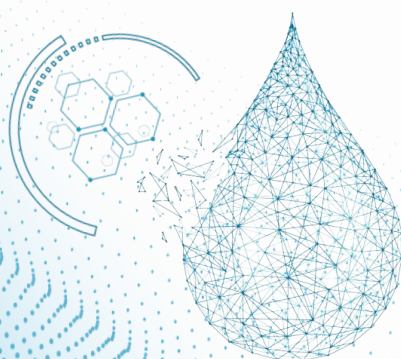




**51st Washington Forum
& Emerging Leaders'
Meeting
April 9-11, 2025**

**Hilton Washington, DC
National Mall**



Committee Meetings

Wednesday, April 9th

9:00 a.m. — 5:00 p.m.

Registration

(McPherson Foyer 9:00-12:00)

(L'Enfant Ballroom Foyer A&B 12:00-5:00)

8:30 a.m. — 12:00 p.m.

Emerging Leaders' Meeting

(Caucus Room)

12:00 noon — 2:00 p.m.

Lunch on your Own

2:00 p.m. — 3:15 p.m.

Legislative/Regulatory Committee
Meeting

(L'Enfant Ballroom A&B)

* All registrants welcome to attend

3:45 p.m. — 4:45 p.m.

Marketing & Member Services
Committee Meeting

(L'Enfant Ballroom A&B)

* All registrants welcome to attend

Thursday, April 10th

8:00 a.m. — 9:00 a.m.

Manufacturers Rep Council
Breakfast Meeting

(Council Members Only)

(NoMa Room)

Friday, April 11th

12:15 p.m. — 1:15 p.m.

Board of Directors Meeting
(Board Members Only)

(Caucus Room)

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Schedule of Events

Tuesday, April 8th

6:00 p.m. — 7:30 p.m.

Water Week Reception

(Rooftop at HQO-DC Water, 1385 Canal St. SE)

Wednesday, April 9th

9:00 a.m. — 5:00 p.m.

Registration

(L'Enfant Ballroom Foyer A&B)

8:30 a.m. — 12:00 p.m.

Emerging Leaders' Meeting

(Caucus Room)

12:00 noon — 2:00 p.m.

Lunch on your Own

5:00 p.m. — 6:00 p.m.

Welcome Reception and Cocktail Mixer
for Emerging Leaders

(Archives Lounge)

* All WWEMA Members and Guests
welcome to attend

Thursday, April 10th

7:30 a.m. — 5:00 p.m.

Registration

(L'Enfant Ballroom Foyer A&B)

8:00 a.m. — 9:00 a.m.

Networking Breakfast

(Solarium)

9:00 a.m. — 12:15 pm

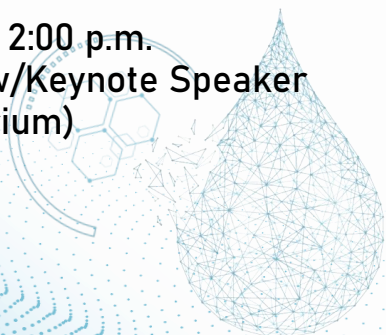
General Session

(L'Enfant Ballroom A&B)

12:15 pm — 2:00 p.m.

Networking Lunch w/Keynote Speaker

(Solarium)



Schedule of Events

Thursday, April 10th
2:00 p.m. — 5:00 p.m.
General Session
(L'Enfant Ballroom A&B)

5:00 p.m. — 6:00 p.m.
WWEMA Welcome Reception
(Solarium)

Friday, April 11th
7:30 a.m. — 12:00 p.m.
Registration
(L'Enfant Ballroom Foyer A&B)

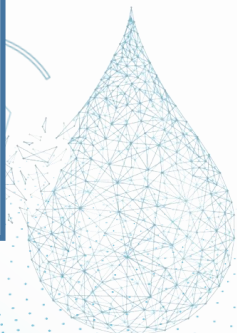
8:00 a.m. — 9:00 a.m.
Networking Breakfast
(Solarium)

9:00 a.m. — 12:00 p.m.
General Session
(L'Enfant Ballroom A&B)

Speaker Bios



Directory of Attendees



General Session Program

Thursday, April 10th

8:00 a.m. — 9:00 a.m.

Networking Breakfast
(Solarium)

9:00 a.m. — 9:15 a.m.

*Welcome from the Meeting Chair Michelle McNish,
President, Walker Process Equipment
2025 WWEMA Washington Forum Chair
(L'Enfant Ballroom A&B)*

9:15 a.m. — 10:15 a.m.

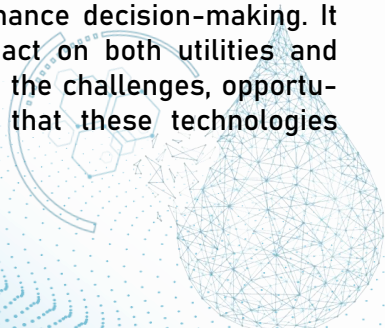
*Transforming Utilities with Smart
Technologies: Implications for
Utilities and Manufacturers*

*Keynote Speaker Kishia L. Powell
General Manager/Chief Executive Officer,
Washington Suburban Sanitary Commission
(WSSC) Water*



Kishia has over 24 years of experience in both the public and private sectors across the U.S. and London, England. Powell currently leads a team of 1,680 strong at WSSC Water and manages the day-to-day operations of the largest water utility in Maryland – 8th largest in the country – and ensures water and water resource recovery services are safely provided to 1.9 million customers throughout a 1,000-square-mile service area.

She will explore how the integration of smart technologies is reshaping the utility sector. The presentation will delve into the latest advancements in automation, data analytics, and IoT (Internet of Things), highlighting their potential to optimize operations, improve efficiency, and enhance decision-making. It will also examine the impact on both utilities and manufacturers, focusing on the challenges, opportunities, and evolving roles that these technologies bring to the industry.



General Session Program

Thursday, April 10th

10:15 a.m. — 10:30 a.m.

Break

10:30 a.m. — 11:15 a.m.

State of Washington, DC—What to Expect in this Congress

*Edward Ayoob, Partner, Federal Relations
Practice Group Co-Chair,
Barnes & Thornburg, LLP*

An in-depth overview of the current political, economic, and social landscape of Washington, DC. The presentation will cover key developments Washington, DC, including government initiatives, infrastructure projects, and policy changes affecting the water industry. The session will explore ongoing challenges, opportunities for growth, and emerging trends shaping the future of Washington, DC.

11:15 a.m. — 12:15 p.m.

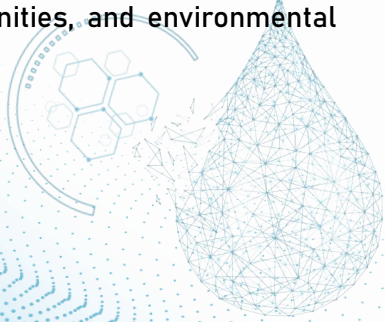
U.S. EPA Priorities Update

*Moderator: Claudio Ternieden, Executive Director,
WWEMA*

*Dr. Andrew Sawyers, Director, U.S. EPA Office of
Wastewater Management*

*Yu-Ting Guilaran, Deputy Director, U.S. EPA
Office of Ground Water and Drinking Water*

This panel will offer a comprehensive overview of the latest priorities, initiatives, and regulatory changes from the U.S. Environmental Protection Agency (EPA). The presentation will highlight recent policy updates, ongoing efforts to address emerging environmental challenges, and key initiatives. Attendees will gain insights into the EPA's strategic direction and its impact on industries, communities, and environmental standards moving forward.



General Session Program

Thursday, April 10th

12:15 p.m.— 2:00 p.m.

Networking Lunch with Keynote Speaker
(Solarium)

Advancing Water Quality: Current Research on PFAS, CECs, Nutrients, and Key Issues for WWEMA Members

*Keynote Speaker Dr. Peter Grevatt, CEO,
The Water Research Foundation (WRF)*



Dr. Grevatt will cover the latest research on PFAS, including their environmental impact, regulatory updates, and potential solutions for managing these pollutants in water systems. The presentation will also address emerging constituents of concern (CECs), which may pose risks to water quality, and discuss nutrient management strategies for pollutants like nitrogen and phosphorus. He will highlight new research, innovative treatment technologies, and regulatory trends that are shaping the future of water and wastewater management, offering valuable insights for industry professionals.

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General Session Program

Thursday, April 10th
2:00 p.m. — 3:00 p.m.

*Water Sector Leadership:
CEOs Discuss the Current
Landscape and Future Challenges*

*Moderator: Jay Conroy, President,
Hydro-Dyne Engineering, Inc.*

*Adam Krantz, CEO, National Association of Clean
Water Agencies (NACWA)*

*Tom Dobbins, CEO, Association of Metropolitan
Water Agencies (AMWA)*

*Dr. Peter Grevatt, CEO, The Water Research
Foundation (WRF)*

This panel brings together top executives from leading water sector organizations to share their insights on the evolving state of the industry. They will cover the current challenges facing the water sector, including infrastructure needs, sustainability efforts, and regulatory pressures. CEOs will discuss their strategies for navigating these challenges and the role of innovation, technology, and policy in shaping the future of water management.

3:00 p.m. — 3:15 p.m.
Break

3:15 p.m. — 4:00 p.m.

*Strengthening Cybersecurity in
Critical Infrastructure: Best Practices to
Prevent Attacks and Ensure Compliance*

Moderator: Chris Haigh, CEO, Meerkat Cyber

*Kevin Morley, Federal Relations Manager,
American Water Works Association (AWWA)*

*Cherylene Caddy, Senior Technical Advisor for
Cybersecurity, U.S. Department of Energy (Invited)*

This panel discussion will highlight some of the most common cybersecurity attack vectors affecting critical infrastructure and provide best practices to help organizations prevent cyber-attacks. Covering topics such as supply chain risks and employee training, he will share insights to strengthen cybersecurity posture and ensure compliance with relevant cybersecurity standards.

General Session Program

Thursday, April 10th

4:00 p.m. — 5:00 p.m.

Artificial Intelligence Trends in Water and Wastewater Management

*Moderator: Barry Liner, Ph.D., PE, CTO,
The Water Council*

*Robert Bornhofen, DM, Director of Innovation,
DC Water*

*Gigi Karmous-Edwards, CEO, Karmous-Edwards
Consultants*

*Richard Loeffler IV, EIT, Client Solutions Manager,
Xylem Vue*

This panel will examine the adoption of AI and digital tools in water management. Many industries are considering the integration of digital twin technology, drones, and other innovations to solve complex issues while recognizing the need for effective data management and robust cybersecurity. Experts will discuss the risks of technological stagnation and share practical advice for embracing digital advancements.

5:00 p.m. — 6:00 p.m.

*WWEMA Welcome Reception
(Solarium)*

Friday, April 11th

8:00 a.m. — 9:00 a.m.

*Networking Breakfast
(Solarium)*

9:00 a.m. — 10:00 a.m.

(L'Enfant Ballroom A&B)

Tariff Trade Update

*Luis F. Arandia, Jr., Partner,
Barnes & Thornburg, LLP*

The presentation offers an overview of the latest developments and trends in global tariff policies and trade regulations, including recent tariff changes, their effects on international trade, and strategies for businesses to adapt to evolving trade dynamics. Key topics will include updates on trade agreements, potential tariff increases or reductions, and the implications for supply chains, costs, and market access. Attendees will gain a clearer understanding of how these changes affect both domestic and global markets and how to effectively navigate the evolving tariff landscape.

General Session Program

Friday, April 11th

10:00 a.m. — 10:30 a.m.

Break

10:30 a.m. — 12:00 p.m.

Expert Discussion on BABA and Funding Updates

*Moderator: Claudio Ternieden, Executive Director,
WWEMA*

*Tim Connor, Senior Chemical Engineer, U.S. EPA
Office of Wastewater Management, Water
Infrastructure Division*

*Daniel La Bella, Environmental Engineer,
U.S. EPA Office of Wastewater Management*

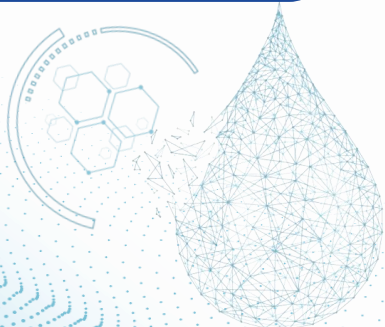
The panel will cover key aspects of BABA, including its impact on domestic manufacturing, procurement policies, and infrastructure projects. Participants will gain valuable insights into how these changes influence projects, compliance requirements, and funding strategies moving forward.

12:00 p.m.

*Closing Comments and Adjournment
Michelle McNish, President, Walker Process
Equipment,
2025 WWEMA Washington Forum Chair*

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WWEMA Staff



Claudio Ternieden, J.D., MPP
Executive Director

Claudio brings a wealth of experience to the water sector, with a distinguished career spanning several key leadership roles. As the former Chief Policy Officer at WEF for ten years, he spearheaded regulatory and legislative activities, driving impactful initiatives within the industry. Claudio has also held notable positions at Concurrent Technologies Corp., the Water Environment Research Foundation and the American Association of Airport Executives.

Throughout his career, Claudio has actively served on numerous environmental and public policy committees, as well as state and federal task forces, showcasing his commitment to advancing the sector's interest at various levels of governance.



Susi Vetter Ricker
Director of Operations

Susi is an experienced solutions architect, operations professional, and a published author in Artificial Intelligence, Ethics, and Technology. Her expertise spans business operations, artificial intelligence models, and knowledge management to marketing, CRM design/data analytics, event management and graphic design. She has been a familiar face at WWEMA for the last six

years. In her previous role as a project management consultant, she operated her own company, leading and completing complex, long-term projects aimed at developing, marketing, implementing, and overseeing innovative systems for electronic contract storage and the automation of subscription-based IT services.



Diane Meyer
**Program Manager,
Marketing & Member Services**

Diane is a seasoned marketing professional with three decades of experience in the water and wastewater industry. Her extensive background includes brand management, market research, competitive positioning, project development and management, data analytics, as well as global sales and marketing strategy. She is well-equipped to drive strategic initiatives and deliver impactful results in the dynamic landscape of the water industry.



Tori Gutierrez
**Customer Relationship Management
(CRM) Specialist**

Tori has a background in customer service and oversees the technology and drives the continuous development of WWEMA's CRM platform to enhance the association's marketing initiatives. She handles daily configuration, support and maintenance tasks to boost customer care. Tori also assists with event planning, social media and improves efficiency with administrative support.

WWEMA's Mission and Code of Ethics

WWEMA's Mission: Driving Industry Transformation

Navigating the complexities of the water and wastewater technology industry requires more than just expertise—it demands influence, up-to-date information, and a strong network. WWEMA is here to provide you with these critical assets.

Policy Advocacy

Our established relationship with key decision-makers in policy and legislation ensure you have a voice where it matters most. We advocate for you, providing input on traffic, trade, “Build America, Buy America” (BABA) policies, and other regulatory matters that directly impact your business.

Market Intelligence

WWEMA keeps you at the forefront of industry knowledge. Through specialized analytics and exclusive resources, we keep you updated on market conditions, regulations, and opportunities for innovation.

Networking and Collaboration

WWEMA amplifies your reach, connecting you to industry experts, policy makers, and other key stakeholders. Through exclusive events and member councils, you are positioned in the best possible place for success.

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.
- 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, DC.



WWEMA Antitrust Policy

Antitrust Policy

The Water and Wastewater Equipment Manufacturers Association (WWEMA) is a trade association whose purpose is to promote the common interests 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
- Allocation 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.



Thank you for attending the
WWEMA 51st Washington
Forum!

See you next year!



*The voice of water and wastewater
technology providers since 1908*

