

# WWEMA CASE STUDIES

## *How do we help our members?*

### ADVOCATE

**Member Company:** Evoqua Water Technologies LLC, a leader in providing water and wastewater treatment products, systems, and services for industrial and municipal applications.

**Challenge:** Evoqua was working with a consulting engineer on a large municipal project receiving financing through State Revolving Funds. Because of the funding source, Evoqua had to provide documentation on its compliance with the American Iron and Steel (AIS) provisions required for the job. In doing so, the company noted several products and components that, according to its interpretation of the legislation, were exempt from the requirements.

The consulting engineer did not feel comfortable accepting their interpretation and required that they either substantiate their claim that the products were

exempt or find ways to source them domestically. Discussions went on for a number of weeks, with Evoqua struggling to figure out how they could “prove a negative” to secure the contract.

**Solution:** Knowing that WWEMA for years has been active in monitoring AIS requirements and advocating on behalf of the needs of manufacturers to eliminate or limit the negative effects of those restrictions, Evoqua turned to the Association for assistance.

WWEMA used its extensive contacts within the U.S. Environmental Protection Agency (EPA) to reach out to the individual responsible for making determinations regarding AIS questions. Within 24 hours, she responded. Not only did she agree with Evoqua’s interpretation, she went further to point out additional language within the legislation that supported their contention that the products and components were exempt.

**Result:** Evoqua presented EPA’s response to the engineers, allowing the project to move forward. According to Sales Support Manager Don Schwerin, the impact of WWEMA’s assistance has extended far beyond that contract, as the products in question are a part of almost every project they pursue.

“We try to use U.S. steel whenever possible,” Schwerin said, “but in some cases components of these products would have been very difficult to source in the United States. If they were not accepted as exempt, it would have dramatically affected not only this project, but also many other projects since the legislation went into effect. It was invaluable for us to receive that confirmation as it also saved us a tremendous amount of administrative headaches.”

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### INFORM

**Member Company:** Gorman-Rupp Company, manufacturer of high-performance, high-quality pumps and pumping systems for the municipal, industrial, and construction markets.

**Challenge:** Gorman-Rupp relies on an extensive network of manufacturers representatives/distributors to market, sell, and support its product line within the municipal and industrial water and wastewater markets. As that network has evolved in the past

decade-with mergers and acquisitions as well as the retirement of many key players and an influx of new personnel-Gorman-Rupp has seen a need to provide education for their reps on the “big picture” challenges and opportunities within the industry.

**Solution:** Each year, Gorman-Rupp Company holds a distributors meeting offering education and training on company products and services as well as industry trends. On several occasions, the company has invited WWEMA's Executive Director to attend that meeting and provide updates on regulatory, legislative, funding, and market information.

In addition, Gorman-Rupp frequently refers its distributors to information on the WWEMA web

portal regarding American Iron and Steel language, and the company provides its network with market reports that they develop based on intelligence from the Association's exclusive *WWEMA/Boenning Leading Indicators Index*.

**Result:** Gorman-Rupp provides its distributors with a better, more comprehensive understanding of industry trends and market opportunities than many of its competitors.

"The more I can educate them beyond just selling our products, the better it is for all of us," said Gorman-Rupp Sales Manager—Engineered Systems Vince Baldasare. "If we weren't part of WWEMA, I don't know where we'd go to get that information. I can't imagine the amount of money and personnel we'd need to be able to gather it on our own."

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## CONNECT

**Member Company:** Revere Control Systems, an independent control system integrator that provides automation, communication, and control systems for water and wastewater equipment manufacturers.

**Challenge:** Revere had pursued relationships with wastewater treatment equipment manufacturers for almost a decade with little success. They knew their controls would be a good fit for original equipment manufacturers (OEMs) and that joining WWEMA would be a way to make the connections they needed to demonstrate their value proposition.

**Solution:** Revere Director of OEM Business Development Leelon Scott is extremely active in WWEMA and serves on its Marketing & Member Services Committee.

One day, at a WWEMA Annual Meeting, he walked into the committee meeting and saw a notebook at one of the chairs with a business card on top—the card of an executive at a large manufacturer he'd been pursuing.

"I said, 'I think I'll sit right here,'" Scott said. He introduced himself to the executive, who asked to learn more about his company.

**Result:** Revere established a relationship with the manufacturer and ultimately won the contract to provide controls for them, at a value of approximately \$3.5 million in business to date.

"That connection was made entirely thanks to the Association," Scott said. "And that is just one of many stories. Attending WWEMA events and participating along with our colleagues gives us an opportunity to build relationships and establish credibility in a way no cold call or email could possibly accomplish."

### How can WWEMA help your company?

Visit [www.wwema.org](http://www.wwema.org) for more information and to join today!



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