the Administration regarding implementation of AIS and where the Agency is heading with next steps. An open dialog between attendees and EPA will provide an opportunity to share experiences – successes and challenges and to learn about challenges EPA is experiencing with the lack of certain products and steps that we might take as an industry to close some of those gaps.

≈ 2:30 - 3:00 p.m. ↻

**Board Election and Break**

≈ 3:00 - 4:30 p.m. ↻ (Concurrent Session)

**The Status of Direct Potable Reuse and Lessons Learned from the AZ PURE Brewery Challenge – Where Technology Meets Public Policy and Public Perception**

This panel will address the status of direct potable reuse (DPR) - framed around the work that has been done on the AZ PURE Brewery Challenge. Speakers will highlight technologies used to create ultra-pure water from wastewater and how communication and public outreach was accomplished through an AZ craft brew challenge. Gain a state regulator perspective along with a national overview of where DPR is headed. Arizona has a long history of reusing reclaimed water for non-potable purposes. Time and technology have marched on, and now ADEQ is adding DPR to the list of uses allowed in its rules. This effort will be discussed in the context of Arizona’s history and need to enhance water resilience.

*Jeff Prevatt, Research & Innovation Leader  
Pima County Regional Wastewater Reclamation Department*

*Charles Graf, Principal Hydrogeologist  
Arizona Department of Environmental Quality*

*John Kmiec, Water Director  
Town of Marana Water Department, AZ*

≈ 3:00 - 5:00 p.m. ↻ (Concurrent Session) Valencia I  
**Manufacturers Rep Session - Terms & Conditions: What You Don’t Know CAN Hurt You!**

*James Brown, Experienced Corporate Counsel (Facilitator)*  
Jim will lead a highly interactive and engaging discussion for all manufacturer rep attendees on the “Dirty Dozen” contract terms that equipment manufacturers and their representatives see (or should see) in their contracts. He will touch on the different points of view (supplier, contractor, and owner) when discussing each of the terms.

≈ 4:30 - 5:30 p.m. ↻

**Identifying and Implementing Opportunities for Industrial Water Reuse**

*Justin Mattingly, Research Manager, WE&RF  
Brian Moore, Industrial Water Use Practice Leader  
ARCADIS-US, Inc.*

This presentation will highlight a recently published report on opportunities for on-site water reuse and conservation for industrial facilities and include a number of case studies illus-

trating successful reuse projects. An ongoing project aimed at developing an assessment tool to evaluate opportunities for water reuse will also be highlighted. The most common barrier to water conservation is often lack of business case. Learn about freely available web-based and downloadable tools being developed to help you calculate the business case needed to drive water projects, including monetization of water risk.

≈ 6:30 - 9:00 p.m. ↻ Cortijo Plaza & Castillo Lucena  
**Chairman’s Award Reception & Dinner**

**FRIDAY, NOVEMBER 10**

≈ 7:00 - 8:00 a.m. ↻

**Breakfast**

Valencia Lawn

≈ 8:30 - 11:00 a.m. ↻

**Generational Blind Spots: How to Recruit, Retain, and Engage Across All Generations**

*Hannah Ubl, Research Director, BridgeWorks, LLC*  
Today’s workplace is more complex than ever before. Baby Boomers are delaying retirement, Gen-Xers are vying for leadership positions, Millennials are still trying to shed harmful stereotypes, and Gen Zers are trickling into the workforce and bringing their fierce competitive drive. Organizations are feeling the pain as they flex to accommodate distinct workplace preferences, be it feedback style, office layout, compensation models, or flexible schedule policies. This program cuts through all the clutter, and examines where each generation came from and why they behave the way they do. By presenting the tools to more effectively communicate and collaborate across generational divides, you’ll learn how to turn generational diversity from an obstacle into an opportunity.

Valencia B & C

**Communication** – from face-to-face to instant messaging, each generation leans towards different communication methods and styles. Differences will be explored from an internal perspective as well as external communications with clients.

**Work Ethic** – work is no longer a destination but a state-of-mind and that can cause generational rifts. Explore how to measure work ethic across generations.

**Formality in Dress and Communication** – dressing for the job you want and not the one you have is no longer a motto to live by. How does this spill over into other areas of work and learn simple solutions to bridge the divide.

**Career Progression** – Gen-Xers feel stuck. Millennials are impatient. Boomers aren’t going anywhere. How do you harness each generation’s power to grow?

**#WorkFamily** – explore the importance of workplace relationships and how certain lines and boundaries to one generation might not exist to another. Address how to define that boundary while building the #WorkFamily that retains all generations.

≈ 11:00 a.m. ↻

**Closing Comments and Adjournment**

*Mark Turpin, Meeting Chair*

≈ 12:00 noon - 5:30 p.m. ↻

**Annual Golf Outing**

*Camelback Golf Resort  
(Ticketed Event; Lunch included)*

Transportation Lobby

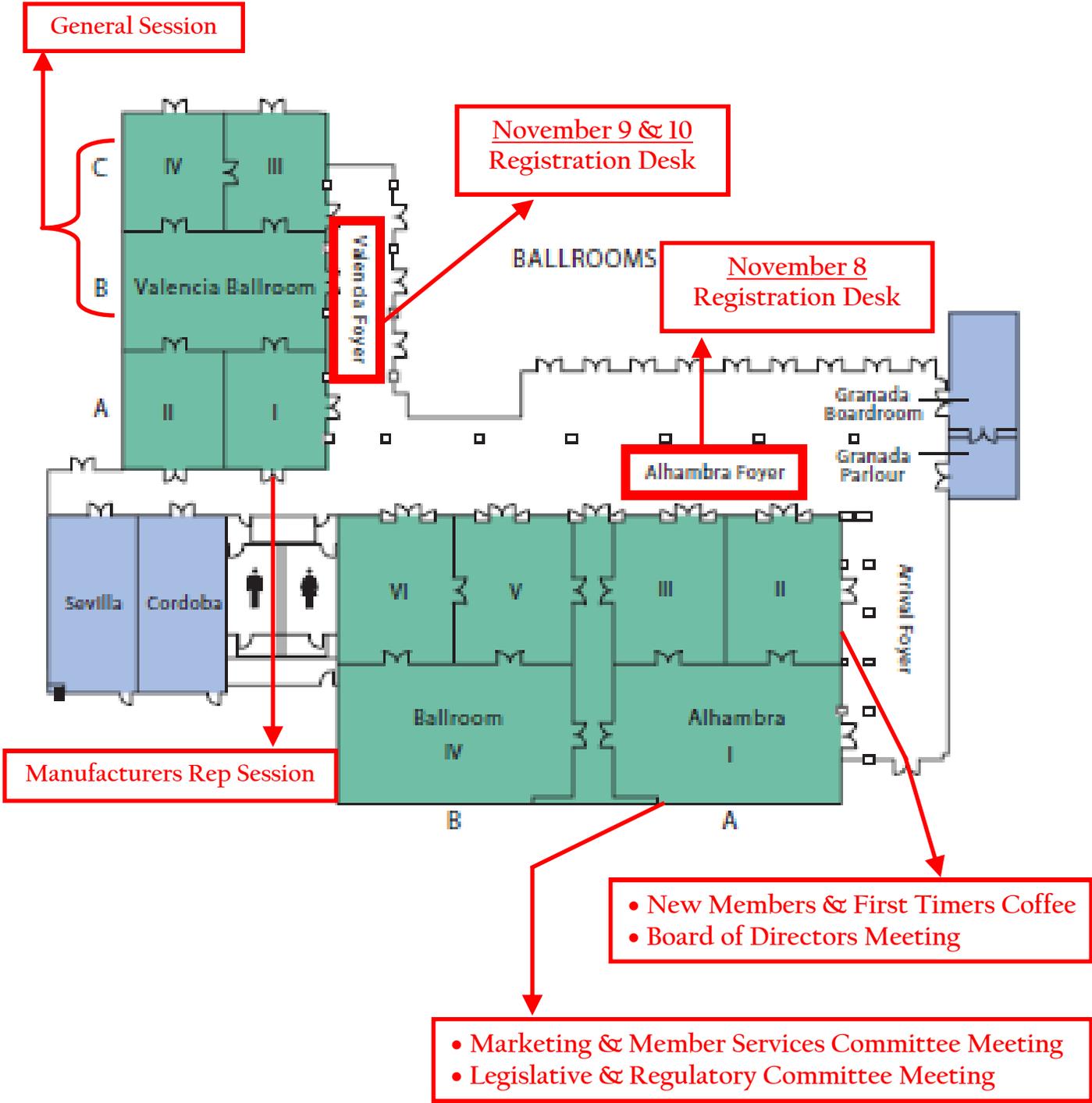
≈ 6:00 - 7:30 p.m. ↻

**Closing Reception & Dinner**

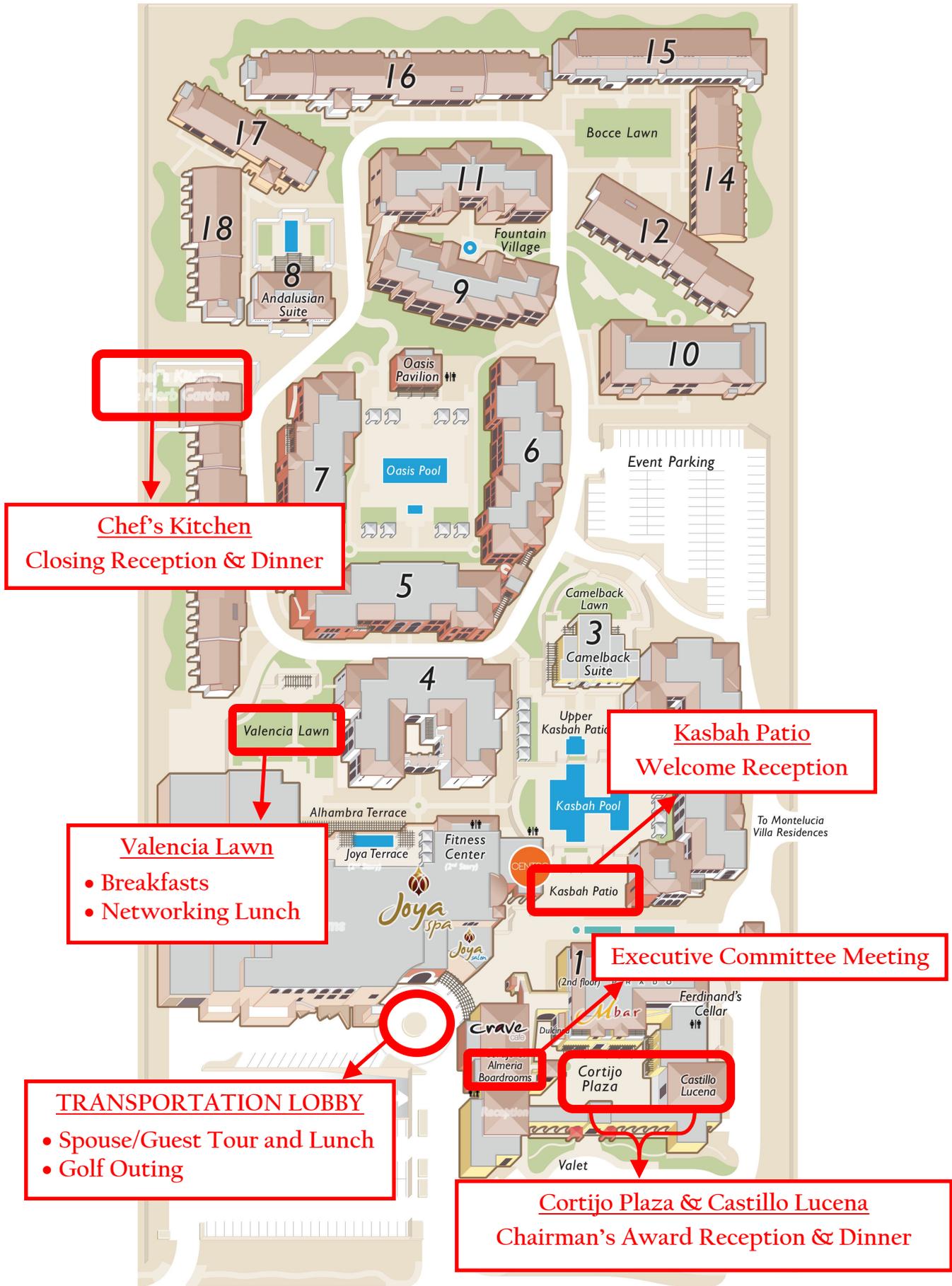
*(Ticketed Event)*

Chef’s Kitchen

# MEETING ROOM LEVEL



# RESORT MAP



## Mark Your Calendar **Now**

### 45<sup>th</sup> Washington Forum

April 17-19, 2018  
Gaylord National Resort & Convention Center  
National Harbor, MD

### Finance & Contract Administration Council

May 16-17, 2018  
Barnes and Thornburg Law Offices  
Indianapolis, IN

### Presidents Council

September 2018  
Location and Date TBD

### 110<sup>th</sup> Annual Meeting

November 7-9, 2018  
Eau Palm Beach Resort & Spa  
Manalapan (West Palm Beach), FL

## Host Hotel

### Omni Scottsdale Resort & Spa at Montelucia

4949 E. Lincoln Drive  
Scottsdale, AZ 85253  
(480) 627-3200

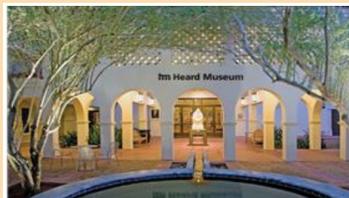


[www.omnihotels.com/hotels/scottsdale-montelucia/property-details](http://www.omnihotels.com/hotels/scottsdale-montelucia/property-details)

## SPECIAL EVENTS

### Spouse/Guest Tour and Lunch (Registration Required)

Thursday, November 9 • 10:00 a.m. - 2:30 p.m.



The award winning Heard Museum has successfully captured the past and present times of the heritage and culture of the Native American people. The museum, an adobe building, originally the home of Dwight and Marie Heard, is nestled on a tree-lined street in the heart of Phoenix.

Opened in 1929 as a “museum of primitive art”, it has become one of the premier showcases of the Southwestern Indian culture. “Native peoples of the Southwest” is the museum’s award

winning exhibit filled with thousands of the finest pieces in their permanent collection, including baskets, jewelry, pottery textiles, a Navajo Hogan, Apache Wickiup, and a Hopi corn grinding room. The tour includes lunch at Arcadia Farms Café, a dining experience of innovatively crafted dishes and desserts made daily using wholesome, natural, organic, and local products.

### Annual Golf Outing (Ticket Required)

November 10 • 12:00 noon - 5:30 p.m.



Ambiente Course - 3rd Hole



Ambiente Course - 13th Hole

The Camelback Golf Resort Scottsdale is one of Arizona's original gems featuring 36 holes of championship golf and located three miles from the resort at 7847 North Mockingbird Lane. Designed by notable golf architect Jason Straka on behalf of Hurdzan/Fry Environmental Golf Design, Ambiente presents a distinct challenge where accuracy and a good strategy command the day, as every hole will force even the best players to focus on each and every shot. Golfers find the eye-catching elevation changes, as well as rolling fairways with significant drops throughout the course, are among its most striking features. Ambiente was completely renovated and reopened as a new course in November 2013. Price includes transportation, a boxed lunch, cart, and greens fees.

### Closing Reception & Dinner (Ticket Required)

November 10 • 6:00 - 7:30 p.m.



Join us at the Chef’s Kitchen for an unforgettable evening in this hidden oasis to enjoy the beauty of the space around you. Surrounded by a fountain and seasonal gardens full of citrus trees and herbs, relax and enjoy a one-of-a-kind dining experience among friends. Enjoy a culinary adventure you will never forget.



# 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 interest 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
- Allocations 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, the organization’s counsel, or your own corporate counsel, should antitrust questions arise.







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