Building a Better Future
Advocate  Inform  Connect

WWEMA 106th Annual Meeting
November 6-8, 2014
Loews Ventana Canyon Resort ♦ Tucson, Arizona
Welcome from the Chairman

Welcome to WWEMA’s 106th Annual Meeting of Members! This has been an eventful year in the life of the Association, and we are excited to cap it off with a terrific program at the beautiful Loews Ventana Canyon Resort in Tucson, Arizona.

This year’s theme, “Advocate - Inform - Connect,” echoes the direction WWEMA’s Strategic Planning Committee set for the future of the organization earlier this year. In our committee meetings and in the General Sessions this week, we will have opportunities to discuss WWEMA’s top advocacy concerns, learn about a variety of topics that are critical to the future of our companies, and network and explore business opportunities with industry colleagues.

We are bringing in experienced veterans to address policy, legislative, regulatory, business, and market issues. However, the success of any program depends not only on the presenters, but also on the attendees. WWEMA is “member driven,” and as with everything we do, it is our own active engagement in the meetings, sessions, and networking receptions that will make this event effective and worth our while.

Thank you for taking the time out of your busy schedule to be here. It requires a real effort to step away from the daily challenges of business to address the strategic and market forces affecting our industry and our future.

I also thank you for allowing me the pleasure of serving as Chairman of the Board this year. It has been a privilege to work with so many dedicated leaders, volunteers, and the WWEMA staff as well as to help steer the Association through a period of transition. I will be handing over the gavel of leadership this week to Chairman-Elect Frank Rebori, and I look forward to the Association’s continued success under his leadership.

Thank You, Sponsors!

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Schedule of Events

THURSDAY, NOVEMBER 6
7:30 a.m. - 5:30 p.m.  Grand Ballroom Foyer
Registration

8:00 - 10:00 a.m.  Salon JK
Executive Committee Meeting

9:30 - 10:30 a.m.  Executive Board Room
Welcome Coffee for New Members & First Timers

10:30 a.m. - 12:00 noon  Salon JK
Marketing & Member Services Committee Meeting
All are encouraged to attend.

1:30 - 3:00 p.m.  Salon JK
Legislative/Regulatory Committee Meeting
All are encouraged to attend.

3:00 - 5:00 p.m.  Coronado
Board of Directors Meeting

6:00 - 9:00 p.m.
Welcome Reception and Picnic at the Coyote Corral

FRIDAY, NOVEMBER 7
7:30 a.m. - 5:00 p.m.  Grand Ballroom Foyer
Registration

7:45 a.m.  Grand Ballroom Foyer
Continental Breakfast

8:15 - 8:30 a.m.  Catalina Ballroom
GENERAL SESSION
Welcome and Announcements
Chuck Powers, WWEMA Chairman

8:30 - 9:15 a.m.
Views from the States
Mike Fulton and Jim Taft
Mike Fulton will provide an overview of water issues in Arizona and Western states and will share his insights on state issues ranging from funding and Buy American, to innovative technologies, to regulations and permitting. In addition, he’ll discuss how WWEMA and its members might better interact and provide information and value to the work of the states. Next, Jim Taft will discuss drinking water issues at the state level and a look at ASDWA programs and priorities as well as ways ASDWA and WWEMA can collaborate in the future.

9:15 - 10:00 a.m.
The Future of Water Reuse
Guy Carpenter, P.E.
More and more municipalities are turning to water reuse—including direct reuse—as a sustainable solution for their water needs. Guy Carpenter will take us beyond the headlines to provide an inside view of the future of water reuse in the United States.

10:00 - 10:15 a.m.
Break

10:15 - 11:00 a.m.
Innovation and Small Drinking Water Systems
Chad Seidel, Ph.D., P.E.
EPA in September announced the creation of two new Small System Centers to focus on innovation in small drinking water systems. A main priority of the centers will be to work with state agencies, engineering firms, and manufacturers to promote acceptance of new, innovative technologies. Dr. Chad Seidel, who has been named Director of one of the centers, will discuss the program’s goals and priorities and how WWEMA and its members can help partner on these initiatives.

11:00 - 11:45 a.m.
Emerging Contaminants and the CCL3
Shane Snyder, Ph.D.
Dr. Shane Snyder will share his research on emerging contaminants and insights into the development of the U.S. Environmental Protection Agency’s Contaminant Candidate List 3 (CCL3).

11:45 a.m. - 1:00 p.m.  Flying V
Networking Luncheon

1:00 - 1:45 p.m.
Congress: What Will the Next Two Years Bring?
Martin Kady II
On the heels of the mid-term elections, Martin Kady will share his insight into what the next two years will hold and what we can expect from Congress.

1:45 - 2:00 p.m.
WWEMA Elections
Full Members will vote on the presented slate of nominees for the WWEMA Board of Directors (please see insert in your folder).
2:00 - 5:00 p.m.
**Boosting Performance ... and the Bottom Line**
Scott Hunter

Companies are made up of their people, and getting those staff to consistently perform at their best is key to success and profitability. In this special three-hour seminar, Scott Hunter will show you how to improve workplace performance and productivity and increase your bottom line.

6:00 - 7:00 p.m. **Grand Ballroom Foyer**
**Reception**

7:00 - 9:00 p.m. **Salon A**
**Chairman’s Award Dinner**

**SATURDAY, NOVEMBER 8**

7:30 a.m. **Salon KL**
**Continental Breakfast**

8:00 - 9:00 a.m. **Salon KL**
**GENERAL SESSION**
**Eye on the Economy**
Anirban Basu
Leading economist Anirban Basu will examine current international, national, and regional issues affecting the water and wastewater industry.

9:00 - 9:30 a.m.
**WWEMA Update**
Presidents Council Chair Chuck Powers will share highlights from this year’s meeting; WWEMA Executive Director Vanessa Leiby will provide an overview of the Association’s latest news and initiatives; and Ryan Connors will discuss the new market research partnership between Janney Montgomery Scott and WWEMA.

9:30 - 9:45 a.m.
**Break**

9:45 - 11:00 a.m.
**The Chinese Market: Exploring Opportunities**
Mark Marangella and Tao Zhang

The water and wastewater equipment market opportunities in China are great, but navigating the governmental, business, and cultural landscapes needed to seize those opportunities can be daunting, particularly for small- and mid-sized U.S. businesses. Mark Marangella and Tao Zhang will discuss a new business accelerator in China.

6:30 - 8:30 p.m. **Upper Terrace**
**Farewell Reception and Dinner**
Ticket required.

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**Outings/Tour Schedule**

**Friday, November 7**

11:00 a.m. - 4:45 p.m.
**SPouse/GUEST OUTING**
**Lunch at Cafe Poca Cosa and Tile-Making Class at Santa Theresa Tile Works**
Spouse/Guest Registration Required
Bus to depart from Grand Ballroom Foyer entrance at 11:00 a.m. sharp!
Enjoy authentic, upscale Mexican cuisine followed by a tile-making workshop at Santa Theresa Tile Works in downtown Tucson, where you’ll create your very own 4” X 4” single-hook tile, selecting your design from Santa Theresa’s vast assortment of handmade, nature-inspired shapes.

**Saturday, November 8**

11:30 a.m. - 5:00 p.m.
**Sonora Desert Museum**
Ticket Required*
Limo to depart lobby at 11:30 a.m.
The Sonora Desert Museum interprets and showcases the Sonoran Desert region, widely recognized as the lusthlest desert on earth. Don’t miss the special Raptor Free Flight program scheduled during our visit (2:00 p.m.), where the birds fly so close, you’ll feel the brush of feathers as they whiz by.

**Saturday, November 8**

12:30 - 5:00 p.m.
**Annual Golf Tournament**
Ticket Required*

The Tom Fazio-designed championship Ventana Canyon Mountain Course is a classic desert-style, target course, with many changes in elevation and several elevated tees. Putting presents a particular challenge because the greens are undulating and typically fast.

* Please note: A limited number of spaces are still available for the Sonora Desert Museum Outing ($70) and the Golf Tournament ($185). Please inquire at the WWEMA Registration Desk if you are interested in purchasing tickets.
Speakers

Anirban Basu is Chairman & CEO of Sage Policy Group Inc., an economic and policy consulting firm in Baltimore, Maryland, and is Chief Economist to the Associated Builders and Contractors and Chief Economic Advisor to the Construction Financial Management Association. He also serves as Chairman of the Baltimore County Economic Advisory Committee and Economic Advisor to the Baltimore-Washington Corridor Chamber of Commerce. He lectures at Johns Hopkins University in micro-, macro-, international, and urban economics. In 2010, the Baltimore Business Journal named him one of the region’s 20 most powerful business leaders.

Guy Carpenter is National Manager of the Water Reuse/Water Resources Group at Carollo Engineering in Phoenix, Arizona, and is the First Vice President of the Water Reuse Association. He has more than 20 years of experience in water and wastewater, including operations, capital project budgeting and management, system evaluations, water resource development support, water rights negotiations and valuations, water resource accounting and management, and permitting. He served on the Arizona Governor’s Blue Ribbon Panel for Water Sustainability in 2010-2011 and the Governor’s Drought Task Force in 2003-2004.

Mike Fulton is President of the Association of Clean Water Administrators and Director of the Water Quality Division at the Arizona Department of Environmental Quality (ADEQ), where he oversees programs that ensure safe drinking water and reduce the impact of pollutants discharged to surface and groundwater. He has been with ADEQ since 1990, previously serving as Director of its Tank Programs Division, Deputy Director of the Waste Programs Division, and Director of the Southern Regional Office in Tucson. He holds a bachelor of science degree in forest/watershed management from the University of Arizona.

Scott Hunter is President and CEO of Unshackled Leadership Company. His keynotes, coaching, and book, Unshackled Leadership, have been transforming organizations for two decades. Scott has conducted more than 250 corporate retreats, consistently producing breakthroughs in the participants’ relationships with each other. This has predictably produced dramatic shifts in the company’s level of accomplishment and has been key to extraordinary results. As a consultant and coach, he has worked with more than 200 corporate clients, and as a speaker, he has delivered more than 1,000 speeches to organizations in every field of endeavor.

Martin Kady II is Managing Editor for Policy at Politico, overseeing the operations of 14 policy divisions with nearly 100 people. Politico Pro has the fastest growing staff at Politico and has plans to continue to expand into policy coverage in individual states and internationally. Marty went to the University of Virginia, working for the college paper there while majoring in foreign affairs. With 21 years in daily journalism, Marty has worked for two small newspapers—the Winston-Salem Journal and Potomac News—as well as the Washington Business Journal and Congressional Quarterly. He has been at Politico since shortly after the company launched and worked his way up from Senate reporter to managing editor over seven years.

Mark Marangella is Co-Founding Managing Director of ACBridge Global Advisors LLC. He has held many leadership positions in national and international companies, including serving as founding President and Chief Executive Officer of Smart Satellite Systems, Senior Advisor to 4G Mobile Ltd., Executive Vice President of Lockheed Martin’s London-based Satphone Satellite Company, and founding Vice President for Business Development at Globalstar. He also was formerly head of sales and marketing at NEC Technology, where he has been credited with having been responsible for the integration of mobile cellular and computer platforms, resulting in the first computer-based M2M wireless data transmission system.

Chad Seidel, Ph.D., P.E., is Director of the University of Colorado Boulder’s Design of Risk Reducing, Innovative Implementable Small System Knowledge (DeRISK) Center and is Vice President at Corona Environmental Consulting. He was the 2014 recipient of the American Water Works Association’s Water Quality & Technology Division Best Paper Award for a report published in the June 2013 issue of the Journal AWWA titled “National and California treatment costs to comply with potential hexavalent chromium MLCs.”
Shane Snyder, Ph.D., is a Professor of Chemical & Environmental Engineering and holds joint appointments in the College of Agriculture and School of Public Health at the University of Arizona. He also co-directs the Arizona Laboratory for Emerging Contaminants and the Water & Energy Sustainable Technology Center. Dr. Snyder and his teams have published more than 150 manuscripts and book chapters on emerging contaminant analysis, treatment, and toxicology, and he currently serves as an Editor-in-Chief for the journal *Chemosphere*. He is a member of the EPA’s Science Advisory Board Drinking Water Committee and was recently appointed to the World Health Organization’s Drinking Water Advisory Panel.

Jim Taft is Executive Director of the Association of State Drinking Water Administrators, overseeing the activities of the Association, which consist of supporting the efforts of the drinking water program administrators in the states, territories, the District of Columbia, and the Navajo Nation as they implement the provisions of the Safe Drinking Water Act. Prior to joining the Association in 2003, Mr. Taft worked for the EPA Office of Wastewater Management and the Office of Ground Water & Drinking Water, the U.S. Agency for International Development, the Virginia Department of Environmental Quality, the Ocean County (N.J.) Utilities Authority, and the Ohio River Valley Water Sanitation Commission.

Tao Zhang is Co-Founding Managing Director of ACBridge Global Advisors LLC and Founding Managing Director of China Impact Fund, China’s first impact fund focused on supporting and financing small/medium enterprises (SMEs) providing environmentally friendly products and services as well as start-up companies with an environmental value proposition. He also serves as Chief Operating Officer of New Ventures, a business accelerator that helps environmentally focused SMEs in six key emerging markets. Previously, Tao worked as Senior Global Strategist at MCI, where he helped identify strategic acquisition and investment target companies, resulting in acquisitions and venture investments worth over $2 billion.
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.

Mark Your Calendar

**WWEMA 42nd Washington Forum**
April 13-15, 2015
The Fairfax on Embassy Row
Washington, D.C.

**WWEMA 107th Annual Meeting**
November 5-7, 2015
Dallas at Las Colinas
Four Seasons Resort and Club
Irving, Texas