WWEMA 111th Annual Meeting

November 6-8, 2019
The Wigwam, Litchfield Park (Phoenix), AZ

5 C’s of Arizona:
Cotton, Copper, Citrus, Cattle, and Climate

5 E’s of WWEMA Annual Meeting:
Environment, Economy, Engage, Educate, and Empower
### WWEMA 111th Annual Meeting

#### Thursday, November 7

- **7:30 — 8:30 a.m.** ✪ **Breakfast**
- **8:30 — 9:00 a.m.** ✪ **Welcome & Introductions from Meeting Chair**
  - John Dyson, Product Channel Manager - AquaPrime, Aqua-Aerobic Systems, Inc.
  - **2019 WWEMA Chair**
  - **Operational Excellence in Manufacturing**
  - Vince Bovino, Management Consultant and Founder, Bovino Consulting Group

Do you want to improve your employee productivity, increase your cost productivity, and improve product quality? Then this presentation is for you. Vince Bovino will introduce you to the Operational Excellence improvement systems that deliver rapid, significant, and sustained operating and profitability results. The focus is on the rigorous process of designing and implementing: 1) an Operating Performance Measurement System; 2) an Incentive Pay System; 3) a Performance Communication System; and 4) a Performance Improvement Team System. The absolute necessity of integrating the four systems into one initiative is emphasized. The methodology of integrating the systems is thoroughly explained with examples.

#### Certified for Continuing Education Credits

- **SHRM Code:** 19-2GXWW
- **HRCI Code:** 343273

- **10:30 — 11:00 a.m.** ✪ **Break**
- **10:30 a.m. — 3:30 p.m.** ✪ **Spouse/Guest Tour**
  - **Taliesin West Insights Tour and Lunch at North Italia**
  - (Advance Registration Required)
  - **11:00 a.m. — 12:00 noon** ✪ **Easier Said Than Done!**
  - Alexander Spiegler, Partner, Arent Fox LLP
  - **Developing a Coherent Patent and Trade Secret Strategy — Easier Said Than Done!**
  - Trade secret litigation has increased **over 30%** since 2016. Is your company’s most valuable intellectual property protected? We will discuss patents and trade secrets, best practices for protecting these valuable assets, and potential pitfalls when working with third parties.

- **12:00 — 1:30 p.m.** ✪ **Networking Lunch**
- **1:30 — 5:00 p.m.** ✪ **Concurrent Session**
  - **Next Generation Leadership Interactive Training — DISC Workshop**
  - Greg Smith, President, Chart Your Course International

Workforce transition issues continue to be front and center in the water industry. This interactive and engaging workshop is designed to help your emerging leaders and managers maximize their full potential. Using DISC to evaluate four basic behavioral styles, attendees will learn how to build bridges and develop rewarding relationships, develop strategies for dealing with difficult people and reducing conflict, improve communication and leadership effectiveness, understand your customer’s needs and expectations, understand what motivates different people, and learn effective management skills. This special workshop is designed for the emerging leader/manager in your company so take this opportunity to bring the next generation along! There is no additional cost to attend the workshop but space is limited. (Pre-registration is required.)
2019 has brought an onslaught of new privacy regulations and many organizations are scrambling to prepare. The presentation will cover recent developments in the area of privacy and cybersecurity and provide practical strategies for preparing a data privacy and security topics. Specifically, the presentation will touch upon the new California Consumer Privacy Act and other new state laws that are coming into effect. It will also cover techniques for creating a proper security program, including a discussion of topics ranging from proper system controls and techniques to incident training and ensuring proper security in connection with vendors.

**The History of Reclaimed Water Use in Tucson, Arizona and the new Santa Cruz Heritage Project**

*John Kmiec, Deputy Director, Tucson Water*

Water reuse has been a significant driver in the City of Tucson since the early 1980s as a way to offset historic groundwater pumping, address restrictions imposed by the landmark Arizona Groundwater Management Act of 1980, and to grow a nascent industry – the destination golf resort. By the 1990s, the reclaimed water system had grown to provide service to multiple golf courses, schools, parks, and some residential areas. A recharge and recovery program allowed for underground storage of effluent during off-peak periods such that seasonal reclaimed water system obligations could be met. A recent change in state statute has now allowed effluent recharge credit of 95% to existing permitted discharge projects across the state. This has enabled the development of the Santa Cruz River Heritage Project (SCRHP) by Tucson Water as a means of storing unused effluent higher up in the aquifer where Tucson Water can retain access to it for future use. While this strategy was designed to conserve this water resource for the future, it also restores flow to a segment of the Santa Cruz River long dried up, and re-establishes riparian habitat near downtown. John will discuss the history of reclaimed water in Tucson and the conservation and societal benefits made possible by the SCRHP project.

**Alternative Procurement Mechanisms, Contract Language, and Risk – What You Need to Know**

*Roy Epps, Senior Vice President of Water and Wastewater, The Walsh Group*

Technology manufacturers are seeing a growing number of projects using alternative procurement mechanisms such as design-build, progressive design-build, CMAR, and P’s. Each is unique and different from the traditional design-bid-build process. This presentation will look at each of these different procurement mechanisms and provide insights into the appropriate supplier contract language to reduce and mitigate risks.

**What is Blockchain and How Can it Help Safeguard Your Business?**

*Guy Carpenter, Vice President, Carollo Engineers*

Adjudication of water rights in Arizona, the Sustainable Groundwater Management Act in California, increasing water demands in Nevada...these issues and more are having profound impacts on water availability, resiliency, and planning in the west. Overlay this with the growing outcry on PFAS and PFAS across the country and you have real issues and concerns about availability, quality, and technical treatment options to provide adequate water for consumers, industry, and agriculture. Guy Carpenter is a well-known and highly respected leader in the water industry who has dedicated 25 years to water policy and ways to drive strategic advances in water treatment and management of water. Active in water reuse and western water policy, Guy will be sharing the trends he sees for the future of water and how that knowledge can help manufacturers think strategically about positioning themselves to meet future water needs.

**Fraud, Cybersecurity, and Succession Planning – Is your Accounting House in Order?**

*Nickie Redick, Director, BKD CPAs & Advisors*

Join BKD Director Nickie Redick as she outlines five accounting areas crucial to keeping your financial house in order. This timely and relevant session will help organizations prepare for the new lease standard, keep financial performance and business objectives on track, identify and respond to fraud, defend and leverage data, and promote long-term success.

**Annual Golf Outing**

*Gold Course, The Wigwam*

(Advanced Registration Required, Lunch Included)

**Sponsorships Available**

WWEMA offers an opportunity for sponsorships to help create a dynamic and successful Annual Meeting. Sponsors are recognized in promotional materials, social media posts, the onsite program, from the podium, and on the meeting video screens as well as on the WWEMA website, in the Member Bulletin newsletter, and in the post-meeting Special Report available to all members. For information and to contribute, refer to your Registration Form or contact Susi Rick-er at susi@wwema.org; (703) 444-1777.

*Thank you to our Platinum Sponsor!*  
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*Thank you to our Gold Sponsor!*  
*Kla*
OUR HOST HOTEL

The Wigwam
300 East Wigwam Blvd.
Litchfield Park, Arizona 85340
Phone: (866) 976-6894

The Wigwam was originally built in 1918 as a gathering place for the Ohio-based executives of Goodyear Tire & Rubber Company who discovered the West Valley of Phoenix as a prime location to grow cotton for rubber production. As the retreat grew in popularity, additional accommodations and amenities were added and in 1929, The Wigwam opened as a full-service resort with accommodations for just 24 guests.

In its 100-year history, this Phoenix resort has hosted some of the world’s most recognized public figures and sports legends and maintains a reputation as one of the Southwest’s landmark resort destinations. Today, The Wigwam continues to be a travel tradition for generations of families across the globe offering an entirely unique Arizona experience.

RESERVATIONS

The hotel cut-off date is Wednesday, October 16, 2019 for the 111th WWEMA Annual Meeting. The hotel is currently accepting sleeping room reservations. The rate is $220 per night plus tax. To make your reservation, call (866) 976-6894 and reference 111th WWEMA Annual Meeting or book online at 111th WWEMA Annual Meeting. You must call the hotel if you plan to book pre/post dates.

SPECIAL EVENTS

Spouse/Guest Tour and Lunch
Taliesin West and North Italia

Thursday, November 7, 2019
10:30 a.m. — 3:30 p.m.
(Advance Registration Required)

Taliesin West is set on the western slopes of the McDowell Mountains in Scottsdale, Arizona. The structures were built by Frank Lloyd Wright and the Taliesin Fellowship beginning in 1937 and continuing to the present. Wright created some of the most innovative spaces in the United States that spanned his seven decade career. The facility is currently the winter homes, studio, workshop and office of the 70 architects, staff members and students associated with the Frank Lloyd Wright School of Architecture and Taliesin Associated Architects, and the Frank Lloyd Wright Foundation. Taliesin West is listed on the National Register of Historic Places. Visitors experience first-hand Wright’s brilliant ability to integrate indoor and outdoor spaces into a world itself, deeply connected to the desert from which it was constructed.

Enjoy lunch at North Italia Restaurant, full of passionate and dedicated people who work hard every day to deliver the perfect handcrafted experience. They use only the best ingredients to create and serve consistently crave-worthy food, like the chef’s choice daily pizza and fresh pasta made from scratch daily. From the warmth that draws you in, to the vibrant energy letting the guest know you’re in for something special, the North experience invites us to indulge in not just what you taste, but what you feel.

Annual Golf Outing
The Wigwam, Gold Course

Friday, November 8, 2019
12:00 noon — 5:30 p.m.
(Advance Registration Required)

For over 50 years, the Gold Course has been recognized as one of Arizona’s most challenging and respected golf courses. Nicknamed “Arizona’s Monster,” the Gold Course has hosted many signature tournaments over the years, including numerous U.S. Open Qualifiers, U.S. Amateur Qualifiers, several NCAA Regional Championships, and the annual Patriot All-America Invitational – one of the top amateur competitions in the world. The 7,345 yard, par 72 course has also received various industry awards and accolades since opening in 1965, including being named one of the “Top 100 Golf Courses in America.” For tips on how to play the gold course, click HERE. Enjoy your outing with included greens fees, golf cart, and a boxed lunch with drink. Rental clubs are available for $33.00, and include Titleist Irons, 917 Series Woods, Vokey Wedges, Scotty Cameron Putters, and 6 Titleist golf balls.
A refund of all Annual Meeting registration fees (less an $85 processing fee) will be applied to cancellation notices received by September 30, 2019. Thereafter, a 50% refund will be issued on cancellations received by October 16, 2019. No refund will be issued for cancellations made after October 16, 2019.