

WWEMA 113TH ANNUAL MEETING

November 3 - 5, 2021
The Palms Hotel & Spa
Miami Beach, Florida



**ON-SITE
PROGRAM**

MANAGING CHANGE IN CHALLENGING TIMES

WWEMA 113TH ANNUAL MEETING ON-SITE PROGRAM

🌀 Schedule of Events 🌀

WEDNESDAY, NOVEMBER 3

9:00 a.m. — 6:00 p.m. *Royal Palm Foyer*
Registration

8:00 — 9:30 a.m. *Silver Palm*
WWEMA Executive Committee Meeting

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

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

3:00 — 5:00 p.m. *Kentia 1 & 2*
WWEMA Board of Directors Meeting

6:00 — 8:00 p.m. *Grand Tiki*
Welcome Reception

THURSDAY, NOVEMBER 4

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

8:00 — 9:00 a.m. *Silver Palm*
Manufacturer Representatives Council Breakfast Meeting

8:00 — 9:00 a.m. *Veranda Terrace*
Breakfast

9:00 a.m. — 12:00 noon *Royal Palm*
General Session

10:00 a.m. — 3:00 p.m. *South Beach Art Deco Tour*
Spouse/Guest Tour/Lunch *(Advance Registration Required)*

12:00 noon — 2:00 p.m. *Veranda Terrace*
Networking Lunch

2:00 — 4:30 p.m. *Royal Palm*
General Session

6:30 — 7:30 p.m. *Gazebo, Trellis, Veranda Terrace*
Chairman's Reception

7:30 — 9:30 p.m. *Veranda Terrace*
Chairman's Award Dinner *(Queen Palm weather back-up)*

FRIDAY, NOVEMBER 5

8:00 — 9:00 a.m. *Veranda Terrace*
Breakfast

9:00 — 11:30 a.m. *Royal Palm*
General Session

11:30 a.m. — 12:00 noon *Royal Palm*
Passing of the Chairman's Gavel and Closing Comments

12:00 noon — 5:00 p.m. *Miami Beach Golf Club*
Golf Outing *(Advance Registration Required)*

We are excited to welcome all of you back to our first in-person Annual Meeting in two years! We have experienced a lot of change over this time and all aspects of our businesses have been impacted. From price escalations and product delays, workforce safety and flexibility issues, mergers and acquisitions, and cybersecurity concerns, to a new Administration proposing expansion of Buy America(n) requirements, tax increases on corporations and individuals, and mandatory vaccinations, we are surrounded by change and uncertainty. Come join your colleagues at the WWEMA 113th Annual Meeting to share your collective experiences, learn from each other and our outstanding speakers, and renew old friendships as we explore the conference theme of *Managing Change in Challenging Times*.

THURSDAY, NOVEMBER 4

🌀 8:00 — 9:00 a.m. 🌀
Breakfast

🌀 9:00 — 9:15 a.m. 🌀

Welcome & Introductions from Meeting Chair

John Collins, Chief Executive Officer and President, JCM Industries, Inc.
2021 WWEMA Chair

🌀 9:15 — 10:45 a.m. 🌀

Business Roundtable Discussion with John Manzella
Keynote Speaker, John Manzella, Founder, Manzella Trade Communications, Inc.

In this roundtable discussion, John Manzella will provide valuable analysis on (1) trade policy, supply chain issues, and China; (2) labor, skills, automation, and immigration; and (3) economic trends and corporate tax policy. Attendees will be given the opportunity to be active participants and share collective knowledge, best practices, and insight, and discuss obstacles, solutions, and strategies in a confidential environment. This roundtable session will help attendees better understand today's new realities and critical issues, more accurately assess and reduce risks, secure competitive advantages, and better prepare for what's ahead.

🌀 10:00 a.m. — 3:00 p.m. 🌀

Spouse/Guest Tour

South Beach Art Deco Tour and
Lunch at Giannis's (Formerly the Versace Mansion)
(Advanced Registration Required)

🌀 10:45 — 11:00 a.m. 🌀
Break

🌀 11:00 a.m. — 12:00 noon 🌀

Cybercrime as a Service: The New Normal in Cyber Attacks

Erich Kron, Security Awareness Advocate, KnowBe4 USA

From ransomware to Business Email Compromise (BEC), cyber attacks are on the rise the stakes are higher than ever for private organizations and government entities. How are attackers getting into systems, and what do they do once there? What is PhaaS and RaaS, how do they relate to typical cybercrime, and how do they impact my organization? This session will focus on many of the top cyber-criminal attack vectors and the current threat landscape, how these are evolving, and effective defenses.

🌀 12:00 noon — 2:00 p.m. 🌀
Networking Lunch

🌀 2:00 — 3:00 p.m. 🌀

Selling Your Product and Getting Paid

Robert Folland, Partner, Barnes & Thornburg LLP
Kyle Gerlach, Staff Attorney, Barnes & Thornburg LLP

The last two years have been particularly challenging with supply chain disruptions exacerbated by the COVID-19 pandemic and international shipping disruptions leading to delays and increased costs. The use of purchase orders and contract language such as liquidated damages, escalation clauses, and force majeure can be used to mitigate financial impacts but they are only a part of the story. Knowing how to use these contracting tools and what legal recourse you have for your suppliers as well as dealing with upstream contractors and owners can help ensure a successful delivery and project. This presentation will guide you through some of these contractual tools and help navigate these challenges.

WWEMA 113TH ANNUAL MEETING ON-SITE PROGRAM

THURSDAY, NOVEMBER 4 (CONTINUED)

3:00 — 3:30 p.m. ☞
Break

☞ 3:30 — 4:00 p.m.

PFAS – Managing Business Opportunity in a Challenging Regulatory Framework

David Ross, Partner, Troutman Pepper

Addressing the growing challenge of PFAS contamination in our environment presents both altruistic and business opportunity for those in the water and wastewater equipment manufacturing sector. However, understanding potential business and legal risk is critical to informed decision-making in the PFAS market and better risk management in the water and wastewater treatment and residuals management business lines. This session will provide an overview of those potential risks and offer some risk mitigation strategies for decision-makers in the water sector.

☞ 4:00 — 4:30 p.m.

WWEMA Manufacturers & Representatives Roundtable

Facilitator: Vanessa Leiby, WWEMA Executive Director

The last two years have been particularly challenging for the water sector that depends on a network of manufacturers and representatives to develop and maintain client relationships that are critical to business growth and success. When the ability to meet face-to-face was curtailed, we all learned how to do business differently. As we look to the future, we would like to reflect on the lessons learned, what went well and what didn't, and what changes we see on the horizon. Join your colleagues for a facilitated dialog where we can share experiences and build a stronger foundation for the future.

6:30 — 7:30 p.m. ☞
Chairman's Reception

☞ 7:30 — 9:30 p.m.
Chairman's Award Dinner

FRIDAY, NOVEMBER 5

☞ 8:00 — 9:00 a.m. ☞
Breakfast

☞ 9:00 — 10:15 a.m. ☞

Managing Change During Times of Uncertainty

Bill Wooditch, President and CEO, The Wooditch Group

Challenging times call for leaders who can create an environment free from fear that encourages people to think and act; who develop a culture of credibility, respect, and trust; who value cooperation and collaboration to position their people to compete and teach them to win; and who effectively communicate to attract and engage clients and a loyal workforce. Learn how to create an environment where the willing and able are encouraged to attempt and perform; that treats failure as an indispensable teacher; and that brings certainty in times of uncertainty.

☞ 10:15 — 10:30 a.m. ☞

Break

☞ 10:30 — 11:30 a.m. ☞

The Water Tower — Reimagining the Future of Water

Melissa Meeker, Chief Executive Officer, The Water Tower

The Water Tower is a new water hub in Buford, Georgia that is focusing on solutions in R&D, engagement, and workforce development. The facility will have infrastructure and programming that will facilitate collaborations and advancement toward safe, affordable, and resilient water resources. The presentation will share the vision and ways in which you can engage.

☞ 11:30 a.m. — 12:00 noon ☞

Closing Comments, Passing of Gavel, and Adjournment

John Collins, Meeting Chair and WWEMA Chairman

Vince Baldasare, Sales Manager, The Gorman-Rupp

Company and Incoming WWEMA Chairman

☞ 12:00 noon — 5:00 p.m. ☞

Golf Outing

Miami Beach Golf Club

(Advanced Registration Required)

☞ Health and Safety Protocols ☞

The health and safety of our staff, attendees, speakers, spouses, and guests is our highest priority. We have been working very closely with the hotel, reviewing CDC Guidance, speaking with all of our association partners who are holding face-to-face meetings this fall, and tracking meetings/association policies and practices. With that in mind, we will be implementing the following procedures for those attending WWEMA's 113th Annual Meeting:

- 1) We will comply with all hotel COVID-19 policies and provide those to all attendees.
- 2) We will comply with applicable CDC Guidelines.
- 3) All WWEMA staff, attendees, speakers, and spouses/guests (who will be attending any of the WWEMA-sanctioned events) will be required to be fully vaccinated or show a negative COVID-19 test at least 72 hours prior to the meeting. There is a testing center at the Miami-Dade Convention Center less than 2 miles from the hotel.
- 4) We will incorporate social distancing procedures in meeting rooms and hold as many functions outside as possible.
- 5) Masks will not be required in the meeting rooms but WWEMA will provide masks for all attendees should they prefer to wear them.
- 6) All attendees will be required to sign a waiver during the registration process that indicates they have read and understand the requirements.

We appreciate your adherence to these policies to ensure that we have a safe and enjoyable event.

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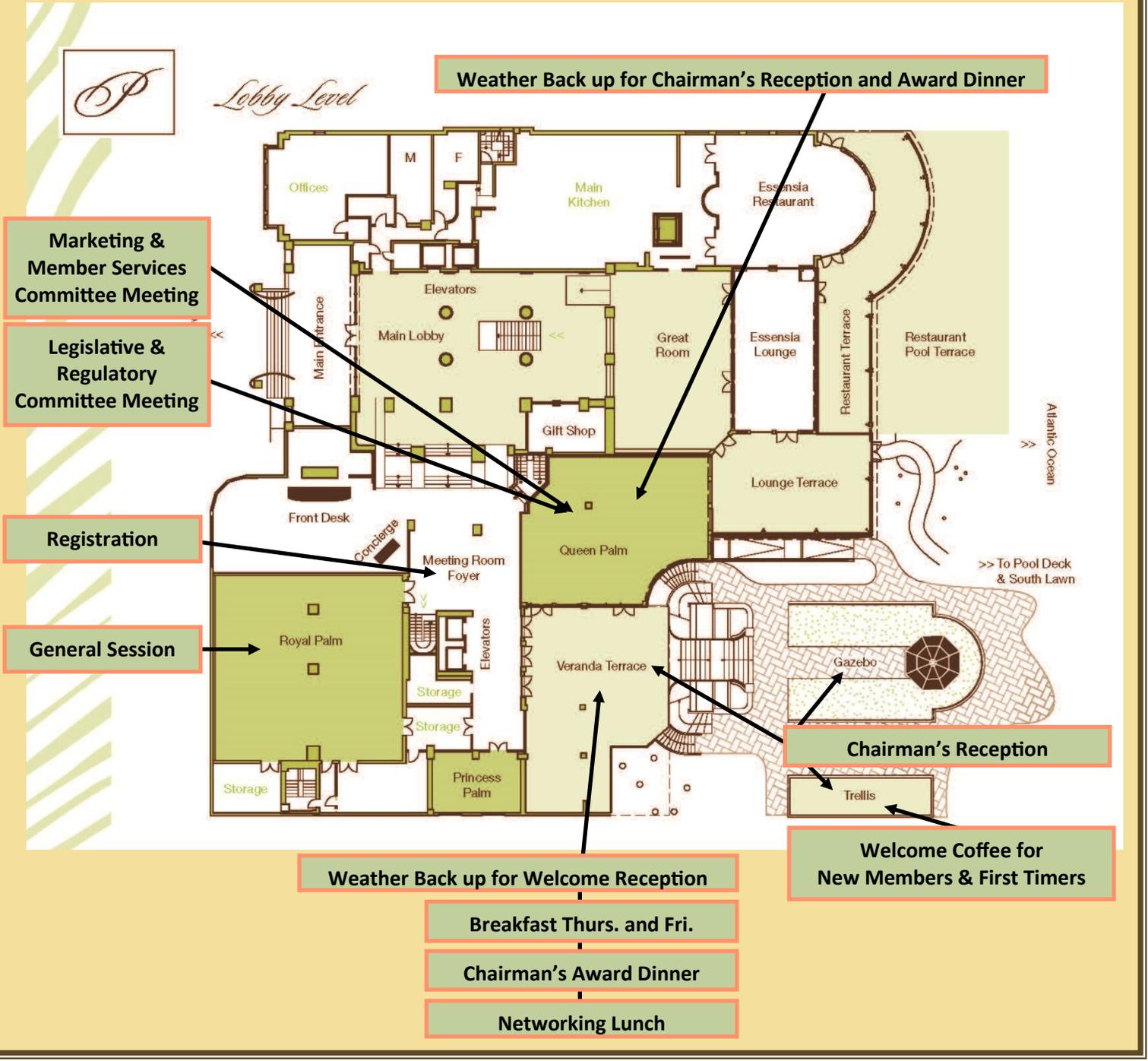


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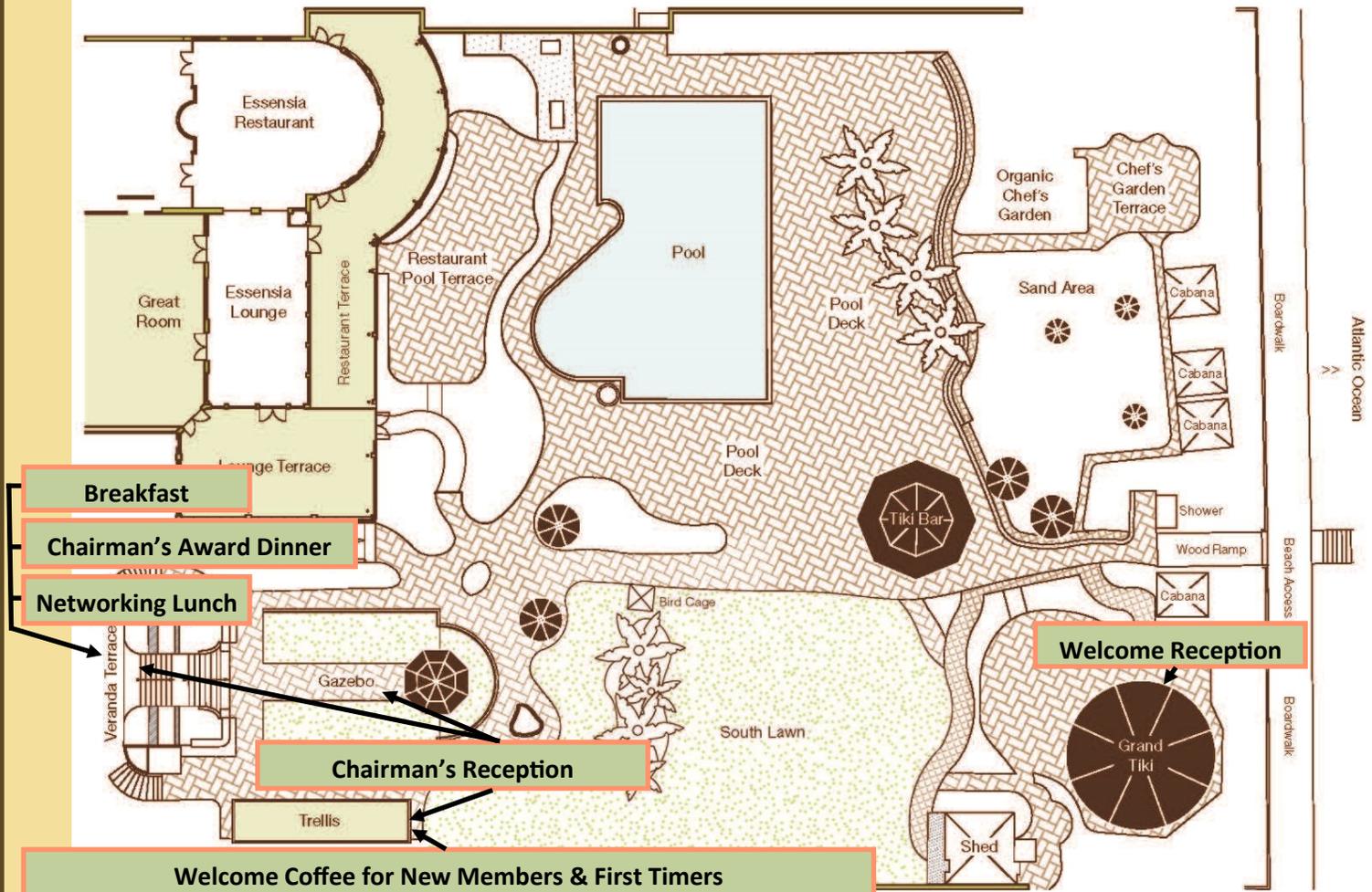
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WWEMA 113TH ANNUAL MEETING ROOMS



WWEMA 113TH ANNUAL MEETING ROOMS

Pool Level



Welcome Coffee for New Members & First Timers

Executive Committee Meeting

Manufacturer Representatives Council Breakfast Meeting

Board of Directors Meeting

Thursday Meet-Up Room

Spa Level



WWEMA 113TH ANNUAL MEETING ON-SITE PROGRAM

OUR HOST HOTEL



A tropical escape in the heart of Miami Beach, The Palms Hotel & Spa offers genuine service and laid-back sophistication. Inspired by the beautiful nature surrounding the property, the oceanfront resort-hotel employs a unique emphasis on total wellness, with environmental awareness and health-consciousness at the center of each guest experience.



The Palms Hotel & Spa
3025 Collins Avenue
Miami Beach, FL 33140
www.thepalmshotel.com



SPECIAL EVENTS

Spouse/Guest Tour and Lunch
South Beach Art Deco Tour With Lunch at Gianni's
Thursday, November 4, 2021

10:00 a.m. — 3:00 p.m.

(Advanced Registration Required; Transportation, Tour, and Lunch Included)

TOUR



In the United States, Art Deco was a product of new ideas and movements and found its inspirations in many distinct early 20th Century European design styles such as Cubism, French Art Deco, German Bauhaus and Expressionism, Dutch de Stijl and Amsterdam School, Vienna Secession, and others. The term Art Deco came into common usage in the 1980s as public interest in the style was renewed and is generally used to cover several distinct periods. Art Deco became known as the Skyscraper Style for the buildings that sprang up in every big city in the mid to late 1920s.

The southern end of the 10-mile barrier island of Miami Beach is home to this district, the only location in the United States to be so designated. The highlight of these buildings is the strip of hotels along Ocean Drive between 5th and 15th street. There is no better way to see and enjoy this than with our experienced and educated tour guide leading the way on a stroll through history.

Note: This is a walking tour. Please wear comfortable walking shoes and dress for being outside.

LUNCH



South Beach's most exceptional experience awaits you at The Villa Casa Casuarina (formerly the Versace Mansion). The setting is unique to Ocean Drive where elegance and unparalleled service seamlessly blend with signature style at Gianni's Restaurant.

Golf Outing

Miami Beach Golf Club

Friday, November 5, 2021

12:00 noon — 5:00 p.m.

(Advanced Registration Required)



Miami Beach golf club was given an \$11 million face-lift and reopened in 2002. No portion of the golf course was left untouched, including new tees, greens, re-contoured fairways, cart paths, bunker construction, a new irrigation system, landscaping, and lakes. The result is a championship layout masterfully designed by world-renowned architect Arthur Hills. The course sits quietly nestled between the Atlantic Ocean and Biscayne Bay, minutes from South Beach and scores of world-class hotels, restaurants. Several beautiful and strategically placed lakes enhance the charm of the course.

Note: Transportation on your own from hotel, 1.9 miles, easy cab or Uber ride. Greens fees: \$134, club rental \$70 plus two sleeves of balls. Advanced registration is required but payment made by individual at the golf course.

WELCOME RECEPTION SPONSORS

Thank you to our
Welcome Reception Sponsors



ENGINEERING SALES



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 anti-trust 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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