

# WWEMA

## 49TH WASHINGTON FORUM

April 26 - 28, 2023

Hilton Washington DC National Mall  
Washington, D.C.



**MOVING WATER AND BUSINESS FORWARD –  
DIVERSE APPROACHES, INCLUSIVE SOLUTIONS**

## WATER WEEK 2023

On-site Program Agenda



# WWEMA 49th WASHINGTON FORUM

## Schedule of Events

### Wednesday, April 26

9:00 am - 5:00 pm L'Enfant Ballroom Foyer C&D  
*Registration*

9:00 - 10:30 am Caucus Boardroom  
*Executive Committee Meeting*

10:30 am - 12:00 noon Potomac  
*Manufacturers Representative Council Meeting*

12:00 noon - 1:00 pm  
*Lunch on Own*

1:00 - 2:30 pm L'Enfant Ballroom C&D  
*Marketing & Member Services Committee Meeting (All Members)*

2:30 - 3:30 pm Archives  
*New Member & First Time Attendees Meet and Greet*

3:30 - 5:00 pm L'Enfant Ballroom C&D  
*Legislative/Regulatory Committee Meeting (All Attendees)*

5:00 pm Front Entrance of Hotel  
*Bus Transportation to Water Week Reception departs promptly at 5:15pm (All Attendees)*

5:30 - 7:00 pm DC Water Headquarters Rooftop  
1385 Canal Street, SE, Washington, DC 20003  
*Water Week Reception (with other Water Associations) (All Attendees)*

### Thursday, April 27

7:00 am - 5:00 pm L'Enfant Ballroom Foyer C&D  
*Registration*

8:00 - 9:00 am Solarium  
*Networking Breakfast (All Attendees)*

9:00 am - 12:00 noon L'Enfant Ballroom C&D  
*General Session (All Attendees)*

12:00 noon - 1:30 pm Solarium  
*Networking Lunch (All Attendees)*

1:30 - 4:00 pm L'Enfant Ballroom C&D  
*General Session (All Attendees)*

5:00 - 6:30 pm Solarium  
*WWEMA Reception (All Attendees)*

5:30 pm Solarium  
*Retirement Celebration for Vanessa Leiby (All Attendees)*

### Friday, April 28

7:30 am - 12:00 noon L'Enfant Ballroom Foyer C&D  
*Registration*

8:00 - 9:00 am Solarium  
*Networking Breakfast (All Attendees)*

9:00 - 11:30 am L'Enfant Ballroom Foyer C&D  
*General Session*

11:30 am  
*Meeting Adjourns*

12:00 noon - 3:00 pm Potomac  
*Board of Directors Lunch and Meeting*

## **Program Agenda**

This year's WWEMA's 49<sup>th</sup> Washington Forum is being held in conjunction with Water Week 2023. This year's theme is *Moving Water and Business Forward – Diverse Approaches, Inclusive Solutions*. This is WWEMA's annual legislative, regulatory, and policy meeting that directly connects our members, attendees, and invited guests to leaders in the water industry and government including Congress, the Department of Commerce, and EPA. We have a terrific line-up of speakers who will address everything from EPA's priorities, to Buy America requirements, water research needs, the outlook for legislation and tackling tough issues like inflation and the debt ceiling, as well as information on helping businesses grow through exports. Join your colleagues in the water community and learn about changes that are impacting us today and how we can effectively engage and respond to them.

### **Thursday, April 27**

8:00 – 9:00 am

#### **Networking Breakfast**

9:00 – 9:15 am

#### **Welcome from Meeting Chair**

*Jay Conroy, President, Hydro-Dyne Engineering, Inc.  
2023 WWEMA Washington Forum Chair*

9:15 – 10:15 am

#### **Growing Your Business Abroad: Tools for U.S. Exporters**

*Megan Hyndman, Team Lead for Environmental Technologies and Climate, Office of Energy and Environmental Industries, International Trade Administration, U.S. Department of Commerce*

The U.S. Department of Commerce's International Trade Administration (ITA) has a wide range of tools and resources to help U.S. manufacturers sell their products abroad. Megan will discuss new initiatives ITA's Office of Environmental & Technologies Industries is supporting in the environment and clean tech space to assist U.S. exporters.

10:15 – 10:30 am

#### **Break**

10:30 am – 12:00 noon

#### **USEPA Water Priorities Discussion**

*Wynne Miller, Deputy Director, EPA Office of Wastewater Management  
Jennifer McLain, Director, EPA Office of Ground Water and Drinking Water  
Deborah Nagle, Director, EPA Office of Science and Technology  
Brian Frazer, Acting Director,  
EPA Office of Wetlands, Oceans and Watersheds*

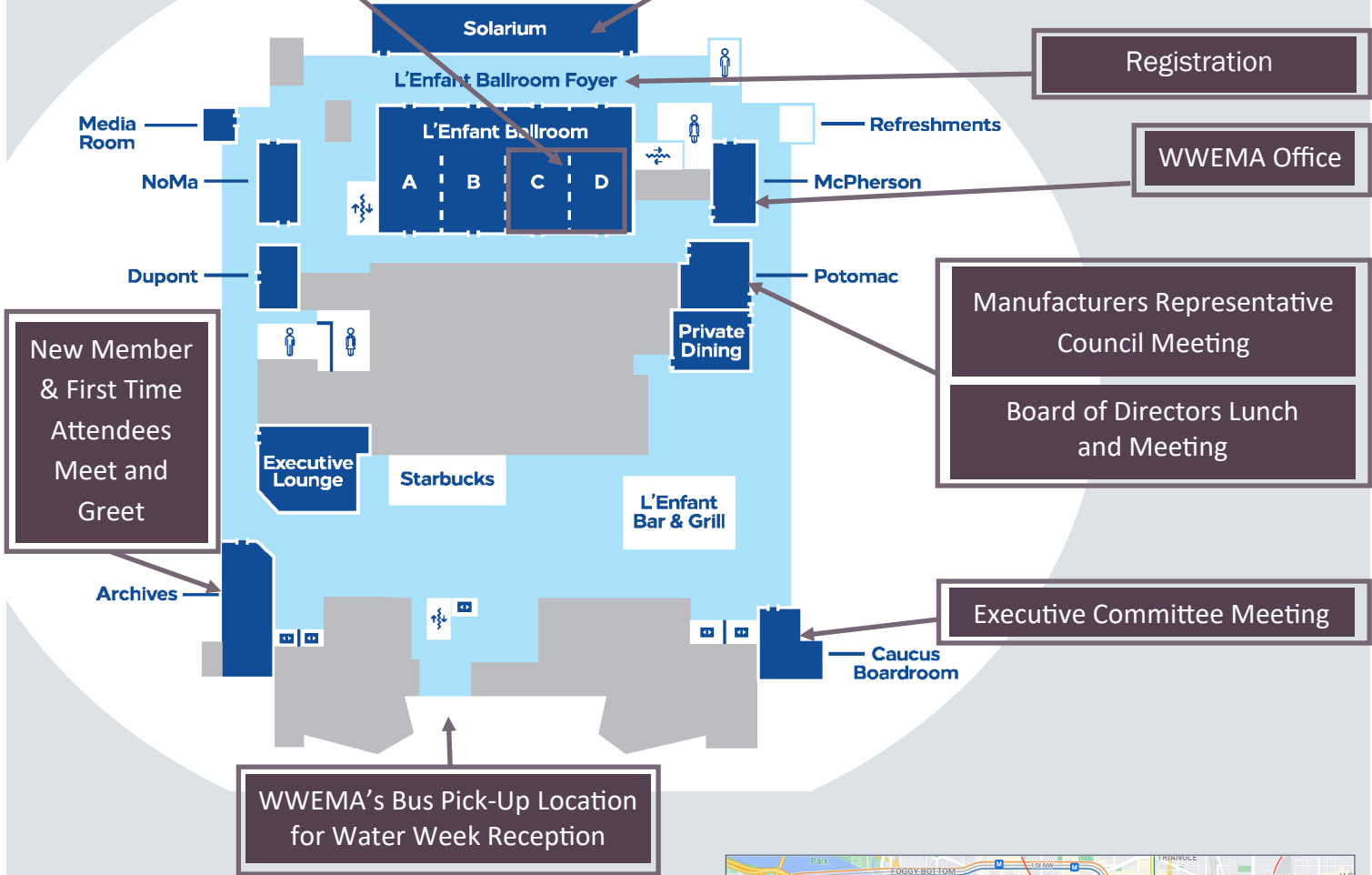
Our panel of U.S. EPA office directors will provide insights on the priorities for each of their offices and the regulatory issues they are tackling in 2023 and beyond. We know that lead, PFOA/PFOS, nutrients, MDBP regulatory revisions, water quality criteria, infrastructure funding, and assisting disadvantaged communities are current priorities. They will share information on these and other issues that will frame the Agency's regulatory and policy agenda.



Marketing & Member Services Committee Meeting (C&D)  
 Legislative/Regulatory Committee Meeting (C&D)  
 General Session (C&D)

Networking Breakfasts  
 Networking Lunch  
 WWEMA Reception

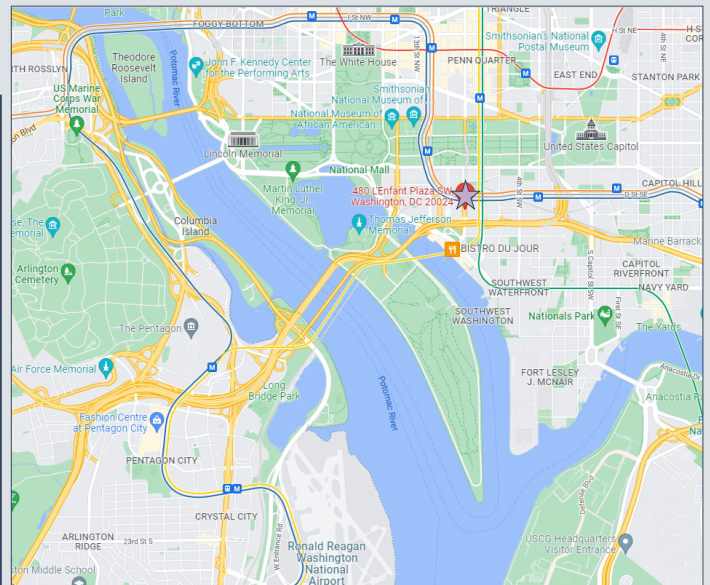
### Lobby Level



## Hilton Washington DC National Mall

480 L'Enfant Plaza, Washington, D.C. 20024  
 (202) 484-1000

The Hilton Washington DC National Mall is located 4.0 miles from Ronald Reagan Washington National Airport. The hotel can be reached via car, taxi, Uber, or Lyft. The hotel also sits above the L'Enfant D.C. Metro stop that connects directly to Ronald Reagan Washington National Airport via the yellow line. The hotel is steps from the best D.C. has to offer: the National Mall, The Warf, the Spy Museum, the Jefferson Memorial, the Air & Space Museum, the Lincoln Memorial, and more.





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### **Thursday, April 27 (continued)**

12:00 noon – 1:30 pm  
**Networking Lunch**

1:30 – 2:15 pm

#### **Congressional Outlook for the Next Two Years**

*Jon Pawlow Esq., Partner, Earth and Water Law*

The current political landscape is challenging at best – a divided Congress, a looming debt ceiling crisis, inflation, and conflicting priorities for each party and the Administration, and the upcoming 2024 Presidential and Congressional elections. Jon will provide an overview of the issues that Congress and the Administration are dealing with and the outlook for getting anything done over the next two years.

2:15 – 3:00 pm

#### **PFAS in Water:**

##### **Market Trends and Treatment Applications**

*Eva Steinle-Darling, PhD, PE, Vice President and PFAS Chief Technologist, Carollo Engineers, Inc.*

PFAS represents the biggest environmental challenge of our time. Toxic at even parts-per-trillion levels, some PFAS will be regulated in drinking water within the next year, with other regulatory actions proceeding in parallel. The EPA has estimated the cost of the drinking water treatment burden alone at \$9 billion. This was based on old data (UCMR3), and newer data implies significantly more may be needed. But treatment is not the only market created by this challenge. Due to the cost of treatment, water (and wastewater) utilities will be very motivated to find sources of PFAS and address them upstream. So another major market (and technology gap) will be for PFAS measurement and sensing.

3:00 – 4:00 pm

#### **WRF's One Water Research Priorities**

*Peter Grevatt, PhD, Chief Executive Officer, The Water Research Foundation*

The Water Research Foundation (WRF) is the leading research organization advancing the science of all water to meet the evolving needs of its subscribers and the water sector. WRF funds, manages, and publishes research on the technology, operation, and management of drinking water, wastewater, reuse, and stormwater systems—all in pursuit of ensuring water quality and improving water services to the public. Peter will present a summary of The Water Research Foundation's One Water research priorities, including projects underway and priorities for the future.

5:00 – 6:30 pm

#### **WWEMA Reception**

5:30 pm

#### **Retirement Celebration for Vanessa Leiby**

### **Friday, April 27**

8:00 – 9:00 am  
**Networking Breakfast**

9:00 – 10:00 am

#### **FTC Proposed Ban on Non-Compete Agreements and Changes to Severance Agreements – What Might this Mean for Your Business?**

*Trey Baker, Partner, Barnes & Thornburg, LLP*

The Federal Trade Commission has proposed a rule to ban non-compete agreements for all employees and independent contractors. The National Labor Relations Board has also issued a recent decision on clauses typically contained in severance agreements. In addition to the rule making process, there are several pieces of legislation currently being debated that will have wide ranging impact on non-compete agreements. Trey will present information on the proposed rule, the legal implications, and the options that may still be available to businesses to address the purpose of non-compete agreements as well as proposed changes to severance agreements.

10:00 – 11:30 am

#### **EPA Implementation of Build America, Buy America Update and Roundtable**

*Kiri Anderer, P.E., Branch Supervisor, U.S. EPA Water Infrastructure Technical Support Branch  
Tim Connor, Senior Chemical Engineer, U.S. EPA Water Infrastructure Division*

EPA's senior leaders for domestic preference requirements will provide an update on the Agency's implementation of the Build America, Buy America (BABA) requirements for water infrastructure. Join us for this interactive session where you can ask your questions and we can discuss with Kiri and Tim the ins and outs of compliance with these new requirements.

11:30 am

#### **Closing Comments and Adjournment**

*Jay Conroy, 2023 WWEMA Washington Forum Chair*

12:00 noon – 3:00 pm

#### **Board of Directors Lunch and Meeting**

#### **Wi-Fi Internet Log-in Instructions:**

1. Connect to the Hilton Honors Wi-Fi network
2. Open a web browser (i.e., Chrome, Edge)
3. Enter your promo code password (all lower case): **wwema49th**





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

### 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.

### Restaurant Suggestions

#### Located In Hotel:

- Grab & Go Market: Open 24/7
- Starbucks: Open for Breakfast and Lunch
- L'Enfant Bar & Grill: Open Breakfast, Lunch, and Dinner
- L'Enfant Plaza Food Court (**Take the hotel lobby elevator down to lower level**): Open for Breakfast and Lunch

### Water Week 2023 – April 23 - 29, 2023 Partnering organizations include:



More information about Water Week 2023 events can be found at <https://www.waterweek.us>.