

# 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**

**On-Site Program**

## SCHEDULE OF EVENTS

### WEDNESDAY, NOVEMBER 6

9:00 a.m. — 6:00 p.m. Sun Lounge  
**Registration**

8:00 — 10:00 a.m. Palo Verde North  
**WWEMA Executive Committee Meeting**

9:30 — 10:30 a.m. Palm Room/Palm Court  
**Welcome Coffee for New Members & First Timers**

10:30 a.m. — 12:00 noon Ozanne  
**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. Ozanne  
**Legislative & Regulatory Committee Meeting**  
*(All attendees encouraged to attend)*

3:00 — 5:00 p.m. Palo Verde  
**WWEMA Board of Directors Meeting**

6:00 — 7:30 p.m. Sachem Terrace  
**Welcome Reception**

### THURSDAY, NOVEMBER 7

7:00 a.m. — 6:00 p.m. Wigwam Foyer  
**Registration**

7:30 — 8:30 a.m. Mohave East  
**Breakfast**

7:30 — 8:30 a.m. Aztec C  
**Manufacturer Representatives Council Breakfast Meeting**

8:30 a.m. — 12:00 noon Mohave West  
**General Session**

10:30 a.m. — 3:30 p.m. Porte Cochere  
**Spouse/Guest Tour to Taliesin West and Lunch at North Italia**  
*(Advance Registration Required)*

12:00 noon — 1:30 p.m. Wigwam Lawn  
**Networking Lunch**

1:30 — 5:00 p.m. Mohave West  
**General Session**

1:30 — 5:00 p.m. *(Concurrent Session)* Pueblo BC  
**Next Generation Leadership Training — Interactive DISC Workshop**  
*(Advance Registration Required)*

6:30 — 9:30 p.m. Sachem Terrace/Aztec  
**Chairman's Award Reception & Dinner**

### FRIDAY, NOVEMBER 8

8:00 — 9:00 a.m. Mohave East  
**Breakfast**

9:00 — 11:00 a.m. Mohave West  
**General Session**

11:00 — 11:30 a.m.  
**Passing of the Chairman's Gavel and Closing Comments**

12:00 noon — 5:30 p.m. Golf Shop Patio  
**Annual Golf Outing — The Wigwam Gold Course**  
*(Advance Registration Required; Includes Lunch)*

## WWEMA 111TH ANNUAL MEETING

### Thursday, November 7

7:30 — 8:30 a.m. Mohave East  
**Breakfast**

7:30 — 8:30 a.m. Aztec C  
**Manufacturer Representatives Council Breakfast Meeting**

8:30 — 9:00 a.m. Mohave West  
**Welcome & Introductions from Meeting Chair**  
*John Dyson, Product Channel Manager - AquaPrime, Aqua-Aerobic Systems, Inc.*

*2019 WWEMA Board Chair*

9:00 — 10:30 a.m. Mohave West  
**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. Mohave West  
**Break**

10:30 a.m. — 3:30 p.m. Porte Cochere  
**Spouse/Guest Tour**  
*Taliesin West Insights Tour and Lunch at North Italia*  
*(Advance Registration Required)*

11:00 a.m. — 12:00 noon Mohave West  
**Developing a Coherent Patent and Trade Secret Strategy — Easier Said Than Done!**  
*Alexander Spiegler, Partner, Arent Fox LLP*

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 noon — 1:30 p.m. Wigwam Lawn  
**Networking Lunch**

1:30 — 5:00 p.m. Pueblo BC  
**Concurrent Session**  
**Next Generation Leadership Training — Interactive 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. *(Advance Registration Required)*



## Thursday, November 7 (continued)

≈ 1:30 — 2:30 p.m. ≈ Mohave West

### **Being Proactive About Privacy, Cybersecurity and Critical Infrastructure**

*Eva Pulliam, Associate*

*John Hartmann, Director of Information Security  
Arent Fox LLP*

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 plan. 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.

≈ 2:30 — 3:00 p.m. ≈ Mohave West

### **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 pumpage, 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.

≈ 3:00 — 3:30 p.m. ≈  
**Break**

≈ 3:30 — 5:00 p.m. ≈ Mohave West

### **Alternative Procurement Mechanisms, Contract Lan- guage, 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<sup>3</sup>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.

≈ 6:30 — 7:30 p.m. ≈ Sachem Terrace  
**Chairman's Reception**

≈ 7:30 — 9:30 p.m. ≈ Aztec  
**Chairman's Award Dinner**

## Friday, November 8

≈ 8:00 — 9:00 a.m. ≈ Mohave East  
**Breakfast**

≈ 9:00 — 10:00 a.m. ≈ Mohave West

### **Water in the West and Beyond — Trends, Policies, and Implications**

*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 PFOA 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.

≈ 10:00 — 11:00 a.m. ≈ Mohave West

### **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.

≈ 11:00 — 11:30 a.m. ≈ Mohave West

### **Passing of the Chairman's Gavel to New Chairman and Closing Comments**

*John Dyson, Meeting Chair*

≈ 12:00 noon — 5:30 p.m. ≈ Golf Shop Patio  
**Annual Golf Outing**

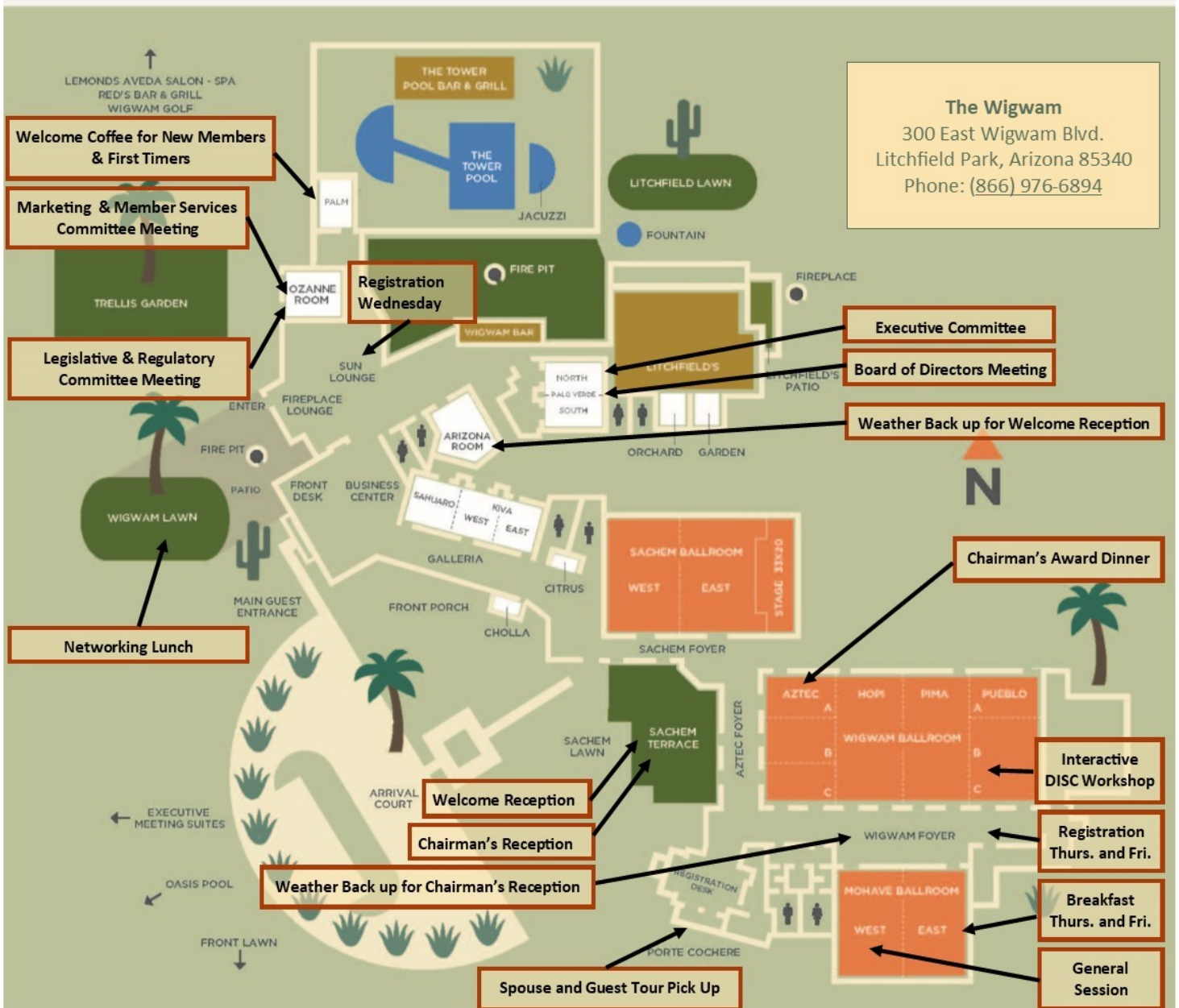
*The Wigwam Gold Course*

*(Advance Registration Required; Lunch Included)*





# 111th Annual Meeting Meeting Rooms









## 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.



## 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 home, 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 Italia 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." 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.



## 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 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 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, the organization’s counsel, or your own corporate counsel, should antitrust questions arise.



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