

WWEMA 114TH ANNUAL MEETING

November 2 - 4, 2022

Rancho Bernardo Inn

San Diego, California



**CELEBRATING THE PAST;
ENVISIONING WATER'S FUTURE**

ON-SITE
PROGRAM

WWEMA 114TH ANNUAL MEETING ON-SITE PROGRAM

🌀 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
(All members encouraged to attend)

12:00 noon — 1:30 p.m. Lunch on Own

1:30 — 3:00 p.m. Aragon IAB
Legislative & Regulatory Committee Meeting
(All attendees encouraged to attend)

2:00 — 3:00 p.m. AVANT Bar
Spouse/Guest Event—Mixology Class
(Advanced registration required)

3:00 — 5:00 p.m. Aragon IC
WWEMA Board of Directors Meeting

5:30 — 6:30 p.m. Aragon Lawn
Welcome Reception (Weather back-up Aragon Foyer)

THURSDAY, NOVEMBER 3

7:00 a.m. — 5:00 p.m. Aragon Foyer
Registration

8:00 — 9:00 a.m. Aragon Lawn
Networking Breakfast (Weather back-up Aragon Foyer)

9:00 a.m. — 12:00 noon Aragon II
General Session

11:30 a.m. — 1:30 p.m. Table 65
Spouse/Guest Event—Chef's Table and Lunch
(Advanced registration required)

12:00 noon — 1:30 p.m. Aragon Lawn
Networking Lunch (Weather back-up Aragon Foyer)

1:30 — 4:00 p.m. Aragon II
General Session

4:00 — 5:30 p.m. Aragon IIIA
Manufacturer Representatives Council Meeting
(Council members only)

6:30 — 7:30 p.m. Santiago Courtyard
Chairman's Reception (Weather back-up Santiago Foyer)

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

FRIDAY, NOVEMBER 4

8:00 — 9:00 a.m. Aragon Lawn
Networking Breakfast (Weather back-up Aragon Foyer)

9:00 — 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 (Advanced registration required)

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. 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 — 10:15 a.m. 🌀

Creating an Insanely Positive and Productive Workplace Culture

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

Creating a positive and productive workplace culture requires collaboration and communication with your entire team. A healthy workplace moves your employees from apathy and complacency to a momentum of engagement; enables employees to see and feel the effect they're having on their personal and company's success; eliminates the dreaded Monday arrival; and keeps your employees motivated and engaged rather than spending their off hours looking for a new role. Michael will address those issues that lead to employee satisfaction and retention with a focus on: 1) What does a productive workplace culture look like; 2) Why is implementing positive culture everyone's responsibility; and 3) How to create a positive and productive workplace. Return to your company with new ideas and steps you can take to engage, motivate, and retain quality employees who benefit from working for a company with a positive culture focused on everyone's success.

🌀 10:15 — 10:30 a.m. 🌀

Break

🌀 10:30 a.m. — 12:00 noon 🌀

Revisiting the Clean Water Act 50 Years Later

Keynote Speaker, Tom Jorling

After the failure of five earlier federal laws and worsening water pollution across the nation, Congress, in 1972 and over the President's veto, enacted the Clean Water Act (P.L. 92-500). The Clean Water Act fundamentally reoriented the regulatory approach to water pollution control. The fact that now, 50 years later, the nation's waters are cleaner, supporting much healthier ecosystems, is a testament to its effectiveness. This keynote from one of the staff who assisted in crafting the Clean Water Act will look back at the circumstances, the people and the process, and the elements of the law that produced such a dramatic change in controlling water pollution. Hopefully, this keynote will answer, at least partially, the "Why Then?" and "How Come" questions many might have about a real and responsive success of Government policy.

THURSDAY, NOVEMBER 3 (CONTINUED)

⌚ 11:30 a.m. — 1:30 p.m. ⌚

Spouse/Guest Event at Rancho Bernardo Inn Chef's Table and Lunch

(Advanced registration required)

⌚ 12:00 noon — 1:30 p.m. ⌚

Networking Lunch

⌚ 1:30 — 2:15 p.m. ⌚

California's Water Challenges

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

California faces a broad set of environmental challenges including drought, wildfires, energy grid demands, aging infrastructure, and emerging contaminants. The clean water community is in a unique position to turn many of those challenges into opportunities while fulfilling its core mission of protecting public health and the environment. Adam's presentation will cover the significant issues facing California's local water and wastewater agencies, various state and federal policy drivers, and provide specific examples of agencies successfully planning and implementing innovative projects.

⌚ 2:15 — 2:30 p.m. ⌚

Break

⌚ 2:30 — 4:00 p.m. ⌚

Where Do We Stand on Build America, Buy America?

Kiri Anderer, Branch Supervisor,

Water Infrastructure Technical Support Branch,

Office of Water, U.S. Environmental Protection Agency

Kiri will present the latest information on the status of the Build America, Buy America guidance and update us on the status of waivers and 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 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

Join WWEMA Chairman Vince Baldasare for a fun evening of celebration as we recognize the many leaders in our Association and all our members who have contributed to the success of WWEMA and the collective water industry. It is because of you that we can look back over the last 50 years since passage of the Clean Water Act and appreciate the dramatic and life-changing impacts that water technologies have made in the U.S. and around the world. Your dedication and commitment to providing clean and safe water will continue to ensure a better quality of life for future generations. Let's celebrate!

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 presentation 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. His presentation will focus on several key areas including understanding the key economic drivers for the industry; development of sustainability targets for water and where countries stand in that process; the size of the water market across various technologies, including desalination; and finally, he will take a closer look at the U.S. market and Digital Water Space. Join in this 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

*Bill Decker, Vice President & General Manager-Equipment
Services Group*

Aqua-Aerobic Systems, Inc. and

Incoming WWEMA Chairman

⌚ 12:00 noon — 5:00 p.m. ⌚

Golf Outing

Maderas Golf Club (Advanced registration required)

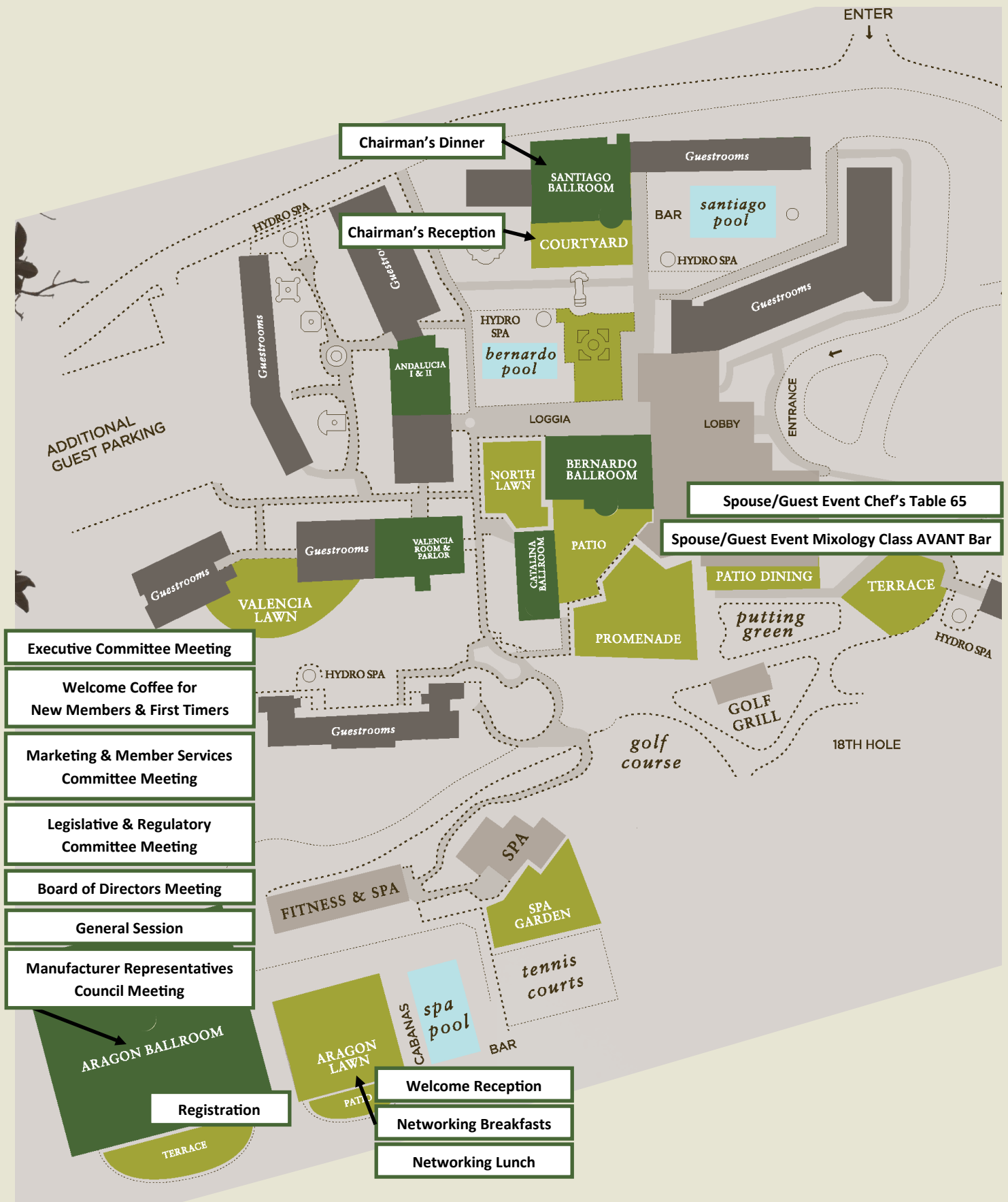
Maderas Golf Club

17750 Old Coach Road

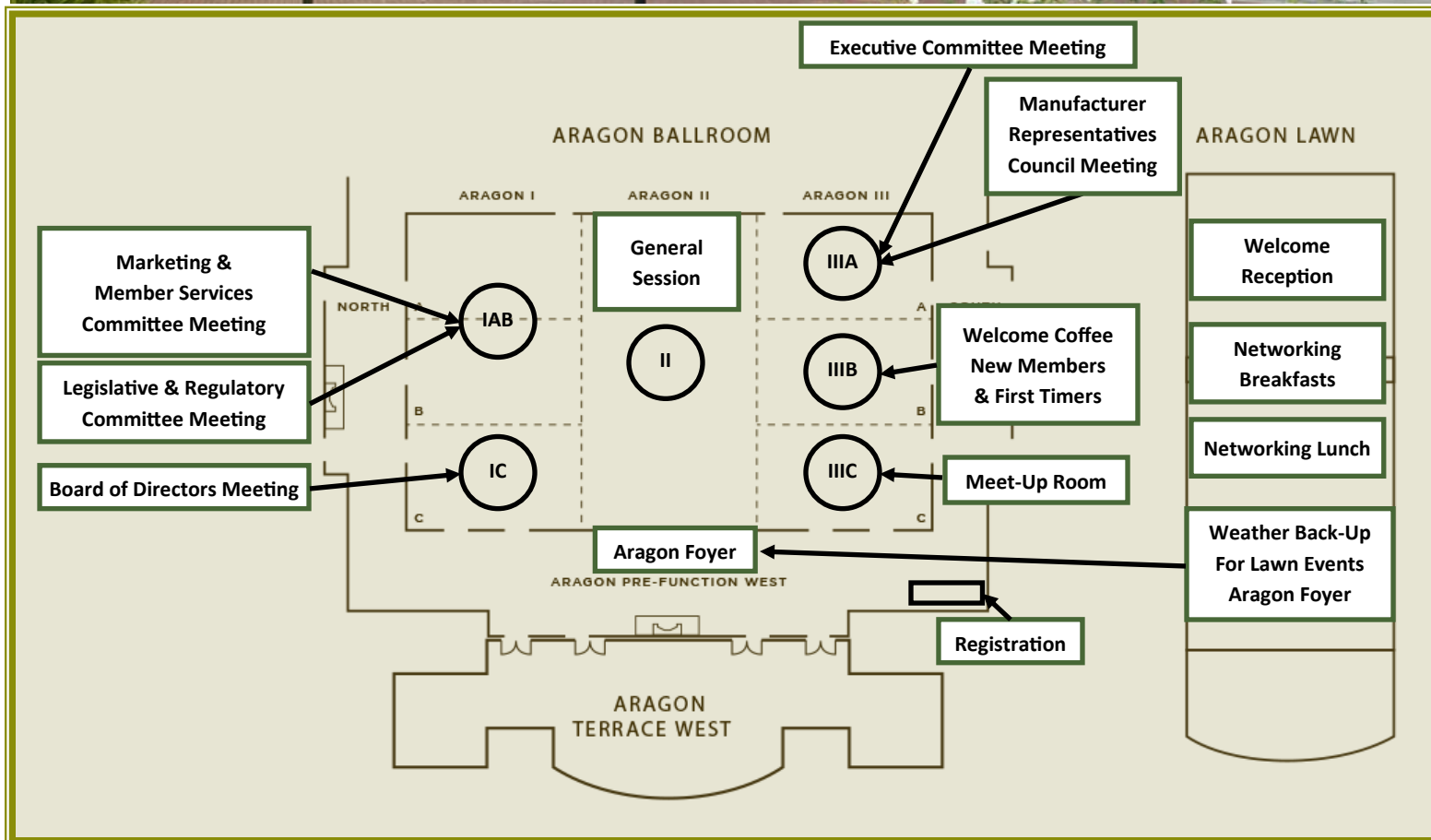
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WWEMA 114TH ANNUAL MEETING ROOMS



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WWEMA 114TH ANNUAL MEETING ON-SITE PROGRAM

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>



Health and Safety Protocols

The health and safety of our staff, attendees, speakers, spouses, and guests is our highest priority. 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 the 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.

SPECIAL EVENTS

SPOUSE/GUEST EVENTS AT RANCHO BERNARDO INN

Mixology Class

AVANT Bar

2:00 — 3:00 p.m.

Wednesday November 2, 2022

(Advanced registration required)

Team up with Rancho Bernardo Inn's Mixologist at the AVANT Bar to learn how to make culinary-forward shrubs, syrups, and elixirs right from Rancho Bernardo Inn's very own Chef's Garden. Designed to elevate your every day cocktail and create clean, fresh, and flavorful non-alcoholic mocktails. *Advanced registration required.*



Chef's Table Culinary Class: Fish Tacos: How to Recreate the Baja-Influenced San Diego Classic and Lunch

AVANT Kitchen Table 65

11:30 a.m. — 1:30 p.m.

Thursday, November 3, 2022

(Advanced registration required)

Team up with Rancho Bernardo Inn's Executive Chef at the exclusive Table 65 to create your own savory California fresh fare. A welcoming and fun, interactive experience in RBI's AVANT Kitchen. Participants will be provided a custom recipe card to take notes as they enjoy a culinary demonstration in this small-group setting. Enjoy your creation with the other attendees at your private table and walk away with the recipe card. Limited to 12 guests, *advanced registration required.*



ANNUAL GOLF OUTING

Maderas Golf Club

12:00 noon — 5:00 p.m.

Friday, November 4, 2022

(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. WWEMA will arrange transportation to the golf course.

FOLLOW US



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.

NOTES



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