

WWEMA 114TH ANNUAL MEETING

November 2 - 4, 2022

Rancho Bernardo Inn

San Diego, California



CELEBRATING THE PAST; ENVISIONING WATER'S FUTURE

PRELIMINARY
PROGRAM AGENDA

WWEMA 114TH ANNUAL MEETING PRELIMINARY AGENDA

🌀 Schedule of Events 🌀

WEDNESDAY, NOVEMBER 2

8:00 a.m. — 5:00 p.m.	Aragon Foyer
Registration	
8:00 — 9:30 a.m.	Aragon IIIA
WWEMA Executive Committee Meeting	
9:30 — 10:30 a.m.	Aragon IIIB
Welcome Coffee for New Members & First Timers	
10:30 a.m. — 12:00 noon	Aragon IAB
Marketing & Member Services Committee Meeting	
<i>(All members encouraged to attend)</i>	
12:00 noon — 1:30 p.m.	Lunch on Own
1:30 — 3:00 p.m.	Aragon IAB
Legislative & Regulatory Committee Meeting	
<i>(All attendees encouraged to attend)</i>	
3:00 — 5:00 p.m.	Aragon IC
WWEMA Board of Directors Meeting	
5:30 — 6:30 p.m.	Aragon Lawn
Welcome Reception	<i>(Weather back-up Aragon Foyer)</i>

THURSDAY, NOVEMBER 3

7:00 a.m. — 5:00 p.m.	Aragon Foyer
Registration	
8:00 — 9:00 a.m.	Aragon Lawn
Networking Breakfast	<i>(Weather back-up Aragon Foyer)</i>
9:00 a.m. — 12:00 noon	Aragon II
General Session	
11:30 a.m. — 3:30 p.m.	
Spouse/Guest Experience	<i>(Advance Registration Required)</i>
12:00 noon — 1:30 p.m.	Aragon Lawn
Networking Lunch	<i>(Weather back-up Aragon Foyer)</i>
1:30 — 4:00 p.m.	Aragon II
General Session	
4:00 — 5:30 p.m.	Aragon IIIA
Manufacturer Representatives Council Meeting	
6:30 — 7:30 p.m.	Santiago Courtyard
Chairman's Reception	<i>(Weather back-up Santiago Foyer)</i>
7:30 — 9:30 p.m.	Santiago Ballroom
Chairman's Award Dinner	

FRIDAY, NOVEMBER 4

8:00 — 9:00 a.m.	Aragon Foyer
Networking Breakfast	<i>(Weather back-up Aragon Foyer)</i>
9:00 a.m. — 11:30 a.m.	Aragon II
General Session	
11:30 a.m. — 12:00 noon	Aragon II
Passing of the Chairman's Gavel and Closing Comments	
12:00 noon — 5:00 p.m.	Maderas Golf Club
Golf Outing	<i>(Advance Registration Required)</i>

We are pleased to welcome all of you to the WWEMA 114th Annual Meeting. This year's theme is *Celebrating the Past; Envisioning Water's Future*. Since the passage of the *Clean Water Act (CWA)* 50 years ago, much progress has been made in improving water quality and protecting this invaluable resource, and water treatment technology providers have played an instrumental role in that progress. As we mark this milestone, this year's Annual Meeting program will celebrate this progress and look ahead as we plan an equally successful future. A variety of challenges still face our industry but new funding and a focused effort to address some of the structural issues preventing full realization of this landmark piece of legislation provides an opportunity for us to envision a better future for water. Join your colleagues to share your collective experiences, learn from each other and our outstanding speakers, and imagine what the next 50 years will bring!

THURSDAY, NOVEMBER 3

🌀 8:00 — 9:00 a.m. 🌀
Networking Breakfast

🌀 9:00 — 9:15 a.m. 🌀

Welcome & Introductions from Meeting Chair
Vince Baldasare, Sales Manager, The Gorman-Rupp Company
Meeting Chair and 2022 WWEMA Chairman

🌀 9:15 — 10:45 a.m. 🌀

Revisiting the Clean Water Act 50 Years Later
Keynote Speaker, Tom Jorling

Tom Jorling is one of the major architects of the Clean Water and Clean Air Acts who served as Minority Counsel to the U.S. Senate Committee on Public Works as these critical pieces of legislation were being drafted and passed by Congress. He will provide an insider's perspective on what it took to pass these historic pieces of legislation and reflect on the role manufacturing and technology has played in the success of the last 50 years. A video selection at the end of Tom's presentation will visually tell the story of these accomplishments.

🌀 11:30 a.m. — 3:30 p.m. 🌀

Spouse/Guest Event

(Advanced Registration Required)

🌀 10:45 — 11:45 a.m. 🌀

Workplace Culture: Create a Workplace That People Will Beg to Work With

Michael Levitt, Founder and Chief Burnout Officer of the Breakfast Leadership Network

Inside every organization sits a Trojan Horse, filled with employees waiting to unload their emotional baggage and managers who behave in ways that trigger those employees into engaging in "scorched earth" warfare. And yet few, if any organizations, build into their risk management plans how to neutralize employee behavior that can level an organization with just a simple message on social media. If you think it can't happen to you, think again! Countless leaders are being brought down each day and all of it could have been avoided by simply creating and deploying a pre-emptive strike plan designed to minimize the behavioral threats that are infiltrating your organization. Michel Levitt, a Fortune 500 consultant and #1 bestselling author and host of the Breakfast Leadership Show podcast will share his knowledge about creating a workplace and culture that makes employees want to stay. He will address those issues that often lead to employee dissatisfaction – unfair treatment at work, unmanageable workloads, lack of role clarity, lack of communication and support from management, and unreasonable time pressures. Learn how you can improve in-house operations to transform your company into one that everyone wants to work for.

THURSDAY, NOVEMBER 3 (CONTINUED)

≈ 12:00 noon — 1:30 p.m. ≈
Networking Lunch

≈ 1:30 — 2:15 p.m. ≈
California's Water Challenges

Adam Link, Executive Director of the California Association of Sanitation Agencies

Adam will discuss the various water challenges facing California and how the state and local water and sanitation districts are using policies and technology to address current and future water shortages.

≈ 2:15 — 2:30 p.m. ≈
Break

≈ 2:30 — 4:00 p.m. ≈

Where Do We Stand Right Now on Build America, Buy America?

*Kiri Anderer, Acting Branch Supervisor,
 Water Infrastructure Technical Support Branch,
 Office of Water U.S. Environmental Protection Agency*

Kiri will be presenting the latest information on the status of the Build America, Buy America guidance and update us on the status of waivers as well as SRF funding. We know that the Made In America Office is developing the implementation guidance for manufactured products, which is expected this Fall, but ultimately implementation will rest with EPA. Join us for this engaging and interactive session where you can ask your questions and we can discuss with Kiri the ins and outs of compliance with these new requirements.

≈ 4:00 — 5:30 p.m. ≈

**WWEMA Manufacturers Representative Council Meeting
 (Council Members Only)**

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

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

FRIDAY, NOVEMBER 4

≈ 8:00 — 9:00 a.m. ≈
Networking Breakfast

≈ 9:00 — 10:30 a.m. ≈

New Realities, Critical Risks, and Survival Strategies

*John Manzella, Founder,
 Manzella Trade Communications, Inc.*

New realities and critical risks are severely impacting business. Hyper competition is forcing companies to pursue new markets and build more reliable supply chains, while smarter workers must deliver more complex solutions. But these efforts are impacted by worker shortages, immigration barriers, automation demands, and protectionism. This stimulating and insightful program forecasts economic growth, explores pressing labor issues, delves into Chinese challenges, exposes trade issues with allies, reveals how globalization is evolving, and analyzes connections between middle class erosion and political shifts. Importantly, it provides strategies to reduce risks and prepare for what's ahead.

≈ 10:30 — 10:45 a.m. ≈
Break

≈ 10:45 — 11:30 a.m. ≈

Global Water Industry Trends

*Akash Rathod, Director of Industry Marketing,
 Flowserve Corporation*

Akash will present information on global water industry trends and discuss how those trends may impact future business decisions, join in the discussion on the future outlook for water.

≈ 11:30 a.m.—12:00 noon ≈

Closing Comments, Passing of Gavel, and Adjournment

*Vince Baldasare, Meeting Chair and
 2022 WWEMA Chairman
 Diane Meyer, Director of Marketing,
 Val-Matic Valve & Manufacturing Corporation and
 Incoming WWEMA Chairman*

≈ 12:00 noon — 5:00 p.m. ≈

Golf Outing

*Maderas 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 will be working very closely with the hotel, reviewing CDC Guidance, and tracking meetings/association policies and practices. With that in mind, we will be implementing the following procedures for those attending WWEMA's 114th 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.
- 4) We will 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.

WWEMA 114TH ANNUAL MEETING PRELIMINARY AGENDA

MEETING REGISTRATION

The meeting is open to WWEMA members and invited guests. The online registration link can be found at <https://event.me/9Bqd2G>. Visit <https://wwema.org/annual-meeting> for more details about registration fees.

Note: after the first company registrant, the registration fee is discounted \$200 for each additional attendee from the same company. Also as part of WWEMA's outreach initiative, every young professional or new entrant from a company can attend at a discounted rate of \$450 with a full paying registrant.

OUR HOST HOTEL

RANCHO BERNARDO INN



Rancho Bernardo Inn is a destination resort known for its exquisite golf, spa facilities, and exceptional cuisine. A true destination for the entire family, the 265-acre property features 287 luxuriously appointed guestrooms, three swimming pools, an award-winning spa and wellness center, signature restaurants, and extensive meeting and event facilities. With unpretentious style and genuine warmth unique among the world's finest resorts, the property inspires conversation, reflection, and

relaxation. It is because of these characteristics that Rancho Bernardo Inn has been recognized time and time again by leading travel publications and industry organizations.

Rancho Bernardo Inn

17550 Bernardo Oaks Dr
San Diego, CA 92128
(844) 226-8262
<https://www.ranchobernardoinn.com>



HOTEL ROOM RESERVATIONS



The hotel room cut-off date is Tuesday, October 11, 2022 for the WWEMA 114th Annual Meeting.

Run-of-House King Bed Rooms and Double Queen Pool View Rooms are \$269.00/night plus tax.

WWEMA has a block of rooms reserved for the meeting for the nights of Tuesday, November 1 through Friday, November 4. To book your hotel room, use the dedicated passkey link: <https://book.passkey.com/go/WWEMA2022> or call (844) 226-8262.

Please contact Susi Ricker at susi@wwema.org if you encounter any issues with reserving your room.

SPECIAL EVENTS

SPOUSE/GUEST EVENTS

Chef's Table and Lunch

11:30 a.m. — 1:30 p.m.
Thursday, November 3, 2022
(Advance registration required)



Team up with Rancho Bernardo Inn's Executive Chef at Table 65, a full demonstration kitchen and an exclusive kitchen-side table. A welcoming and fun interactive experience working with the chef to create a savory California fresh entrée. Enjoy your creation with the other attendees at your private table and walk away with the recipe card. \$190 class (two hours). Limited to 12 guests, advance registration required.



Mixology Class

2:30 — 3:30 p.m.
Thursday November 3, 2022
(Advance registration required)

Team up with Rancho Bernardo Inn's Mixologist to learn how to make culinary-forward shrubs, syrups, and elixirs right from RBI's very own Chef's Garden. Designed to elevate your every day cocktail. Also create clean, fresh, and flavorful non-alcoholic mocktails. \$170 class (one hour), advance registration required.

GOLF OUTING

Maderas Golf Club

Friday, November 4, 2022
12:00 noon — 5:00 p.m.
(Advanced Registration Required)

Maderas Golf Club
17750 Old Coach Road
Poway, CA 92064



Tucked within the rolling hills of northern San Diego, Maderas Golf Club exceeds expectations with personal-touch service and unparalleled course conditions. Minutes from downtown, yet a complete escape to the quiet confines of a pristine natural setting, a truly unique golf experience awaits. Enjoy 40 acres of pristine fairways paired with waterfalls, lakes, and native flora, all while challenging your skills and taking in the California sunshine. Maderas Golf Club flyover <https://www.youtube.com/watch?v=mFrZDo7yzpY>.

Note: Transportation on your own from hotel, 4 miles, easy cab or Uber/Lyft ride. Greens fees: \$214; club rental \$92.

Sponsorships Available

Aquamarine (\$3,000), Emerald (\$2,500), Diamond (\$2,000), Platinum (\$1,500), Gold (\$1,000), Silver (\$750), Bronze (\$500), and Manufacturers Representatives and Associate Members Co-Sponsorship of Welcome Reception (\$200)

WWEMA offers an opportunity for sponsorships to help create a dynamic and successful Annual Meeting. Sponsors are recognized in promotional materials, through social media platforms, the onsite program, from the podium, and on the meeting video screens as well as on the WWEMA website, in the *Member Bulletin*, and in the post-meeting summaries and documents. Information is available through the registration process.

Thank you to our
Gold Sponsor



WWEMA 114TH ANNUAL MEETING REGISTRATION FORM

NOVEMBER 2-4, 2022 • RANCHO BERNARDO INN, SAN DIEGO, CA

(NOTE: Online registration is available at www.wwema.org/annual-meeting)

CONTACT INFORMATION (Please complete form for each registrant)

Full Name: _____ First Name (for badge) _____
 Title: _____
 Spouse/Guest Name (if applicable): _____
 Company: _____
 Street Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone: _____ Email: _____

Do you have food allergies or dietary restrictions? If so please list: _____

REGISTRATION FEE

	Cost	Quantity	Amount
WWEMA Member - First Registrant	\$895	_____	_____
WWEMA Member - Additional Registrant(s) from same company	\$695	_____	_____
WWEMA Member - Young Professional/New Entrant	\$450	_____	_____
Gold Card Recipient (requires code)*	\$0	_____	_____
Spouse/Guest Registration - Receptions and Chairman's Dinner	\$250	_____	_____

Registration Fee includes admission to all educational sessions as well as the Welcome Reception on Wednesday evening; the breakfast, luncheon, and Chairman's Awards Reception and Dinner on Thursday; and the breakfast on Friday.

Young Professional/New Entrant discount is available for a Young Professional/New Entrant for a company as long as at least one person registers as a Full Registrant. A Young Professional/New Entrant is defined as an individual with less than 5 years of experience in the water industry.

Spouse/Guest Registration includes the Welcome Reception on Wednesday evening and the Chairman's Award Reception and Dinner on Thursday.

** Gold Card Recipients should contact WWEMA at (703) 444-1777 or Vanessa Leiby at vanessa@wwema.org to receive the required code. Recipients are entitled to all registration benefits listed above.*

OPTIONAL EVENTS

	Cost	Quantity	Amount
Spouse/Guest Event			
Team Up with Executive Chef Demo Experience and Lunch	\$190	_____	_____
Garden to Glass Mixology Class	\$170	_____	_____
Golf Outing			
Greens Fee, Golf Cart, and Surcharges	\$214	_____	_____
Handicap(s) _____			
Club Rental (please circle)			
Men's Left Right	\$92	_____	_____
Women's Left Right	\$92	_____	_____

SPONSORSHIPS

	Quantity	Amount
<input type="checkbox"/> Aquamarine (\$3,000) <input type="checkbox"/> Emerald (\$2,500) <input type="checkbox"/> Diamond (\$2,000)	_____	_____
<input type="checkbox"/> Platinum (\$1,500) <input type="checkbox"/> Gold (\$1,000) <input type="checkbox"/> Silver (\$750) <input type="checkbox"/> Bronze (\$500)	_____	_____
<input type="checkbox"/> Manufacturers Representatives & Associate Members Co-Sponsorship of Welcome Reception (\$200)	_____	_____

Sponsorship of WWEMA's meetings makes it possible for members to learn about your company while supporting the Association. Sponsors will receive acknowledgements on signage, from the podium, on the conference screens, in all meeting materials, and in social media posts.

TOTAL AMOUNT DUE _____

PAYMENT INFORMATION

- Check enclosed (payable to WWEMA)
 Credit card (please check one)
 MasterCard
 Visa
 AmEx

Name on card: _____
 Card number: _____
 Expires: _____ Security ID #: _____
 Billing Address for card (required): _____

CANCELLATION POLICY:

A 50% refund of Annual Meeting registration fees will be issued on cancellations received by October 11, 2022. No refund will be issued for cancellations made after October 11, 2022.

Send form with payment to:
 WWEMA
 540 Fort Evans Road, Suite 304
 Leesburg, VA 20176-3379

Via email to: susi@wwema.org
 Or register online at:
www.wwema.org/annual-meeting
 Questions? Call (703) 444-1777



COVID-19 Liability Waiver and Affirmation of Health and Safety Policies

**WWEMA 114th Annual Meeting
November 2-4, 2022
San Diego, CA**

The Safety of those attending the Water and Wastewater Equipment Manufacturers Association (WWEMA) 114th Annual Meeting is our top priority. By registering for and attending the WWEMA 114th Annual Meeting at the The Rancho Bernardo Inn, San Diego, CA, I agree to abide by all health and safety guidelines and recommendations promulgated by federal, state, and local government agencies and officials, WWEMA, and the event venue. In order to ensure the health and safety of our staff, attendees, speakers, and spouses (attending any WWEMA functions), I agree to the following:

- 1) I will read and comply with all hotel COVID-19 policies.
- 2) I will comply with applicable CDC Guidelines.
- 3) I attest that I am fully vaccinated for COVID-19 or that I can show a negative COVID-19 test completed within 72 hours prior to the meeting.
- 4) I understand that masks are not required in the meeting rooms but one will be made available to me for my personal use.
- 5) I will not enter the meeting location if I am showing any symptoms of COVID-19 infection.
- 6) I agree to inform the event organizer if I test positive for COVID-19 within 7 days after attending the event.

Additionally, I understand that travel to and participation in events may increase the risk of exposure to communicable diseases. I HEREBY RELEASE, WAIVE AND FOREVER DISCHARGE ANY AND ALL LIABILITY, CLAIMS, AND DEMANDS OF WHATEVER KIND OR NATURE AGAINST WWEMA AND ITS AFFILIATED PARTNERS AND SPONSORS, INCLUDING IN EACH CASE, WITHOUT LIMITATION, THEIR DIRECTORS, OFFICERS, EMPLOYEES, VOLUNTEERS, AND AGENTS (THE "RELEASED PARTIES"), EITHER IN LAW OR IN EQUITY, TO THE FULLEST EXTENT PERMISSIBLE BY LAW, INCLUDING BUT NOT LIMITED TO DAMAGES OR LOSSES CAUSED BY THE NEGLIGENCE, FAULT OR CONDUCT OF ANY KIND ON THE PART OF THE RELEASED PARTIES, INCLUDING BUT NOT LIMITED TO DEATH, BODILY INJURY, ILLNESS, ECONOMIC LOSS OR OUT OF POCKET EXPENSES, OR LOSS OR DAMAGE TO PROPERTY, WHICH I, MY HEIRS, ASSIGNEES, NEXT OF KIN AND/OR LEGALLY APPOINTED OR DESIGNATED REPRESENTATIVES, MAY HAVE OR WHICH MAY HEREAFTER ACCRUE ON MY BEHALF, WHICH ARISE OR MAY HEREAFTER ARISE FROM MY PARTICIPATION WITH THE WWEMA 114th ANNUAL MEETING.

By signing this document, I acknowledge the contagious nature of COVID-19 and voluntarily assume the risks that I may be exposed to or infected by COVID-19 by attending the meeting and that I have read, understand, and agree to the requirements set forth in this document.

Signature _____

Printed Name _____

Date _____



**540 Fort Evans Road, Suite 304
Leesburg, VA 20176-3379
(703) 444-1777**