



# WWEMA ANNUAL MEETING

NOVEMBER 7 – 9, 2018

**EAU PALM BEACH RESORT & SPA  
MANALAPAN (WEST PALM BEACH), FL**



**NAVIGATING DISRUPTIVE CHANGE:  
FINDING A PATHWAY TO SUCCESS**

**On-Site Program**



# WWEMA 110TH ANNUAL MEETING

## Thursday, November 8

7:00 - 8:00 a.m. ☞  
**Breakfast**

8:00 - 8:30 a.m. ☞

### **Welcome from Meeting Chair**

*Thacher Worthen, President & Chief Executive Officer, Schreiber LLC  
2018 WWEMA Chair*

8:30 - 9:00 a.m. ☞  
**Keynote Address**

*Scott Kelly, Assistant City Administrator, City of West Palm Beach*

9:00 - 10:00 a.m. ☞

### **Protecting Personal Data: Key Issues for Compliance with the European Union's General Data Protection Regulations (GDPR)**

*Barbara Dunn O'Neal, Partner, Barnes & Thornburg LLP*

With today's headlines focusing on personal data collection, use, and breach, the European Union (EU) has stepped in to "up the ante" on personal data protection. Do you have databases and websites that contain contact information on EU residents and businesses? If so, you are impacted by the EU's General Data Protection Regulations (GDPR) that came into effect on May 25, 2018. With the significant penalties associated with violating the GDPR, many organizations are scrambling to understand and to comply with GDPR. Join attorney Barbara Dunn O'Neal as she provides an overview of GDPR, explains who is covered by GDPR, and explains how to comply with GDPR. Topics to be discussed include the proper use of consent forms, the need to update privacy policies, putting data processing agreements in place with vendors, and how to handle data breaches.

10:00 - 10:30 a.m. ☞  
**Break**

10:30 a.m. - 3:00 p.m. ☞  
**Spouse/Guest Tour to**

### **Flagler Museum, Lunch at Ta-boo, and Palm Beach Tour**

*(Registration Required)*

10:30 - 11:30 a.m. ☞

### **Selling More by Saying Less: The Evolution of Sales in a Connected World**

*Travis Kennedy, Publisher, Water Online*

The environment in which we sell our solutions has forever changed and it's up to us to adjust or be left behind. The information your customers needed you to provide is now everywhere and the role they needed you to play in their purchasing process is forever changed. Those changes have now left your sales reps in the worst possible position to do what you ask of them to do, SELL. Selling is now all about connecting and developing relationships with the digital natives who currently control the market and will move forward. The entire concept of selling has evolved into a journey of helping, informing, and educating along the way to cultivate that connection. To take it a step further, when you have a true understanding of the psychology of sales from your customer's point of view, and then apply that knowledge to better connect with the new generation of decision makers, you are left with a baseline strategy to save your business.

11:30 a.m. - 12:00 noon ☞

### **U.S. Dept. of Commerce Resources for International Trade**

*Miguel Olivares, Senior International Trade Specialist,*

*U.S. Commercial Service*

The U.S. Department of Commerce's International Trade Administration (ITA) is the export promotion branch of the U.S. Government. With offices across the United States and around the world, we provide trusted market intelligence, practical advice, and business tools to help U.S. companies expand in today's global marketplace. When it comes to exporting, you're not on your own. Learn how to leverage resources provided by ITA, whether it's identifying best market prospects for your product, industry trends, tariffs, bidding on foreign contracts, or connecting you with new buyers overseas, ITA's International Trade Specialists will visit your company and work with you to develop an export strategy.

12:00 noon - 1:30 p.m. ☞  
**Networking Lunch**

## ☞ Schedule of Events ☞

### Wednesday, November 7

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

8:00 - 10:00 a.m. Buttonwood  
**WWEMA Executive Committee Meeting**

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

10:30 a.m. - 12:00 noon Plaza Ballroom  
**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. Plaza Ballroom  
**Legislative & Regulatory Committee Meeting**  
*(All members encouraged to attend)*

3:30 - 5:30 p.m. Exchange I & II  
**WWEMA Board of Directors Meeting**

6:00 - 7:30 p.m. Ocean Ballroom & Terrace  
**Welcome Reception**

### Thursday, November 8

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

7:00 - 8:00 a.m. Ocean Ballroom & Terrace  
**Breakfast**

8:00 a.m. - 12:00 noon Plaza Ballroom  
**General Session**

10:30 a.m. - 3:00 p.m. Plaza Foyer  
**Spouse/Guest Tour**  
*(Registration Required)*

12:00 noon - 1:30 p.m. Ocean Ballroom  
**Networking Lunch**

1:30 - 5:00 p.m. Plaza Ballroom  
**General Session**

6:30 - 9:00 p.m. Resort Lawn & Ocean Ballroom  
**Chairman's Award Reception & Dinner**

### Friday, November 9

7:00 a.m. - 12:00 noon Plaza Foyer  
**Registration**

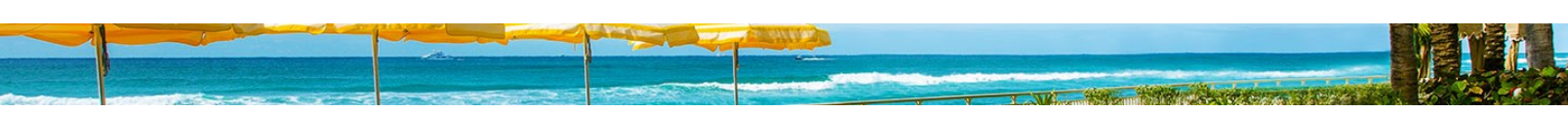
7:00 - 8:00 a.m. Ocean Ballroom & Terrace  
**Breakfast**

8:00 a.m. - 12:00 noon Plaza Ballroom  
**General Session**

12:00 noon Plaza Ballroom  
**Closing Comments and Adjournment**

12:30 - 5:30 p.m. Plaza Foyer  
**Annual Golf Outing**  
*(Registration Required)*





≈ 1:30 - 2:45 p.m. ≈

**Just Fix My Dryer: The Science, Art, and Speed of Service**  
*Ed Guffee, Owner, Rampant Works, LLC*

This presentation was developed from more than twenty years of conversations with various industry groups trying to understand the complexities and nuances of managing labor. From those efforts came: **The Science** - Forget about your product for a few minutes and learn how to build the foundation necessary to manage the performance of labor groups in your organization. This is based on three simple values found buried in your financial statements but whose interconnected relationships are seldom known or understood. **The Art** - Your customer cares for none of your science! They just want their dryer fixed. We focus on the unique differences that exist between the sales groups and the service groups in your company, why it matters to your customer, and how to test and measure for their satisfaction and loyalty. **The Speed** - As consumers ourselves, we demand that our purchasing experiences be ever faster, ever richer, and ever simpler. How well is your organization using its internal science and art for the purpose of dramatically improving the speed of your deliverables? And by that we mean, improving the speed of delivery to the customer of the future, not the customer of the past.

≈ 2:45 - 3:00 p.m. ≈  
**Break**

≈ 3:00 - 3:30 p.m. ≈

**Finding Success with a Project Lead Platform**  
*Julie Birch, General Manager, Water BidTracker*

Learn how a project lead platform can help your business while you get an exclusive look inside Water BidTracker. Julie Birch, General Manager of their recently launched lead service, will walk us through their online tools designed for the water and wastewater industry while offering her tips on getting the most from any lead service. Water BidTracker's goal is to minimize disruption and provide a one-stop solution for up-to-date project information, from planning stage to award stage.

≈ 3:30 - 4:30 p.m. ≈

**Differences in Procurement Practices for Collaborative Delivery Methods**

*Linda Hanifin Bonner, Executive Operations Manager, Water Design - Build Council*

To procure the services of design-builders, contractors, and vendors for water and wastewater infrastructure projects, every utility and agency engages in, and follows some form of procurement procedure. As the appetite for the use of collaborative delivery methods continues to rapidly increase with utilities, as well as changes in state legislation occurring, so does the need for understanding the differences in the steps required for these methods by both the utility and the contracting community. This presentation uses two excerpts from the Water Design-Build Education Program Modules to explain the procurement differences and best practices for design-bid-build, construction management-at-risk, fixed-price, and progressive design build delivery for water and wastewater projects. It also addresses the collaborative relationship of owners, design-builders, and contractors in the procurement processes. The session concludes with the latest research data on the growth in the use of design-build delivery by utilities and agencies.

≈ 4:30 - 5:00 p.m. ≈

**Celebrating WWEMA's 110-Year History**  
*Vanessa Leiby, Executive Director, WWEMA*

≈ 6:30 - 9:00 p.m. ≈

**Chairman's Award Reception & Dinner**

**Friday, November 9**

≈ 7:00 - 8:00 a.m. ≈

**Breakfast**

≈ 8:00 - 9:00 a.m. ≈

**The Next Two Years of the Trump Administration - Potential Impacts of the Mid-Term Elections**

*Richard Galen, Chairman, Barrington Worldwide*

Anyone who listens to the news knows that the results of the upcoming mid-term elections may have a significant impact on the make-up of Congress

as well as shaping the next two years of the Trump Presidency. Will the Republicans retain control of both Chambers or will Democrats wrest control of the House? What may be the impacts? Rich will provide an analysis of the results of the November 6, 2018 races with a look at what will be the big policy and political changes going forward.

≈ 9:00 - 10:00 a.m. ≈

**Your Tax Bill is Too High - Strategies and Tips for Reducing Your Corporate and Individual Tax Expense**

*Gene Marks, Founder, The Marks Group*

Whether you're a financial person or not, this presentation is critical for your business. Why? Because taxes represents the biggest expense you have in your organization and personally. Minimizing your tax expense will free up capital to invest, hire, and save. Knowing the tax breaks and incentives that you can use will help you defer the costs of bringing on great people and growing your business. The recent tax reform legislation is one of the largest changes to the tax code in a while, but that's just the beginning! You don't need to be a financial expert to understand this. You just need to know the issues and questions to ask your accountant.

≈ 10:00 a.m. - 12:00 noon ≈

**Be a Millennial Magnet - How to Retain, Lead, and Engage the Millennial Workforce**

*Jeffery Butler, Author and Millennial Expert*

Recently, the Millennial generation took the stage as the largest generation in the U.S. workforce. Millennials (Generation Y), born between 1981 to 2000, are your current and future leaders and they are bringing tremendous change, innovation, and opportunity. In this presentation and two-hour workshop, you will hear up-to-the-minute data and case studies, by author Jeff Butler, to help you better understand your organization's millennials. This program covers the end-to-end Millennial employee lifecycle from hiring, managing, and retaining. Each segment of the cycle will have both high level theories as well tactical strategies that attendees can immediately begin using after the program. Some include: how to create an enticing message to attract a millennial's attention, practical tips of managing difficult employees, and retention strategies that former General Electric CEO Jack Welch implemented. **LEARNING POINTS:** Discover the 3 phases of millennial recruitment - attention, interest, commitment; hear about best practices of managing and retaining employees who are impatient, unmotivated, and entitled; and learn tactical strategies for managing remote teams.

≈ 12:00 noon ≈

**Closing Comments and Adjournment**

*Thacher Worthen, Meeting Chair*

≈ 12:30 - 5:30 p.m. ≈

**Annual Golf Outing**



## Our Host Hotel

### **Eau Palm Beach Resort & Spa**

100 South Ocean Boulevard  
Manalapan (West Palm Beach), FL 33462  
www.eaupalmbeach.com  
(561) 533-6000



One of only two Forbes Five-Star resorts in Palm Beach and eight in Florida, Eau Palm Beach Resort & Spa is where effortless living meets relaxed luxury. Situated on a private beach on seven acres of oceanfront with lush tropical gardens, guests are welcomed with champagne, breathtaking ocean views, and cooling tropical breezes. Indulge in the warm Florida sunshine, sumptuous accommodations designed by Jonathan Adler, and the award-winning Eau Spa.

## Loggerhead Marinelifelife Center

With a name like Eau (pronounced O—French for water) and the Atlantic on our doorstep, we know the ocean is a big part of our magic. We have chosen Loggerhead Marinelifelife Center as our charity partner. Their mission is 'To promote conservation of ocean ecosystems with a special focus on threatened and endangered sea turtles'.

The Loggerhead Marinelifelife Center is the only sea turtle hospital between Orlando and the Florida Keys. They patrol 9.5 miles of beach in Palm Beach County, rehabilitate nearly 100 sea turtles, and care for thousands of hatchlings each year. Their research helps us to better understand the sea turtle and the ocean ecosystems. Every year from March 1st through October 31st, sea turtles lay their nests on our beach. If you are lucky enough to experience the hatching of these welcome visitors, we think it is one of the most magical experiences in Palm Beach County. The nests are not disturbed by routine beach activity as they bury their eggs deep in the sand but we do have low level lighting at the resort to not disturb these precious creatures. Newly hatched baby turtles often become disoriented by beachfront lighting as they try to reach the ocean and adult females avoid lighted beaches for nesting.



## **SPECIAL EVENTS**

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

**Thursday, November 8, 2018 • 10:30 a.m. - 3:00 p.m.**

Tour "Whitehall," the 75-room Gilded Age mansion that was home to Henry Morrison Flagler, co-founder of the Standard Oil Company along with John D. Rockefeller. Completed in 1902, Flagler spared no expense when he built this white palace for his bride, Mary Lily Keenan, as a wedding present. The opulence of The Great Hall, the Louis XV Ballroom, and the Louis XIV Music room, now restored to their original glory, were designed for entertaining in the grand manner. The couple used the home as a winter retreat from 1902 until Flagler's death in 1913, establishing the Palm Beach season for the wealthy of the time. Enjoy a one-hour docent-led tour of the property and exhibits that includes a viewing of "The Rambler," Flagler's private railway car located in the Pavilion.

### **Flagler Museum**



### **Ta-boo Restaurant**



Ta-boo is known as "The 'in' place" to stop for lunch while shopping on Worth Avenue, the "Rodeo Drive" of Palm Beach. This clubby, comfortable New American bistro has ocean murals and antique wood paneling to complement its good food and service. Opened in 1941, Ta-boo quickly became a haven for its wealthy and well known patrons including the likes of John F. Kennedy, Frank Sinatra, and the Duke and Duchess of Windsor. Today you might see Rod Stewart or Hoda and Kathy Lee enjoying a casual meal. Enjoy an entrée, dessert, and beverage in this charming and quintessential restaurant. A true Palm Beach experience!

Immerse yourself in the Palm Beach Experience as you enjoy a 90-minute narrated tour of Ocean Boulevard, one of the most scenic streets in Palm Beach with its rolling waves, coconut palms, and many architectural homes. View and learn the history of many of the villas and mansions along this famed road including Mar-A-Lago; the former Woolworth estate; J.R. McLean's estate, heir to the Hope Diamond; Estee Lauder's estate; and several other turn of the century homes. Other points of interest include the Breakers Hotel, Bethesda-by-the-Sea Church, J.F. Kennedy's Church, St. Edwards, Royal Palm Way, and the Harriet Himmel Theatre.

### **Palm Beach Tour**



### **Annual Golf Outing (Registration Required)**

**Friday, November 9, 2018 • 12:30 - 5:30 p.m.**

### **Bear Lakes Country Club**



Bear Lakes Country Club, located in the heart of West Palm Beach, Florida, was established in 1984 and features two championship courses designed by Jack Nicklaus. Golfers will be playing the Links Course. This course, a newly renovated Par 72 in 2007, and originally designed in 1987 by Jack Nicklaus, features multiple deep bunkers on each hole that cause the Links Course to resemble the beauty of a seaside Scottish links course. From its five sets of tees and through the rolling fairways and expanded greens, this course layout winds itself through clusters of native grasses and plantings. More information can be found at <http://www.nicklaus.com/design/bearlakes-links/>.



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