

WWEMA

45TH WASHINGTON FORUM

APRIL 17-19, 2018

GAYLORD NATIONAL RESORT & CONVENTION CENTER
NATIONAL HARBOR, MD

Effectively Communicating Change



at the National, State, and Local Level

WATER WEEK 2018

Onsite Program



WWEMA 45th WASHINGTON FORUM

Schedule of Events

Tuesday, April 17


- 8:00 a.m. - 5:00 p.m.  *National Harbor Foyer 1-3*
Registration
- 9:30 - 11:30 a.m.  *National Harbor 1*
Executive Committee Meeting
- 12:00 noon - 1:30 p.m.  *National Harbor 12*
Lunch on Own
- 1:30 - 3:00 p.m.  *National Harbor 12*
Marketing & Member Services Committee Meeting (All Members)
- 3:30 - 5:00 p.m.  *National Harbor 12*
Legislative/Regulatory Committee Meeting (All Members)
- 5:00 - 5:30 p.m.  *Lower Atrium*
New Member & First Time Attendees Meet and Greet
- 5:30 - 7:00 p.m.  *Lower Atrium*
Welcome Reception

Wednesday, April 18

- 7:00 a.m. - 5:00 p.m.  *National Harbor Foyer 1-3*
Registration
- 7:00 - 8:00 a.m.  *National Harbor 3*
Breakfast Buffet (All Attendees)
- 7:00 - 8:00 a.m.  *National Harbor 1*
Manufacturer Rep. Council Breakfast Meeting
- 8:00 - 8:30 a.m.  *National Harbor 2*
Welcome and Announcements
Michael Dimitriou, WRT LLC, Washington Forum Program Chair
- 8:30 - 9:30 a.m.  *National Harbor 2*
Brown Sugar: Rockin' the Economic Data
Anirban Basu, Chairman & Chief Executive Officer, Sage Policy Group, Inc.
Mr. Basu will provide an analysis of global, national, and regional economies using the most up-to-date data available with a focus on the performance of financial, labor, real estate, and water markets. His enthusiastic and engaging presentation style brings the economy to life as he talks about how the new Administration's policies and initiatives may impact short- and long-term business for water and wastewater technologies.


- 9:30 - 10:30 a.m.  *National Harbor 2*
The Changing Face and Direction of EPA
Peter Grevatt, Director, U.S. EPA Office of Ground Water & Drinking Water
Andrew Sawyers, Director, U.S. EPA Office of Wastewater Management
Deborah Nagle, Director, U.S. EPA Office of Science & Technology
Loren Denton, Acting Associate Director, Water Enforcement Division, U.S. EPA Office of Enforcement & Compliance Assurance
It has been a busy year for the new Administration and changes are being felt at EPA as budgets are cut and the Agency refocuses


on its "core mission." Administration policies such as regulatory streamlining and reform and net zero regulatory costs will have a decided impact on the regulatory environment going forward. Our presenters will outline the priorities for each of their offices and discuss what impacts the changes will have on regulatory and enforcement priorities and what that may mean for technology manufacturers.


- 10:30 - 11:00 a.m.  *National Harbor 2*
Break


- 11:00 a.m. - 12:00 noon  *National Harbor 2*
The Evolving Role of States and EPA Under an Expanded Cooperative Federalism Approach
Alan Roberson, Executive Director, Association of State Drinking Water Administrators
Julia Anastasio, Executive Director & General Counsel, Association of Clean Water Administrators
Carolyn Hanson, Deputy Executive Director, Environmental Council of the States

Both states and EPA are redefining their roles in environmental and public health protection. The Environmental Council of the States recently drafted a paper on *Cooperative Federalism* from the state perspective and EPA is now focusing on *Cooperative Federalism* as one of its primary pillars as reflected in recent budget and strategic planning documents. We are hearing more and more of states and even municipalities deciding to regulate contaminants on their own. This session will discuss the evolving vision of the new state/EPA working relationship and what it means for environmental regulation and oversight in the future.

- 12:00 noon - 1:30 p.m.  *National Harbor 3*
Networking Lunch

- 1:30 - 2:30 p.m.  *National Harbor 2*
The Potential Role for P3s in Water Infrastructure Investment
Stephen J. Auton-Smith, Managing Director, Infrastructure Advisory, Ernst & Young Infrastructure Advisors LLC
The Administration's Infrastructure Plan calls for up to 80 percent of the funding to come from private equity, state, and local investment. One option for leveraging private funding is the creation of public private partnerships (P3s). While more common outside of the U.S., there are growing examples of where such partnerships in the U.S. have resulted in successful project funding and implementation with project risks being borne by the appropriate party throughout the process. Mr. Auton-Smith will provide an overview of P3s in the U.S. water infrastructure sector along with a number of case studies and lessons learned. He will also address what governors' offices can do to help promote the use of this type of partnership.

- 2:00 - 3:00 p.m.  *National Harbor 2*
Affordability of Water Services – Developing a New Framework
Scott Berry, Director of Policy and Government Affairs, US Water Alliance (Moderator and Presenter)
Michele Nellenbach, Director of Strategic Initiatives & Governors' Council, Bipartisan Policy Center
Ken Ryder, Senior Advisor & Fellow, National Academy of Public Administration
Affordability has been a critical point of discussion over the last several years as water and wastewater utilities struggle to fund infrastructure upgrades and ensure that all users can afford to pay for services. Affordability concerns affect small rural areas as well as large metropolitan areas with pockets of low-income people or where population migration has left an oversized infrastructure



with an inadequate rate base. Three organizations have recently published reports on water affordability. We will hear from Michele Nellenbach from the Bipartisan Policy Center on their report that looks at the magnitude of investment needed for aging infrastructure, the basic human need for clean and safe water, the lack of effective asset management and sustainable business models, and the opportunity for partnerships with the private sector to help meet these needs. The National Academy of Public Administration recently prepared a report for the U.S. Environmental Protection Agency that looks at revising a 1997 guidance document on financial capability assessment, highlights best practices in integrated planning, identifies innovative solutions to further address affordability by lowering costs, and discusses the best approaches to analyzing costs and benefits. Mr. Berry will present on a recently released report from the US Water Alliance.

🕒 3:00 - 3:30 p.m. 🗨️
Break

🕒 3:30 - 4:00 p.m. 🗨️ *National Harbor 2*
Economic Growth and Competitiveness: The Role of the U.S. Department of Commerce in Promoting Advanced Manufacturing in the Water Sector
Ian Steff, Deputy Assistant Secretary for Manufacturing, U.S. Dept. of Commerce International Trade Administration

The Department of Commerce is charged with promoting U.S. manufacturing and exports at home and abroad and has assumed an expanding role under the new Administration. Mr. Steff will discuss a number of on-going and new initiatives including Commerce's efforts to promote Advanced Manufacturing, increased action on countervailing and anti-dumping filings, the status of NAFTA, the new export solutions toolkit, trade promotion and reducing trade barriers, including the new steel and aluminum tariffs.

🕒 4:00 p.m. 🗨️
Adjourn

🕒 4:30 p.m. 🗨️ *Ballroom Level - Woodrow Wilson Entrance*
Board buses for networking and Congressional reception at the Library of Congress. Transportation will be provided for the return trip as well.

🕒 5:30 - 7:00 p.m. 🗨️ *101 Independence Ave. SE, Washington, DC*
Networking & Congressional Reception at the Library of Congress
Come celebrate Water Week 2018 with a networking and Congressional reception at the Library of Congress. Enjoy a relaxed social event with members from AWWA, WEF, AMWA, NACWA, WaterReuse, the US Water Alliance, the Water Research Foundation, and members of Congress as we celebrate water and promote funding and programs for infrastructure improvements.

Thursday, April 19

🕒 7:00 - 8:00 a.m. 🗨️ *National Harbor 3*
Breakfast Buffet (All Attendees)

🕒 8:00 - 8:30 a.m. 🗨️ *National Harbor 2*
Advancing Technologies in the Water Sector – What You Need to Know to Effectively Communicate with Your Utility Customers
George Hawkins, Esq., Founder & President of Moonshot LLC & Founder of Blue Drop, LLC

George Hawkins is nationally-known for his enthusiastic embrace of new technologies and his willingness to think outside the box in achieving public health and environmental protection. As the past general manager of DC Water, George gained significant experience in working with technology developers and manufacturers. He is using that knowledge now to help technology manufacturers

better communicate with their utility customers in defining and better meeting their technology needs. George will share some of those insights during his presentation.

🕒 8:30 - 9:00 a.m. 🗨️
Priorities of a Consolidated Water Research Foundation and How Technology Providers can be Involved
Rob Renner, Chief Executive Officer, The Water Research Foundation

The Boards of The Water Environment & Reuse Foundation (WE&RF) and the Water Research Foundation (WRF) unanimously agreed to integrate the two organization beginning January 1, 2018 thus creating one research organization for the water sector. The new organization now known as "The Water Research Foundation" has approximately 1,200 subscribers, 2,300 research studies, and a \$700 million portfolio. Where once there were three separate research organizations, there is now one. The benefits include leveraging funding more successfully, sharing a greater knowledge base, and more efficiently communicating new results and research needs with Federal and state regulators. This consolidation provides a better opportunity for technology providers who operate across all segments of the water sector to participate in a consolidated and prioritized research agenda. Rob will be discussing the status of the merger and how technology providers can play a larger role in research going forward.

🕒 9:00 - 9:45 a.m. 🗨️
An Overview of the Operational Mechanics of Congress and the Outlook for Infrastructure

Bob Carr, Senior Advisor, Brookings Executive Education, GSPM Fellow & Adjunct Professor at The George Washington University
Mr. Carr for 18 years was a member of Congress (D-MI) where he chaired the House Transportation Appropriations Subcommittee. He is a subject matter expert in the area of governance, Congressional ethics, transportation, infrastructure, comparative politics, and political risk. He will provide attendees with insights about how Congress operates and the outlook for passing infrastructure legislation in the coming year.

🕒 9:45 - 10:00 a.m. 🗨️
Break

🕒 10:00 - 10:30 a.m. 🗨️ *National Harbor 2*
The Impact of the President's Trade Agenda on Our Industry
David Spooner, Partner, Barnes & Thornburg LLP

In the past month, the White House has announced a bevy of new import taxes – from tariffs on global imports of steel and aluminum in the name of national security to tariffs on \$50 to \$60 billion worth of imports from China in retaliation for China's intellectual property policies. These tariffs have come against a backdrop of an Administration push to conclude a renegotiation of the NAFTA and of the Korea free trade agreement. David Spooner, the Co-Chair of Barnes & Thornburg's International Trade Practice (and a former Asst. Secretary of Commerce for Import Administration and former trade negotiator), will provide an update on the Administration's trade initiatives and will try to predict the road ahead.

🕒 10:30 - 11:00 a.m. 🗨️
The State of the First Amendment – Is the Role of the Press in Effectively Communicating News Being Eroded?

Gene Policinski, Chief Operating Officer, Newseum Institute
This past year has been difficult for the press, particularly main stream media, who have been barred from White House briefings, labeled as "fake news" organizations, and individuals personally attacked. Bias, unfair news coverage, and "fake news" are certainly in the eyes of the beholder but it does beg the question – what is the role of the press and media in reporting on events and news and is the First Amendment, which guarantees freedom of

speech and the press, under attack? This engaging and provocative presentation by Gene Policinski of the Newseum, which is dedicated to ensuring that the five freedoms of the First Amendment remain strong and protected both for today and for future generations, will offer insights on the role of media and how it can and should effectively communicate and educate us about the stories and events of the day.

🕒 **11:00 - 11:30 a.m.** 🗨️

Utility Assistance Partnerships – the Wave of the Future?

Bill Teichmiller, Chief Executive Officer, EJ Water Cooperative, Inc. Encouraging partnerships and removing investment barriers has been a point of significant discussion with regard to infrastructure legislation with particular emphasis on increasing financial resources and operational expertise available to small and mid-size systems by offering more financial incentives, providing a regulatory safe harbor, and improving compliance and operational scale. Located in Dieterich, Illinois, EJ Water Cooperative Inc. has developed into a multi-county regional water system since being incorporated in 1989. It is one of the fastest growing water systems in the state reaching out to unserved surrounding areas. Bill will discuss the types of partnerships and assistance EJ Water is providing and present this model for how other water systems can support surrounding systems that lack capacity or financial capability.

🕒 **11:30 a.m. - 12:00 noon** 🗨️

Meeting Summary and Wrap-Up

Michael Dimitriou, WRT LLC, Washington Forum Program Chair

🕒 **12:00 noon** 🗨️

Meeting Adjourns

🕒 **12:00 noon - 3:00 p.m.** 🗨️

WWEMA Board Lunch and Board Meeting

National Harbor 3



**Mark Your Calendar
Now**

Finance & Contract Administration Council Meeting

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

Presidents Council

September 11, 2018
Hilton Chicago O'Hare Airport
Chicago, IL

110th Annual Meeting

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

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 anti-trust 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.

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.

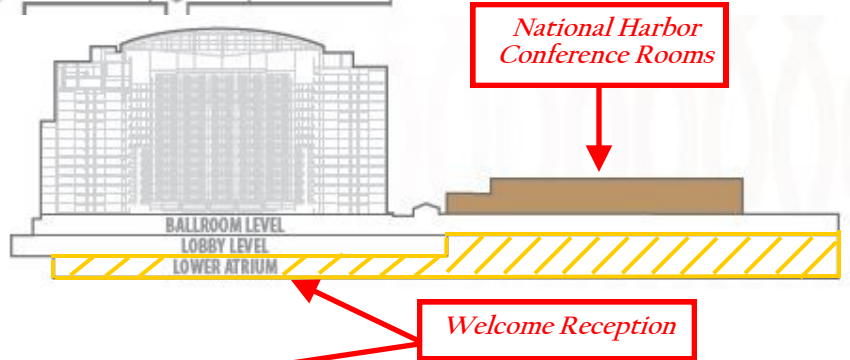
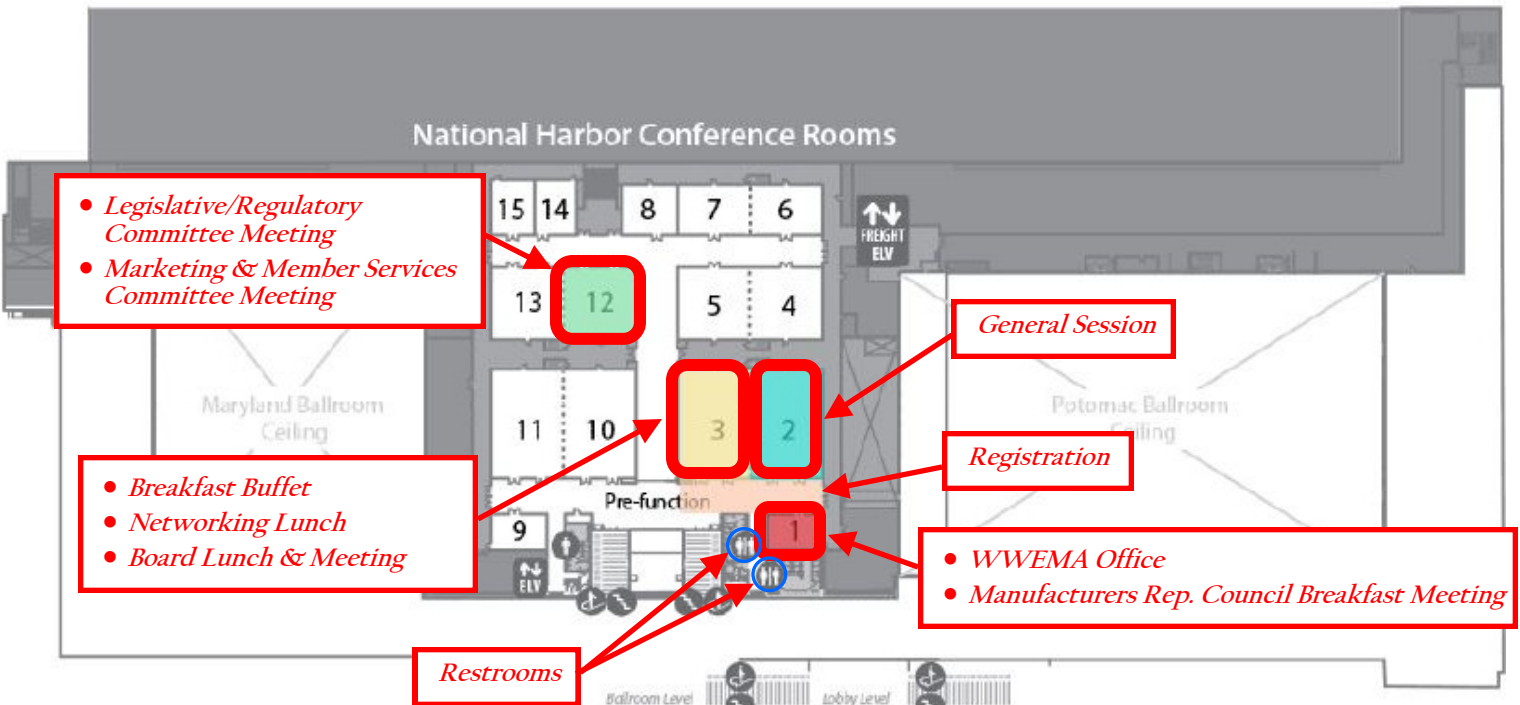
- *We shall strive to provide products and services of quality and value.*
- *We shall conduct our business with honesty and integrity.*
- *We shall make truthful representations as to the performance of our products.*
- *We shall work to maintain our professional skills—and those of our employees—at 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.

Meeting Rooms

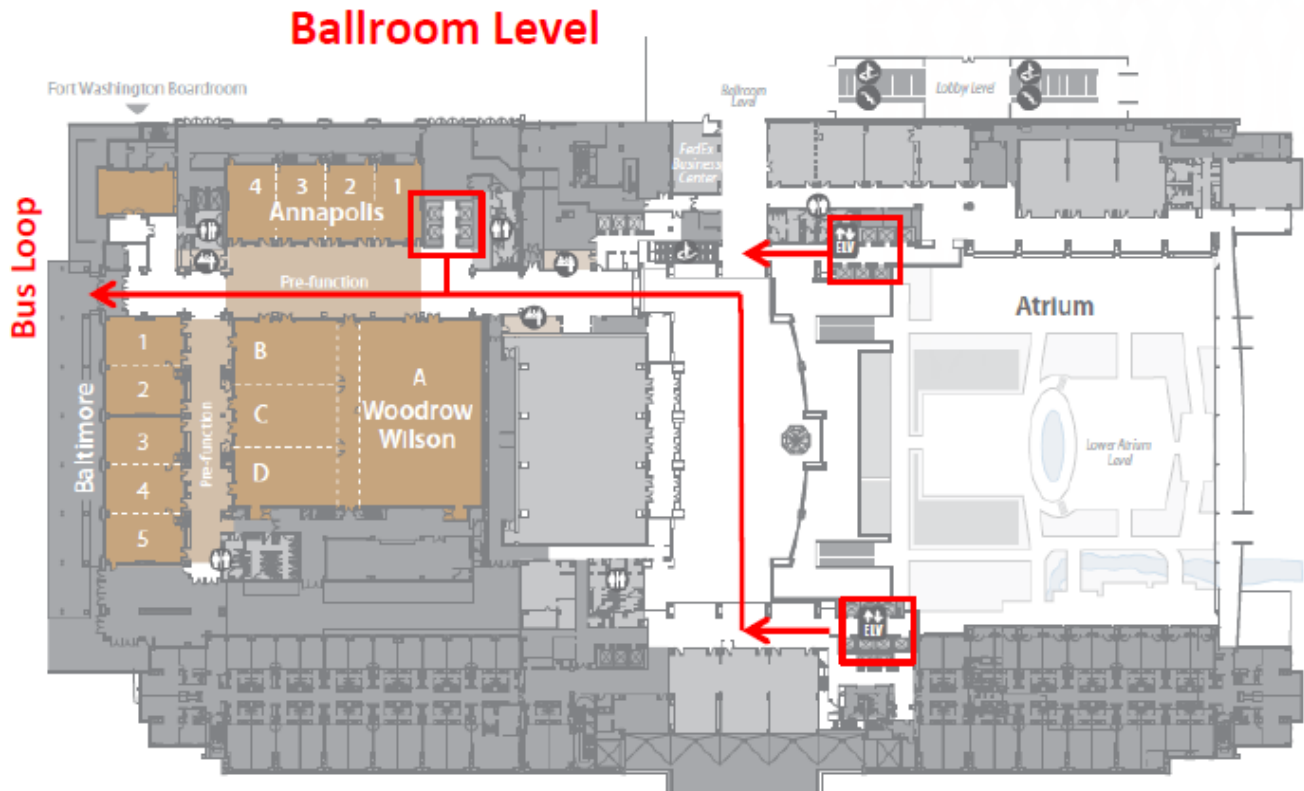
Gaylord National Resort & Convention Center

201 Waterfront Street
National Harbor, MD 20745
(301) 965-4000



Bus Transportation Boarding Location

Networking & Congressional Reception at the Library of Congress



Water Week 2018 - April 15-21, 2018

Water Sector Unites to Elevate Water as a National Priority

Moving into the second year of the Trump Administration, the effort to elevate water and water infrastructure as a national priority has reached a critical stage. While the preservation of tax-exempt municipal bonds in the recent tax reform package is a great victory and positive sign for water, the elimination of advance refunding is a red flag that water sector advocates must redouble their efforts to educate policymakers about the importance of water infrastructure funding.

The nation's most important natural resource must gain even more ground in 2018, and all who care about water can help make that happen. Together, the unified voice for water embodied by **Water Week 2018** is more critical now than ever before.

During the week of April 15 - 21, 2018, water sector organizations, with members spanning every region of the country will gather in Washington, DC and across the country, for **Water Week 2018**. They will come together to advocate for national policies that advance clean, safe, and affordable water for all, supporting their respective communities and a healthy sustainable environment. **Water Week 2018** will communicate the value of water to environmental protection, to economic development and to job creation – and inspire action.

More information about Water Week 2018 Events can be found at <https://www.waterweek.us>.

Cooperating Organizations:

- American Public Works Association
- American Water Works Association
- Association of Metropolitan Water Agencies
- Association of Regional Water Organizations
- National Association of Clean Water Agencies
- Rural Community Assistance Partnership
- US Water Alliance
- WaterReuse
- Water Research Foundation
- Water Environment Federation
- Water & Wastewater Equipment Manufacturers Association



