



WQA AQUATECH USA

The Water Opportunity Show™



CONVENTION PROGRAM & BUYER'S GUIDE

CHICAGO (ROSEMONT) • IL
CONFERENCE
17-21 MAR
EXHIBITION
18-20 MAR
2009

www.wqa-aquatech.com

Premier Sponsors



Organized by



Events in Amsterdam, China, & USA

General Information

Ask Me

If you have any questions regarding WQA Aquatech USA, just ask! Look for WQA Aquatech USA staff and volunteers with "Ask Me" ribbons. In addition, staff members are available at the WQA Aquatech USA Registration Desk, the WQA Membership Center, the Bookstore, as well as the WQA Booth 1525.

Badges & Drink Tickets

Name badges should be worn at all times. Your badge is your admission pass into the exhibit hall, educational sessions, and all nonticketed conference events. Replacement of lost or forgotten badges must be handled at the WQA Aquatech USA Registration Desk. Complimentary drink tickets for Wednesday & Thursday's Networking Events are located on your name badge sheet.

Bookstore

Stop by WQA's Bookstore, located in the WQA Aquatech USA Registration Area, to view and purchase the latest information essential to the water treatment industry. The Bookstore has tools for water treatment professionals – both those new to the industry and seasoned professionals. You'll find resources in the areas of education, professional certification, technology, marketing, and consumer awareness.

Take advantage of your \$10 Discount Coupon!

Bookstore hours:

Tuesday, March 17	12:00 pm – 5:30 pm
Wednesday, March 18	6:30 am – 5:00 pm
Thursday, March 19	7:30 am – 5:30 pm
Friday, March 20	7:30 am – 3:30 pm

Preview educational DVDs in the WQA booth, Thursday, March 19, 3:30 pm to 3:55 pm. Free popcorn provided.

Receive an "EcoSmart" (certified recycled fabric) book bag with all Bookstore purchases (supplies are limited).

Book Bag Sponsored by:

Blue-White Industries, Charger Water Treatment Products, LLC, Clack Corporation, HM Digital, Inc., KDF Fluid Treatment, Inc., Kuna Group AB, Myron L Company, National Testing Laboratories, Ltd., Norit, Omnipure Filter Company, Inc., Pentair Water, ResinTech, Inc., Viqua – A Trojan Technologies Company, Water Conditioning & Purification Magazine, Water Technology Magazine, Watts Water Quality & Conditioning Products



Certification Program (WQA Professional Certification)

(located in the Bookstore area)

Stop by the WQA Bookstore to learn more about the WQA Professional Certification Program. WQA congratulates its certified personnel and member-volunteers involved in building the Professional Certification Program for their effort, perseverance, and dedication.



Conference Coffee Service

Complimentary coffee service, located in the WQA Aquatech USA Educational Conference area, will be provided daily (Tuesday – Friday).

Sponsored by the Premier Sponsors:

Pentair Water, and Viqua – A Trojan Technologies Company.



Pentair Water

VIQUA
A TROJAN TECHNOLOGIES COMPANY

Platinum Sponsors:

Myron L Company and Norit

MYRON L COMPANY
Water Quality Instrumentation
Accuracy • Reliability • Simplicity
... Since 1957

Norit
leading in purification

Concession Stands/Food Service/Cappuccino

Concession stands are located on the show floor (see floor plan for location) and will be open the same hours as the exhibition. In addition, be sure to stop by the cappuccino cart, located near booth #1018, and enjoy a cappuccino or espresso.

Sponsored by:
Tana Water



CPD Credits for Recertification

Continuing Professional Development (CPD) credits for renewal of professional certification can be earned at WQA-sponsored technical educational sessions, Trade Show Floor "Meet the Expert" Educational Sessions, and Hands-On Product Training Sessions. WQA-certified individuals will also earn 0.2 CPD "Convention Credit" per day (Wednesday, Thursday, and Friday) in recognition of time-spent learning about new technologies and services on the trade show floor. Check individual educational session for specific CPD credits.

UP to 3.2 CPD credits possible!

In addition, similar presentations have been approved in the past by other organizations and state-licensing bodies. Check with your organization or licensing board if presentation-attendance qualifies for CEU credit and the necessary documentation that is required.

Important note: To receive CPD credit, certified persons must complete and return an evaluation form for each session attended. The evaluation forms are available in meeting room hallways. Rosters, which must be signed, will be available for the trade show floor sessions.

Cyber Café

WQA Registration Area

Internet access is available during Registration desk hours. Check your email, connect with your office back home, or locate an exhibitor on the exhibition floor. Please limit your time for any one session to no more than five minutes in consideration of others.

Sponsored by the Premier Sponsors:

Pentair Water, and Viqua – A Trojan Technologies Company.



Pentair Water

VIQUA
A TROJAN TECHNOLOGIES COMPANY

Every detail has been made to verify the accuracy of the listings and information contained within this publication. WQA, WQA Aquatech USA can assume no liability for errors or omissions. When these are called to the association's attention, they will be corrected in future issues. Sincere appreciation is expressed to the member's of WQA for the information they provide, and to its advertisers and exhibitors who supported this publication, thereby making it possible.

Dress Code

Business casual attire is appropriate for the exhibition, meetings, and educational sessions.

Educational Sessions

Education is everywhere at WQA Aquatech USA. You'll find education and training for all areas and levels of water treatment.

- **Educational Conference** – variety of tracks, topics, and skill levels.
- **Exhibition/Trade Show Floor** – dedicated residential/commercial, and industrial.
- **Peer-to-peer strategies for success** – learn from people just like you, in business just like you.
- **Saturday educational sessions** – business & sales training, plumbing design, & sizing calculations.

Check schedule of events for topics, dates, and times.

Notepads & Folder Sponsored by:
Dow Water Solutions



WATER SOLUTIONS

Educational Proceedings on DVD-ROM

Take your convention knowledge with you and share it back at the office. Educational proceedings for this year's educational conference are available on DVD-Rom format. This high-quality DVD will contain live-recorded audio (mp3 format) presentations and speaker visuals.

Full conference registrations include one disc. Copies ordered before or during convention will be discounted to \$50.00 per copy (member price); the post convention price is \$90.00 per copy. CD's will be mailed approximately six to eight weeks after WQA Aquatech USA.

Missed a presentation at a previous WQA Aquatech USA conference? Find everything from sizing commercial softeners to pointers on hiring sales people in the past convention proceedings on CD-ROM. The combination of audio and the speaker's slides is the next best thing to being there. Stop by the WQA Bookstore, across from Registration, and ask for a preview. The proceedings are also a great tool for group training.



Exhibition/Trade Show Floor "Meet the Expert" Educational Sessions

Expand your learning on the exhibit floor with WQA Aquatech USA's "Meet The Expert" and exhibitor in-booth educational sessions. These popular and brief, yet informative, in-booth exhibition educational sessions are a great way to obtain facts, features, and working knowledge about products and services – often directly from the source.

Gold Seal Product Certification Program

Booth 1425

Learn what sets WQA's Gold Seal Product Certification program apart from other testing and certification agencies.



- One-on-one communication with a CWS-VI Certified Project Coordinator
- Fast turnaround on product testing in a state-of-the-art laboratory
- Consumer recognized Gold Seal Mark
- Accredited by ANSI and SCC
- Lower testing and certification costs

Stop by WQA's booth and fill out an application today!

History of the Industry Pavilion

View photos and images of our industry founders, pioneers, and key contributors as you stroll through the WQA History Pavilion (booth #529). These photos are part of the WQA Industry History Project – an important project dedicated to collecting, preserving and sharing the history of the water treatment industry. Stop by the WQA Membership Center, WQA Booth, or Water Conditioning & Purification Booth #1315, if you have photos to share or other industry information you feel should be preserved for posterity.

I Got Mine!

WQA members wearing buttons stating "I Got Mine!" have participated in WQA's "Member-Get-A-Member" membership recruitment campaign and have sponsored one or more new members during the past year. Join WQA in thanking these members for their support in building membership and making a stronger association.



I Speak Buttons

Do you speak a second language? Then we need your assistance. "I Speak" buttons are available for anyone who is fluent in another language. The button identifies the language(s) you are able to translate for our international visitors. Please pick up your button at the WQA Aquatech USA Registration Desk. (Tell a staff member your language.)

Industrial Forum – Speed Dating

Attention industrial water treatment professionals!

Thursday, March 19, 3:00 pm – 5:00 pm

Make connections that could lead to future business at the networking session targeted specifically toward companies and professionals in the industrial market. **Stop by the WQA Aquatech USA registration desk to sign up.**

General Information continued

Innovation/New Product Showcase

NEW For 2009!

There's no better place to see the latest product releases than in the Innovation/New Product Showcase. The Showcase is THE best way to ensure you see some of the industry's most innovative products and applications. In order to make the Innovation/New Product Showcase as visible and accessible as possible, the showcase will be located in the lobby, directly outside the exhibit hall. Also, be sure to listen to the Innovation/New Product Showcase educational sessions on the trade show floor. (See page 16 & 17 for Innovation/New Product Showcase photos and listings).



Job Boards

Looking for a job? Looking to hire?

Looking to buy or sell a business?

Then look no further than these industry magazines' Web sites. (Note: These links will also be available in the cyber cafe.)

- *Water Conditioning & Purification Magazine:*
www.wcponline.com
- *Water Quality Products Magazine:*
www.wwdmag.com
- *Water Technology Magazine:*
www.watertechnonline.com/classifieds.asp

Networking Events

Network with colleagues and experts who tackle the same challenges as you do every day.

Receptions

- **Taste of Rosemont** Tuesday, 5:00 pm – 6:30 pm
Exhibitors & full conference registrants only
- **Welcome Reception** Wednesday, 5:00 pm – 6:30 pm
- **Networking Reception** Thursday, 5:00 pm – 6:30 pm

Plus other networking opportunities throughout the week!

Photography/Cameras

No cameras or photography is permitted in the WQA Aquatech USA Exhibit Hall or any educational session without the advanced approval of show management. The official WQA Aquatech USA show photographer will be taking photographs. By registering for this event, you agree to allow WQA Aquatech USA to use your photo in any WQA Aquatech USA-related publication or Web site.

Registration Hours

All questions on badges and registration should be directed to the WQA Aquatech USA Registration Desk (see "Badges" & "Tickets").

Tuesday, March 17	6:30 am – 5:30 pm
Wednesday, March 18	6:30 am – 5:00 pm
Thursday, March 19	7:30 am – 5:30 pm
Friday, March 20	7:30 am – 3:30 pm

Registration/Educational Session
evaluation pens provided by



Lanyards provided by



Water Quality Association (WQA Membership)

Stop by one of the two Membership Centers to join WQA, renew your membership, update your information, hear about WQA's key services and show information, and attend one of the many educational sessions during trade show hours. (See schedule.)

Staff and member colleagues will be on-hand to answer your questions. Membership Centers are located:

- Across from the Registration Desk (open during registration hours and trade show hours)
- Inside the trade show, WQA Booth (open during trade show hours).

Membership Information Session at the WQA Booth #1425 – Thursday, March 19, 11:00 am – 11:45 am

"WQA's Lead Generation Program and Member Benefits on the Web (www.wqa.org)"

Live Internet Demonstration

- Learn how to navigate the WQA Web site and the Members Only Section
- How does WQA's Lead Generation (Find a Water Professional) program work? What does this feature do for you?
- And other features of the WQA Web site and member benefits.

Freshly-popped Popcorn Daily

Popcorn Sponsored by:
RO UltraTec U.S.A., Inc.



Water Quality Research Foundation

Help protect and expand the future of your business and your industry by becoming a WQRF donor. WQRF provides critical research to support the water quality improvement industry. WQA looks to both the corporate community and individuals to provide much-needed funding crucial to continuing education and scientific research. Stop by the WQRF booth 655 for more information.



WQA Aquatech USA 2010 – Orlando, FL

Start planning now to join us next year at the Orange County Convention Center, Orlando, FL, March 9 – 12, 2010.

Show Organizers



WATER QUALITY ASSOCIATION

Water Quality Association is the not-for-profit international trade association representing the residential, commercial, and industrial water treatment industry. WQA maintains a close dialogue with its members, legislators, and other organizations representing different aspects of the water industry in order to best serve consumers, government officials, and industry members.

WQA is a resource and information source, a voice for the industry, an educator for professionals, a laboratory for product testing, and a communicator to the public.



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International Headquarters and Laboratory
4151 Naperville Road
Lisle, Illinois 60532-3696 USA
Telephone: 630 505 0160
Facsimile: 630 505 9637
www.wqa.org
Email: info@wqa.org
A not-for-profit organization

To contact WQA Staff or for more information, visit www.wqa.org

AMSTERDAM RAI

The core business of Amsterdam RAI – in business for over 100 years – is to organize and host trade fairs, conventions, consumer shows and other events. Amsterdam RAI has successfully hosted the Aquatech Amsterdam show in the Netherlands for the past 45 years. This biennial world-leading trade exhibition on process, drinking, and wastewater lasts for four days and brings some 20,000 visitors and more than 850 exhibiting companies together. Building on this success, Amsterdam RAI has brought their Aquatech brand and renowned experience in producing trade shows to other areas of the world.



Amsterdam RAI
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The Netherlands
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Facsimile: + 31 20 549 1889
www.aquatechtrade.com
Email: Aquatech@rai.nl

To contact Amsterdam RAI Staff, visit www.aquatechtrade.com

The world's leading trade events
for process, drinking and waste water

AQUATECH

AQUATECH AMSTERDAM | **WQA AQUATECH USA** | **AQUATECH CHINA**

3-5 JUN | SHANGHAI-CN **2009**
9-12 MAR | ORLANDO-USA **2010**
28 SEP-01 OCT | AMSTERDAM-NL **2010**

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Schedule of Events Subject to change (as of 2/5/09)

■ Registration Desk
 ■ Exhibition/WQA Primetime
 ■ Meetings
 ■ Trade Show/Hands-On Training
 ■ Education
 ■ Networking
 ■ Certification Exams

TUESDAY, MARCH 17

- **6:30 am - 5:30 pm**Hall A
Registration Desk/Membership Center
- **7:00 am - 5:00 pm**
Exhibit Set-up
- **9:00 am - 9:50 am**Room 32
Task Force: Salinity
- **9:00 am - 3:50 pm**Room 25
Education: Applications of UV and Ozone
(Presented by IOA and IUVA) (0.6 CPD)
- **10:00 am - 10:50 am**Room 34
Task Force: Onsite Wastewater Issues
- **12:00 pm - 12:50 pm**Room 33
Task Force: Membership Marketing
- **12:00 pm - 5:30 pm**Hall A
WQA Bookstore
- **1:00 pm - 2:50 pm**Room 34
Committee: Water Sciences & Government Relations
- **2:30 pm - 3:50 pm**Room 30
Education: Water: The Medium of Industry (0.15 CPD)
- **3:00 pm - 3:50 pm**Room 33
Task Force: Convention
- **3:00 pm - 6:00 pm**Room 32
Forum: Gold Seal Product Certification *(by invitation only)*
- **3:30 pm - 4:20 pm**Room 22
Education: Insurance for the Water Business
- **3:30 pm - 5:20 pm**Room 21
Education: Designing a Residential System (0.2 CPD)
- **4:00 pm - 4:50 pm**Room 30
Education: Electrodeionization Basics (0.1 CPD)
- **4:00 pm - 4:50 pm**Room 23
Education: Physical Water Conditioners – The UK Experience (0.1 CPD)
- **4:30 pm - 5:50 pm**Room 22
Education: Business Ethics (0.15 CPD)
- **5:00 pm - 5:50 pm**Room 30
Education: Harnessing the Synergy of Pretreatment and Electrodeionization Operation: The Myth and the Reality (0.1 CPD)
- **5:00 pm - 6:30 pm**Room 10
Reception: Taste of Rosemont (exhibitors and full conference registrants only)
- **6:30 pm - 8:00 pm**Gibson's Steak House
Reception: Presidents Club/New Member *(by invitation only)*

WEDNESDAY, MARCH 18

- **6:30 am - 5:00 pm**Hall A
Registration Desk/Membership Center/WQA Book Store
- **8:00 am - 8:50 am**Room 31
Section Meeting: Industrial Open to All!
Education: Holistic Approach to Industrial Water Treatment (0.05 CPD)
- **8:30 am - 9:50 am**Room 22
Best Practices: What the Strong Businesses Do Right – Panel Discussion Must Hear!
- **9:00 am - 9:50 am**Room 21
Education: Chemistry Concepts: Atoms, Ions, and Reactions (0.1 CPD)
- **9:00 am - 9:50 am**Room 30
Education: Electrodeionization Life Cycle (0.1 CPD)
- **10:00 am - 10:50 am**Room 5
State of the Industry Open to All!
- **11:00 am - 12:30 pm**Room 1
Opening General Session Open to All!
Keynote: The New Realities of the Global Marketplace Timely Topic!

EXHIBITION (0.2 CPD)

12:30 pm - 5:00 pm

TRADE SHOW FLOOR EDUCATION

- **2:00 pm - 2:25 pm**Booth #453
Innovation Showcase: Your Solution to the Softener Ban (0.05 CPD) – PureOFlow
- **2:30 pm - 2:55 pm**Booth #115
Getting the Best out of RO Elements (0.05 CPD) – Dow Water Solutions
- **2:30 pm - 2:55 pm**Education Area 2, Booth #345
Innovation Showcase: Innovative Multi-Application Large Volume Contaminant Detector: Reduces Process Costs, Monitors Product Water Quality, and Enhances Consumer Safety (0.05 CPD)
- **3:00 pm - 3:25 pm**Booth #835
Innovation Showcase: Evolutionary "Evolve" System – Water-Right, Inc./Mineral-Right, Inc.
- **3:00 pm - 3:25 pm**WQA Booth #1425
Investing in the Water Treatment Market
- **3:00 pm - 3:25 pm**Booth #1207
New Developments in International Requirements for POU and POE Products (0.05 CPD) – NSF International
- **3:30 pm - 3:55 pm**Booth #115
Consistency in Trace Contaminant Removal (0.05 CPD) – Dow Water Solutions
- **3:30 pm - 3:55 pm**Booth #721
Control Valve Troubleshooting and Diagnostics (0.05 CPD) – Hague Quality Water International
- **3:30 pm - 3:55 pm**WQA Booth #1425
How to Exhibit at Home Shows

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RO Faucet*

Schedule of Events Subject to change (as of 2/5/09)

■ Registration Desk
 ■ Exhibition/WQA Primetime
 ■ Meetings
 ■ Trade Show/Hands-On Training
 ■ Education
 ■ Networking
 ■ Certification Exams

■ **3:30 pm – 4:15 pm** **Education Area 1**
 Water Testing for Private Wells & Commercial Applications –
 Panel Discussion (0.05 CPD)

■ **4:00 pm – 4:25 pm** **Booth #1215**
 The Importance of UV Lamp Replacement (0.05 CPD) –
 R-Can/Trojan Technologies

■ **4:00 pm – 4:25 pm** **Booth #437**
 The Next Generation of POU Filters (0.05 CPD) – Norit

■ **1:00 pm – 5:00 pm** **Room 24**
 Educational Session: Association of Water Technologies (AWT)
 Conference Session: Boiler & Cooling Tower Water Treatment
 101 (0.4 CPD)

■ **2:00 pm – 3:20 pm** **Room 33**
 Committee: Member Services

■ **4:00 pm – 4:50 pm** **Room 32**
 Task Force: Commercial Education

■ **5:00 pm – 6:30 pm** **Room 14**
 Reception: Industry Celebration

Open to All!

THURSDAY, MARCH 19

■ **7:30 am – 5:30 pm** **Hall A**
 Registration Desk/Membership Center/WQA Book Store

■ **7:30 am – 8:50 am** **Room 10**
Section Meeting: Dealer
 Regents Report (0.05 CPD)

Open to All!

**Keynote: Best Practices: Develop an Effective
 Employee and Safety Manual for Your Business**

■ **8:00 am – 8:50 am** **Room 21**
 Education: Selecting Disinfection Technology (0.1 CPD)

■ **8:00 am – 8:50 am** **Room 5**
**Section Meeting: Manufacturer/Supplier &
 Retail Channel**

Open to All!

■ **8:00 am – 9:50 am** **Room 31**
 Education: Reverse Osmosis Workshop –
 Optimizing Recovery (0.2 CPD)

■ **8:30 am – 10:30 am** **Room 34**
**Section Meeting & Task Force: International &
 International Standards & Regs**

Open to All!

■ **8:30 am – 4:00 pm** **Room 25**
 Education: Pumping System Optimization:
 Opportunities to Improve Life Cycle Performance (0.7 CPD)
(separate registration required)

■ **9:00 am – 9:50 am** **Room 21**
 Education: Common Contaminants, Treatment
 Options, & Chlorine Dosage Calculations (0.1 CPD)

■ **9:00 am – 9:50 am** **Room 1**
Keynote: Strategic Planning Made Simple
 Tim Miles, Wizard of Ads

Open to All!

■ **10:00 am – 10:50 am** **Room 22**
 Committee: Market Development

EXHIBITION (0.2 CPD)

10:00 am - 5:00 pm

TRADE SHOW FLOOR EDUCATION

■ **10:00 am – 10:25 am** **Education Area 1**
 Chlorine & Chloramine Removal With Activated Carbon
 (0.05 CPD) – Carbon Resources, LLC

■ **10:30 am – 10:55 am** **Booth #115**
 Consistency in Trace Contaminant Removal (Repeat)
 (0.05 CPD) – Dow Water Solutions

■ **10:30 am – 10:55 am** **WQA Booth #1425**
 The Top 10 Ways to Increase Market Share in 2009

■ **11:00 pm – 11:25 pm** **Booth #721**
 Control Valve Troubleshooting and Diagnostics (Repeat)
 (0.05 CPD) – Hague Quality Water International

■ **11:00 am – 11:25 am** **Booth #1513**
 Making Finance Work - Carmel Financial Corporation, Inc.

■ **11:00 am – 11:25 am** **Booth #437**
 Protection From the Outside In: POE Water Management
 (0.05 CPD) – Norit

■ **11:00 am – 11:45 am** **WQA Booth #1425**
 WQA's Lead Generation Program and Member Benefits on
 the Web

■ **11:30 am – 11:55 am** **Education Area 2, Booth #345**
 Water - the Medium of the Industry (Highlights) (0.05 CPD)

■ **11:30 am – 12:15 pm** **Education Area 1**
 Best Practices: Managing Sales Without a Sales Manager –
 Panel Discussion

■ **12:30 pm – 12:55 pm** **Education Area 2, Booth #345**
 Defining the Industrial System

■ **1:00 pm – 1:25 pm** **Booth #835**
 Innovation Showcase: Evolutionary "Evolve" System (Repeat) –
 Water-Right, Inc./Mineral-Right, Inc.

■ **1:00 pm – 1:25 pm** **Education Area 2, Booth #345**
 Technique for Testing Water Systems for *Legionella* (0.05 CPD)

■ **1:30 pm – 1:55 pm** **WQA Booth #1425**
 Commercial Business Considerations

■ **1:30 pm – 1:55 pm** **Booth #115**
 Establishing Effective Arsenic Removal (0.05 CPD) –
 Dow Water Solutions

■ **1:30 pm – 1:55 pm** **Education Area 1**
 pH Testing: Using a Meter – National Testing Laboratories, Ltd.
 (0.05 CPD)

- **2:00 pm – 2:25 pm** **Booth #437**
Combat *Legionella* and Other Waterborne Pathogens – Norit
- **2:00 pm – 2:25 pm** **Booth #1207**
New Developments in International Requirements for POU and POE Products (Repeat) (0.05 CPD) – NSF International
- **2:00 pm – 2:25 pm** **Booth #453**
Innovative Showcase: Your Solution to the Softener Ban (0.05 CPD) – PureOFlow
- **2:30 pm – 2:55 pm** **Education Area 1**
Innovative Showcase: Exploring Brine Reuse in Commercial Applications (0.05 CPD) – Master Water Conditioning
- **2:30 pm – 3:15 pm** **WQA Booth #1425**
Bottled Water Challenges and Opportunities in 2009 and Beyond (0.05 CPD)
- **3:00 pm – 3:25 pm** **Booth #1215**
UV Application Case Studies: Regulated Sites (0.05 CPD) – R-Can/Trojan Technologies
- **3:30 pm – 3:55 pm** **WQA Booth #1425**
DVD Screenings
- **3:30 pm – 3:55 pm** **Education Area 1**
Well Chlorination Using Dry Pellet Chlorination (0.05 CPD) – Pentair Water
- **4:00 pm – 4:25 pm** **WQA Booth #1425**
Pipe Joining Demonstration: PEX (0.05 CPD)
- **10:30 am – 2:00 pm** **Room 33**
Review Board: Public Health *(by invitation only)*
- **1:00 pm - 4:00 pm** **Room 27**
Certification Exams
- **2:30 pm – 3:30 pm** **Room 23**
Meeting: WQRF/Past Presidents *(by invitation only)*
- **3:00 pm – 5:00 pm** **Room 9**
Reception: Industrial Speed Dating
(separate registration required)
- **3:00 pm – 4:00 pm** **Room 29**
Task Force: History *(by invitation only)*
- **5:00 pm – 6:30 pm** **Room 14**
Reception: Networking Event

FRIDAY, MARCH 20

- **7:30 am – 3:30 pm** **Hall A**
Registration Desk/Membership Center/WQA Book Store
- **8:00 am – 8:25 am** **Room 14**
Education: Clean Water, Clean Technology – Reducing the Environmental Footprint of Filtration Systems (0.05 CPD)
- **8:00 am – 8:50 am** **Room 1**
Education: Creating a “Creating” Sales Force

- **8:00 am – 8:50 am** **Room 3**
Education: Fundamentals of Activated Carbon (0.1 CPD)
- **8:00 am – 8:50 am** **Room 4**
Education: Water Efficiency as a Sales Tool (0.1 CPD)
- **8:00 am - 10:00 am** **Room 2**
Meeting: Board of Directors
- **8:25 am – 8:50 am** **Room 14**
Education: Water Conservation and Reuse in Agricultural Applications – The Israeli “Kibbutz” Experience (0.05 CPD)
- **9:00 am – 9:50 am** **Room 3**
Education: Chemistry Concepts: Solubility Rules (0.1 CPD)
- **9:00 am – 9:50 am** **Room 14**
Education: Design Pitfalls in Industrial Systems (0.1 CPD)
- **9:00 am – 9:50 am** **Room 1**
Keynote: How to Use Key Marketing Statistics in Your Business – WQA’s 2008 Consumer Research Study Open to All!

EXHIBITION (0.2 CPD)

10:00 am - 3:00 pm

TRADE SHOW FLOOR EDUCATION

- **10:30 am – 10:55 am** **WQA Booth #1425**
Sales Metrics: How to Do It and Why Bother?
- **10:30 am – 10:55 am** **Education Area 1**
Commercial/Industrial Water Treatment – Pentair Water
- **11:00 am – 11:25 am** **Booth #115**
Building the Quality in Elements (0.05 CPD) – Dow Water Solutions
- **11:00 am – 11:25 am** **Booth #437**
Combat *Legionella* and Other Waterborne Pathogens (Repeat) (0.05 CPD) – Norit
- **11:00 am – 11:25 am** **Education Area 2, Booth #345**
Designing Commercial/Industrial Systems: Beyond Water Quality – The “Little” Things That Can Cause BIG Problems (0.05 CPD)
- **11:00 am – 11:45 am** **WQA Booth #1425**
Training Success
- **11:30 am – 11:55 am** **Education Area 2, Booth #345**
Hand-Held Colorimeters for Water Testing (0.05 CPD)
- **11:30 am – 12:15 pm** **Education Area 1**
Financing – Panel Discussion
- **1:00 pm – 1:25 pm** **Booth #115**
Establishing Effective Arsenic Removal (Repeat) (0.05 CPD) – Dow Water Solutions
- **1:00 pm – 1:25 pm** **WQA Booth #1425**
Go Green While Making It (0.05 CPD) – PureOFlow

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 ■ Exhibition/WQA Primetime
 ■ Meetings
 ■ Trade Show/Hands-On Training
 ■ Education
 ■ Networking
 ■ Certification Exams

■ **1:00 pm – 1:25 pm**Booth #835
 Innovation Showcase: Evolutionary “Evolve” System (Repeat) –
 Water-Right, Inc./Mineral-Right, Inc.

■ **1:00 pm – 1:45 pm**Education Area 1
 Best Practices: Marketing in a Downturn – Panel Discussion

■ **2:00 pm – 2:25 pm**Booth #453
 Innovative Showcase: Your Solution to the Softener Ban
 (0.05 CPD) – PureOFlow

■ **10:15 am – 11:05 am**Room 10
 Meeting: WQA Regional Associations

■ **1:00 pm - 4:00 pm**Room 27
 Certification Exams

■ **3:30 pm – 4:20 pm**Room 6
 Hands-On Training: Ultrafiltration (UF) Basics
 (0.1 CPD) – Pentair Water

■ **3:30 pm – 5:20 pm**Room 7
 Hands-On Training: Field Testing & Instrumentation
 (0.2 CPD) – National Testing Laboratories, Ltd.

■ **3:30 pm – 5:20 pm**Room 12
 Education: Using Web 2.0 to Grow Sales

■ **3:30 pm – 5:30 pm**Room 4
 Education: CWS-I Exam Review (0.2 CPD)

■ **4:30 pm – 5:20 pm**Room 6
 Hands-On Training: Control Technologies for “Green”
 Applications (0.1 CPD) – Pentair Water

SATURDAY, MARCH 21

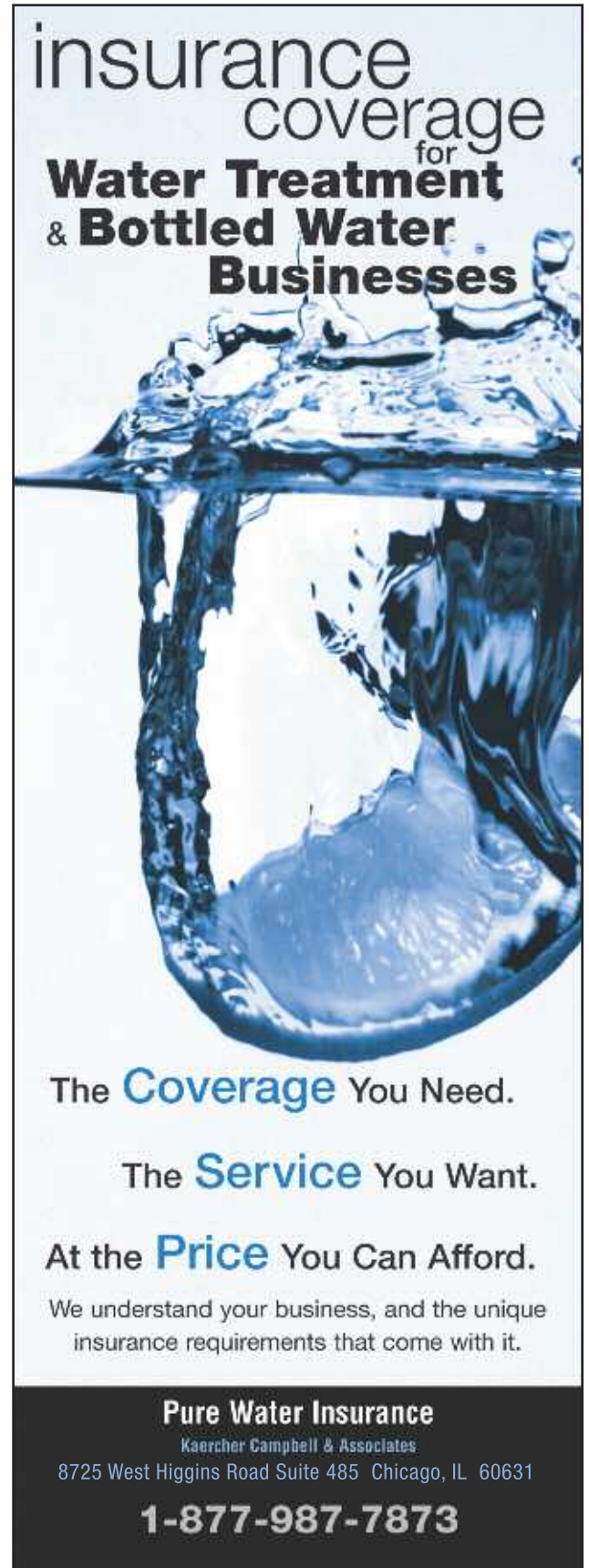
■ **8:00 am – 9:50 am**Room 3
 Education: Understanding Plumbing Design in Residential and
 Commercial Buildings (0.2 CPD)

■ **8:00 am – 9:50 am**Room 1
 Education: Understanding the Commercial Bid & Spec Market (0.1 CPD)

■ **9:00 am - 12:00 pm**Room 27
 Certification Exams

■ **10:00 am – 12:00 pm**Room 3
 Education: Commercial Sizing Calculations – Pressure, Flow Rates,
 and Usage (0.2 CPD)

■ **10:00 am – 12:00 pm**Room 1
 Education: Sales Training: From Order-Taker to Trusted Advisor



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a drop.



Saving the planet has never been so profitable.



Today's Pure Water Solution

For decades, water softeners have been an antiquated solution to the issues of hard water, but they require under-the-sink RO systems to make safe drinking water. Two systems are more expensive to install and maintain. The PureOFlow RO system is the responsible and profitable choice for water dealers – sell a solution you can be proud of.

Make Money

Providing customers with a cost-saving, responsible alternative will increase your sales.

- Easy installation – install one system, not two
- Financing programs & the best warranty in the industry
- State-of-the-art engineering, reduce maintenance calls

Competitive Advantage

No other system on the market provides reverse osmosis technology for the whole house cost-effectively.

- Reduce TDS with 90% pure water
- Optional 100% reclaim, zero-waste system
- Government regulations on salt bans are changing water treatment, get ahead of the game

Industry Expertise

The PureOFlow team has over 250 years combined experience. PureOFlow is a worldwide company and the experts in the water treatment industry. PureOFlow founders include:

Mike Paice (Chairman/President) has decades of experience working with customers to understand their water filtration needs. His passion in providing easy access to pure water led him to patent the whole-house RO system.

Tom Cartwright (CEO) is the previous Global Business Manager for GE's drinking water division. He has developed numerous water patents, most notably the RO system used at GE for PureOFlow.

Represent the Best Brand in the Industry

Work with industry leading experts and benefit from our experience. Our biggest priority is making our dealers successful. As a PureOFlow certified dealer you will receive:

- Technical training
- Support when you need it
- Competitive product pricing
- Sales and support training
- Sales and marketing programs

Powered by



MEMBER



Profit from the Pure Water Revolution!

To join the pure water revolution & become a certified dealer, visit our booth in Chicago or visit www.pureoflow.com

**We're putting the "show" back in the WQA Show.
Stop by booth #453 to get more details on our after hours events.**

Highlights

WQA Aquatech USA has been retooled to provide you with all the resources you need to succeed in your business. Use the opportunities we've created to your advantage:

State of the Industry

Wednesday, March 18, 10:00 am – 10:50 am

Open to all!

Prime Session

Get the most up-to-date report from Debra Coy, the industry's lead financial analyst, Steve Maxwell, a top industry deal maker, and Peter Censky, WQA Executive Director about the trends, threats, and opportunities affecting the residential, commercial, industrial, and municipal water market.

Opening General Session

Wednesday, March 18, 11:00 am – 12:30 pm

Open to all!

General Session

Join Peter J. Censky, WQA Executive Director, and Paddy Young, Domain Manager for Aquatech Global Events as they provide opening comments. Also, WQA 2008/09 President, Douglas T. White, will discuss some of the opportunities and challenges facing the industry.



Douglas T. White



Peter J. Censky



Paddy Young

Keynote Speaker

The New Realities of the Global Marketplace

Varney cuts through the jargon and delivers straight talk about the global economy and what lies ahead. His frank assessment of worldwide politics as it relates to economic trends, opportunities, and hazards is fresh, insightful, and comprehensive.

Charismatic, articulate, and candid, Stuart Varney consistently wins rave reviews. A FOX News Channel anchor, he joined FOX Business Network as an anchor in October 2007.

Wednesday, March 18, 11:00 am – 12:30 pm

Opening General Session Keynote Speaker: Stuart Varney, Business and Financial Analyst for FOX news



Timely Topic!

Awards Presentation



Pat Dalee

The Water Quality Association recognizes excellence in the water quality industry by annually awarding individuals who have made significant contributions to the association and the industry in the last year or their entire career. Awards Task Force Chair, Patrick Dalee, will be presenting the Leadership and Membership Recruitment awards.

Be a part of this special presentation as we recognize and honor these outstanding individuals.

Leadership Awards



C.R. Hall



Robert Ruhstorfer II

Hall of Fame

C.R. Hall
Wichita Water Conditioning Inc., dba Hall's Culligan Water
Wichita, KS

Lifetime Membership

Robert Ruhstorfer II, CWS-V
RBR Consulting LLC
Glen Ellyn, IL

Key Award

Douglas S. "Sam" Karge
Pentair Residential Filtration
Milwaukee, WI

Ray Cross Award

Michael S. Kopacz

Regents Award

Perry Ratcliff
Culligan Water Cond of Austin, TX
Driessen Water I, Inc.
Austin, TX

Award of Merit

Vincent M Kent, MP, CWS-I, CI
Abendroth Water Conditioning Inc.
Fort Atkinson, WI

Neil J. Desmond, CWS-IV
Independent Consultant

Douglas C. Haring,
CWS-VI, CI, CSR
Atlantic Filter Corporation
West Palm Beach, FL

International Award of Merit

Govind Bommi
Filtrex Technologies Pvt Ltd.
Bangalore, India

Honorary Member Award

Kelly A. Reynolds MSPH, PhD
University of Arizona
Tucson, AZ

Member Recruitment

Tri-Century Award
(300 members)
Jerry Bishop, CWS-V, CI, CSR
Water Resources International, Inc.
Phoenix, AZ

Century Club

(100 members)
Peter Waelti, CWS-I
RainSoft of Denver
Thornton, CO

Golden Circle

(50 members)
Jo Grace, R G & Associates,
Incorporated
Victoria, TX

Thomas G. Leunig, CWS-IV
Independent Consultant
Wauwatosa, WI

Quality Circle

(30 members)
Issa AH-Kharusy, CWS-VI
KDF Fluid Treatment, Inc.
Three Rivers, MI

Margaret Wichmann, CWS-II
Culligan Water Conditioning, Inc.
Lenox, MA

RESOURCES AND SERVICE PROVIDERS

EXHIBITION

Countless resources in one location! Enjoy the accessibility of hundreds of vendors at your fingertips, viewing new innovations and new products, services, and equipment in a hands-on setting, speaking with technicians, managers, and sales representatives face-to-face.

■ Meet one-on-one with existing and potential vendors.

■ Get answers to your questions from CEO's, sales reps, and design engineers.

■ Visit the Industrial Capabilities Area on the trade show floor with dedicated trade show floor education area

■ Take advantage of trade show floor education & training sessions.

Open to all Registered!

Expanded Keynote Sessions!

Open to all!

Develop an Effective Employee and Safety Manual for Your Business
Thursday, March 19, 7:30 am – 8:50 am
(WQA's Dealer Section education session)

Plus...
 Bonus
 Keynote
 Session!

Receive tips on how to develop or improve your employee and safety manual. Sample manuals will be available to participants.



Efrat R. Schulman,
 Chicago Day



Carol D. Winter,
 Schaefer Water
 Centers



C.R. Hall,
 Wichita Water
 Cond.



Linda Gerhard,
 Wichita Water
 Cond.



Vincent M. Kent,
CWS-I, CI,
 Abendroth Water
 Conditioning Inc.

Strategic Planning Made Simple
Thursday, March 19, 9:00 am – 9:50 am
Keynote Speaker: Tim Miles

Discover how to actually implement all the great tips and ideas you learn at the show.

Tim Miles helps business owners do more with less. A senior partner with the strategic planning and message development firms, Wizard of Ads, he also consults and develops marketing plans for clients nationwide.



Real
 take-home
 ideas!

How to Use Key Marketing Statistics in Your Business

Friday, March 20, 9:00 am – 9:50 am
Keynote Speakers: Mark Bertler, Anita Kantak, PhD, and John Packard

Learn how to use the results of WQA's National Consumer Water Quality Study in your business.



Mark Bertler,
 Independent
 Consultant



Anita Kantak PhD,
 Applied Research –
 West, Inc.



John Packard,
CWS-V, Culligan
 Water Conditioning

Stats you
 can use!



BUSINESS STRATEGIES FOR SUCCESS Focus on Education & Training

Focus on Best Practices **NEW!**

Running a thriving business means figuring out the big picture while you get the basics down, too. This comprehensive set of sessions is built to help you surmount all the key aspects of planning and operation. You'll learn vital strategy from those in the industry who have made it through tough times in the past, and you'll get practical pointers – including samples you can use – on day-to-day functioning.

Best Practices: What the Strong Businesses Do Right
 Wednesday, March 18 8:30 am – 9:50 am

Best Practices: Develop an Effective Employee and Safety Manual for Your Business **Open to All!**
 Thursday, March 19 7:30 am – 8:50 am

Keynote: Strategic Planning Made Simple **Open to All!**
 Thursday, March 19 9:00 am – 9:50 am

WQA's Lead Generation Program and Member Benefits on the Web (trade show floor session) **Open to All!**
 Thursday, March 19 11:00 am – 11:45 am

Best Practices: Managing Sales Without a Sales Manager – Panel Discussion (trade show floor session) **Open to All!**
 Thursday, March 19 11:30 am – 12:15 pm

Keynote: How to Use Key Marketing Statistics in Your Business **Open to All!**
 Friday, March 20 9:00 am – 9:50 am

Best Practices: Marketing in a Downturn – Panel Discussion (trade show floor session) **Open to All!**
 Friday, March 20 1:00 pm – 1:45 pm

Focus on Sales Technique

Sales are the lifeline of any business. Presentations geared toward sales at the 2009 WQA Aquatech USA focus on management – including establishing metrics and practices to keep sales on track – and on sales technique.

Creating a 'Creating' Sales Force
 Friday, March 20 8:00 am – 8:50 am

Sales Metrics: How to Do It and Why Bother? **Open to All!**
 Friday, March 20 10:30 am – 10:55 am

Sales Training: From Order Taker to Trusted Advisor
 Saturday, March 21 10:00 am – 12:00 pm

Focus on Commercial Water Treatment Market

The bid market in commercial water treatment is considered both lucrative and difficult to break into. A number of educational sessions and presentations at the 2009 WQA Aquatech USA are geared toward helping dealers both gain an understanding of the players and sales processes in the market and the technical fundamentals such as commercial sizing calculations.

Commercial Business Considerations

Open to All!

Thursday, March 19 1:30 pm – 1:55 pm

Understanding the Commercial Bid & Spec Market

Saturday, March 21, 8:00 am – 9:50 am

Commercial Sizing Calculations – Pressure, Flow Rates, and Usage

Saturday, March 21, 10:00 am – 12:00 pm

Other Sales and Marketing Focused sessions include:

- Exhibiting at Home Shows
- Web Marketing

Technical

Green Technologies New for 2009!

The water treatment industry has the potential to be on the forefront of saving water and energy in the time of reduced availability of natural resources. Innovative techniques and instrumentation resulting in more efficient use of water and energy will also help the industry fill regulatory and consumer demand.

WQA Aquatech USA 2009 includes a number of presentations addressing innovations leading to water and energy savings in residential, commercial, and industrial markets.

Residential/Commercial:

Innovative Showcase: Exploring Brine Reuse in Commercial Applications – (trade show floor session)

Open to All!

Thursday, March 19 2:30 pm – 2:55 pm

Water Efficiency as a Sales Tool

Friday, March 20 8:00 am – 8:50 am

Water Conservation and Reuse in Agricultural Applications – The Israeli “Kibbutz Experience”

Friday, March 20 8:25 am – 8:50 am

Control Technologies for “Green” Applications (Hands-On session)

Open to All!

Friday, March 20 4:30 pm – 5:20 pm

Industrial

RO Workshop (Industrial Applications): Optimizing Recovery

Thursday, March 19, 8:00 am – 9:50 am

Pumping Systems Optimization: Opportunities to Improve Life Cycle Performance

Thursday, March 19 8:30 am – 4:00 pm

Clean Water – Clean Technology

Friday, March 20 8:00 am – 8:25 am



Networking Opportunities

Network with colleagues and experts who tackle the same challenges as you do every day.

Receptions

Taste of Rosemont

Tuesday, March 17 5:00 pm – 6:30 pm
Exhibitors & full conference registrants only

Welcome Reception

Wednesday, March 18 5:00 pm – 6:30 pm

Open to all Registered!

Networking Reception

Thursday, March 19 5:00 pm – 6:30 pm

Open to all Registered!

Plus other networking opportunities throughout the week!

Industrial Forum – Speed Dating!

Back by Popular Demand!

This networking session is targeted specifically toward companies and professionals in the industrial market. There’s still time to sign up! See WQA Aquatech USA Registration Desk.

Section Meetings

Your voice is essential. Gain valuable insight and knowledge by attending your section meeting. WQA section meetings bring together industry leaders with like interests to identify and discuss key issues.

Industrial (0.05 CPD)

Wednesday, March 18 8:00 am – 8:50 am
Education: Holistic Approach to Industrial Water Treatment

Dealer

Thursday, March 19 7:30 am – 8:50 am
Regents Report (0.05 CPD)
Education – Keynote #4. Develop an Effective Employee and Safety Manual for Your Business

Manufacturer/Supplier & Retail Channel (0.05 CPD)

Thursday, March 19 8:00 am – 8:50 am
Education: Presentation on cutting issues

International

Thursday, March 19 8:30 am – 10:30 am
(combined with International Standards & Regs Task Force)

Educational Contributors



WATER QUALITY ASSOCIATION

The Water Quality Association is the not-for-profit trade association representing the residential, commercial, and industrial water treatment industry.



COLOCATING WITH WQA AQUATECH USA

Association of Water Technologies (AWT)

The Association of Water Technologies is a non-profit trade association representing hundreds of regional water treatment companies throughout the United States and internationally. These full-service companies specialize in the application of chemical water treatments for industrial and commercial cooling and heating systems.



The International Ozone Association (IOA)

The IOA is a not-for-profit educational association which performs its information sponsorship of international symposia, seminars, publications, and the development among ozone specialists throughout the world.



COLOCATING EDUCATION "SHORT COURSE" SYMPOSIUM

Pumping System Optimization Short Course

Pumping System Optimization: ..Thursday, 8:30 am – 4:00 pm
Opportunities to Improve Life Cycle Performance (0.7 CPD)

Learn about the economic and operational benefits of pumping systems optimization, life cycle cost purchasing, and energy saving opportunities with pumping systems.

This 6-1/2 hour seminar includes course book, lunch, 3-day exhibition/trade show, and entrance into WQA Aquatech USA's Industrial Speed Dating session.

**(Visit www.PumpSystemsMatter.org for future seminars)
See WQA Aquatech registration desk to register.**



OTHER EDUCATIONAL CONTRIBUTORS

International Bottled Water Association (IBWA)

The International Bottled Water Association is the trade association representing the bottled water industry. IBWA's membership includes US and international bottlers, distributors, and suppliers.



International Ultraviolet Association (IUVA)

The International Ultraviolet Association is a technical/scientific/engineering association with about 600 members for over 30 countries all with an interest in ultraviolet (UV) technologies, which are used to disinfect and purify water and air as well as other applications, such as UV curing.



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Innovation/New Product Showcase

NEW For 2009!

Preview the new innovations and products before you enter the exhibition hall. The showcase is located just inside the exhibition hall lobby and it's THE best way to ensure you see some of the industry's most innovative products and applications.

Ahlstrom

NEW!

Ahlstrom Disruptor™ and Disruptor™ PAC Filtration Media



Disruptor™ PAC Nonwoven Flow Media - Membrane Efficiency

Disruptor™ PAC is a nonwoven flow media with a unique fiber structure that provides superior filtration performance. It is designed to provide high flow rates and low pressure drop, making it ideal for a wide range of applications. The media is made from a blend of polypropylene and polyethylene fibers, which provides excellent chemical resistance and durability.

Key Features:

- High flow rates
- Low pressure drop
- Excellent chemical resistance
- Long service life
- Easy to install and maintain

See us in Booth #136

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See us in Booth #1501

Clack Corporation

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Clack

See us in Booth #517

Clack Corporation

NEW!

WS3

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3" Top mount commercial valve with service and backwash flow rates up to 250 gpm



Clack

See us in Booth #517

Follett Corporation

NEW!

Follett's eco-friendly...



See us in Booth #1401

H2O International, Inc.

NEW!

Chrome Plated Replaceable Cartridge Countertop



See us in Booth #1012

Legris, Inc.

NEW!

Optimum Performance Innovative Design Maximum Capability

LIQUIFF



Parker

See us in Booth #730

Norchem Corporation

NEW!

ULTRAPURE™



See us in Booth #1225

Norit

NEW!

Norit Filtrix Booth # 437

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- Leisure
- Emergency
- Medical
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POU Overlap Solutions

POE Solutions

Opportunities include:

- Custom OEM Products
- Private Labeling

See us in Booth #437

PureOFlow

NEW!

It's the Real World. Water has to be really clean.

Even the best Pure water still contains contaminants.

Change your life. Change your Water.

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See us in Booth #453

SolometeX, Inc.

NEW!

Layne SolometeX Water

LayneRT

Right Time Right Technology

Layne's Resin Technology for Superior Arsenic Removal

See us in Booth #643

Spectra Watermakers, Inc.

NEW!

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See us in Booth #553

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See how flexibility, cost savings and reliability your water quality needs are met!

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- Proven performance and performance with every regeneration
- Proven technology and reliability
- Proven quality and service support

See us in Booth #801

Tomlinson Industries

NEW!

tomlinson

The New Tomlinson Hot/Cold Faucets

The New Tomlinson Hot/Cold Faucets

See us in Booth #823

Tomlinson Industries

NEW!

tomlinson

Beautifully Affordable.

The New Tomlinson Value 90 Line

See us in Booth #823

Vertex Water Products

NEW!

VERTEX

PWC-3500

PureWaterCooler

See us in Booth #1416

Water-Right, Inc./Mineral-Right, Inc.

NEW!

Water Right introduces

Evolutionary Thinking in Water Treatment

Evolve

See us in Booth #835

Educational Conference Subject to change

TUESDAY, MARCH 17

Applications of UV and Ozone

(Presented by IOA and IUVA) (0.6 CPD)

9:00 AM - 3:50 PM

Technology overview and applications in residential, commercial, & industrial markets.

Paul K. Overbeck

International Ozone Association
Pan American Group
Scottsdale, Arizona

Bruce Laing

Trojan Technologies,
London, Ontario, Canada

Ed Kneuve, CWS-VI

ClearWater Tech, A Div of Aquion Water
Treatment Products
San Luis Obispo, California

Steve Schmidt

The Ozone Man, Inc.
Beverly Hills, California

Jim Tanner

Siemens Water Technologies
Warrendale, Pennsylvania

Chris Rombach

Pacific Ozone Technology
Benicia, California

Marc Scanlan

Aquionics, Inc.
Erlanger, Kentucky

Jim Jackson

Mazzei Injector Corporation
Bakersfield, California

Cameron D. Tapp

ClearWater Tech, A Div of Aquion Water
Treatment Products
San Luis Obispo, California

Tracks: Commercial Water Treatment,
Industrial Applications, Residential Water
Treatment

Ability Level: All Skill Levels

Water: The Medium of Industry (0.15 CPD)

2:30 PM - 3:50 PM

Learn and compare the wide range of water quality standards for industrial use, from the major industries to the lesser known ones, from pharmaceuticals to the car wash, and how to ensure that their needs are satisfied.

Larry Zinser

Master Water Conditioning Corp.
Pottstown, Pennsylvania

Marianne Metzger

National Testing Laboratories, Ltd.
Cleveland, Ohio

Tracks: Commercial Water Treatment,
Industrial Applications

Ability Level: All Skill Levels

Insurance for the Water Business

3:30 PM - 4:20 PM

Learn from the experts the tools to lower your risk and your insurance premiums.

John Larkin, AAI

Pure Water Insurance Association/
Kaercher Campbell & Associates
Chicago, Illinois

Tracks: Commercial Water Treatment,
Industrial Applications, Residential Water
Treatment, WQA Business Training

Ability Level: All Skill Levels

Designing a Residential System (0.2 CPD)

3:30 PM - 5:20 PM

Based on a WQA QuickCourse™, this presentation reviews what questions to ask and how to choose treatment technologies to best meet customer needs.

Richard A. Mest

Master Water Conditioning Corp.
Pottstown, Pennsylvania

Tracks: Fundamentals, Residential
Water Treatment

Ability Level: All Skill Levels

Electrodeionization Basics (0.1 CPD)

4:00 PM - 4:50 PM

Learn the fundamentals of electrodeionization (EDI) technologies and applications.

Jeff Tate

Agape Water Solutions, Inc.
Harleysville, Pennsylvania

Tracks: Commercial Water Treatment,
Fundamentals, Industrial Applications

Ability Level: All Skill Levels

Physical Water Conditioners – The UK Experience (0.1 CPD)

4:00 PM - 4:50 PM

This talk will highlight the benefits and pitfalls of PWC technology and the importance of managing expectations.

Jonathan L. Secombe

Aqua – Rex
Orange, California

Tracks: Commercial Water Treatment,
Emerging/Regulatory Issues, Industrial
Applications, Residential Water Treatment

Ability Level: All Skill Levels

Business Ethics (0.15 CPD)

4:30 PM - 5:50 PM

Consumers are more likely to purchase from a business they perceive as ethical, but as competition increases, ethics in the marketplace slide. Explore ethical business behavior in this interactive course, and learn how to earn the respect of your customers.

Kathleen Srygley, CWS-VI

Pentair Water
Milwaukee, Wisconsin

Tracks: Commercial Water Treatment,
Industrial Applications, Residential Water
Treatment, WQA Business Training

Ability Level: All Skill Levels

Harnessing the Synergy of Pre- treatment and Electrodeionization Operation: The Myth and the Reality

(0.1 CPD)

5:00 PM - 5:50 PM

The pretreatment necessary for EDI is the most critical design point to guarantee successful operation. Recommended EDI upstream water treatment tactics are discussed throughout this presentation.

Bill Loyd

Dow Water Solutions
Edina, Minnesota

Tracks: Industrial Applications

Ability Level: Intermediate

WEDNESDAY, MARCH 18

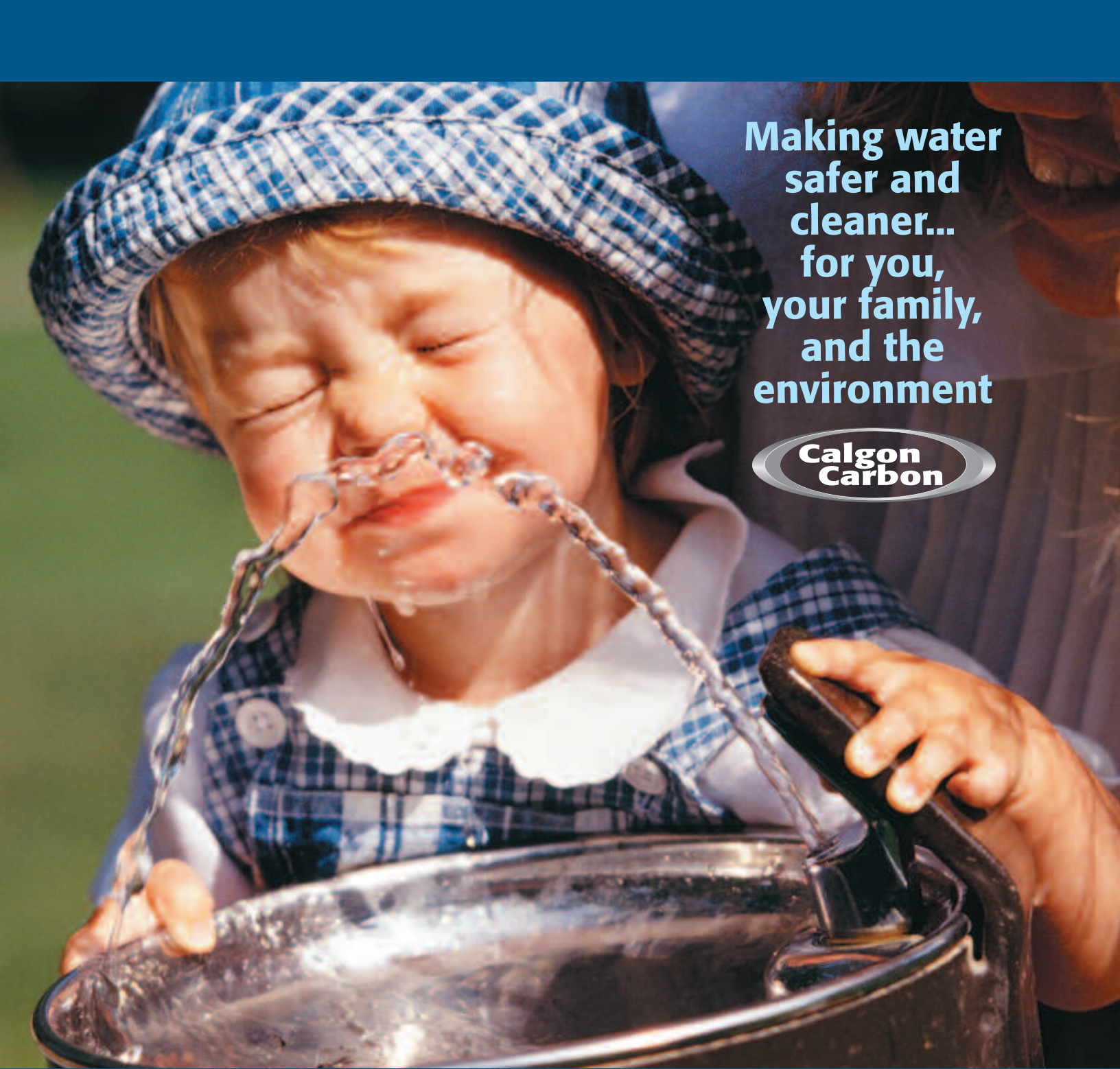
Industrial Section Education: Holistic Approach to Industrial Water Treatment (0.05 CPD)

8:00 AM - 8:50 AM

This presentation discusses how to evaluate an industrial water treatment operation for a solution that focuses on sustainability, operation efficiency, and reduces total operating cost.

Manian Ramesh, PhD

Nalco Company
Naperville, Illinois



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cleaner...
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and the
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Educational Conference Subject to change

Tracks: Industrial Applications
Ability Level: Intermediate

What the Strong Businesses Do Right – Panel Discussion 8:30 AM - 9:50 AM

Learn from successful water treatment business owners which practices and policies are invaluable to the health of their businesses.

James W. Wakem, CWS-VI, CI, CSR
Atlantic Filter Corporation
West Palm Beach, Florida

Vincent M. Kent, MP, CWS-I, CI
Abendroth Water Conditioning, Inc.
Fort Atkinson, Wisconsin

Pat Dalee
DuPure, Inc.
Santa Barbara, California

C.R. Hall
Wichita Water Conditioning Inc.
dba Hall's Culligan Water
Wichita, Kansas

Tracks: WQA Business Training
Ability Level: All Skill Levels

Chemistry Concepts: Atoms, Ions, and Reactions (0.1 CPD) 9:00 AM - 9:50 AM

This course introduces the basics of atoms, ions, and understanding of reactions fundamental to water treatment and correct application of treatment technologies.

Tanya Lubner, PhD
Water Quality Association
Lisle, Illinois

Tracks: Fundamentals
Ability Level: Basic

Electrodeionization Lifecycle (0.1 CPD) 9:00 AM - 9:50 AM

Over the past 20 years electrodeionization has matured as a viable technology to produce high purity water. Review how the technology has advanced; discuss the different product offerings that are available today, "legacy" designs, the future of the technology, preventive maintenance, and system design.

Chris Gallagher
Applied Water Solutions, Inc.
Burlington, Massachusetts

Tracks: Industrial Applications
Ability Level: Intermediate

State of the Industry Open to All! 10:00 AM - 10:50 AM

News, analysis, outlook, and future opportunities in the water treatment industry.

Peter J. Censky
Water Quality Association
Lisle, Illinois

Debra Coy
Stanford Washington Research Group
Washington, District of Columbia

Steve Maxwell
TechKNOWLEDGEy Strategic Group
Boulder, Colorado

Tracks: Commercial Water Treatment, Emerging/Regulatory Issues, Industrial Applications, Residential Water Treatment, WQA Business Training
Ability Level: All Skill Levels

Keynote: The New Realities of the Global Marketplace Open to All! 12:00 PM - 12:30 PM

Get the straight talk on the economy and what lies ahead through insightful and comprehensive assessment.

Stuart Varney
Business & Financial Analyst
Keppler Speakers
Arlington, Virginia

Tracks: WQA Business Training
Ability Level: All Skill Levels

Association of Water Technologies (AWT) Conference Session: Boiler & Cooling Tower Water Treatment 101 (0.4 CPD)

1:00 PM - 5:00 PM
Introductory course to boilers, cooling towers, and ancillary equipment.

John J. Farmerie
Cyrus Rice Water Consultants
Pittsburgh, Pennsylvania

Tracks: Commercial Water Treatment, Fundamentals, Industrial Applications
Ability Level: Basic

THURSDAY, MARCH 19

Dealer Section Education: Keynote: Develop an Effective Employee and Safety Manual for Your Business 7:30 AM - 8:50 AM Open to All!

Receive tips on how to develop and improve your employee and safety manual. Sample manuals will be available to participants.

Efrat R. Schulman
Jones Day
Chicago, Illinois

Carol D. Winter, CWS-II
Schaefer Water Centers
Cape Girardeau, Missouri

Linda Gerhard
Wichita Water Conditioning, Inc.,
dba Hall's Culligan Water
Wichita, Kansas

C.R. Hall
Wichita Water Conditioning, Inc.,
dba Hall's Culligan Water
Wichita, Kansas

Vincent M. Kent, MP, CWS-I, CI
Abendroth Water Conditioning, Inc.
Fort Atkinson, Wisconsin

Tracks: WQA Business Training
Ability Level: All Skill Level

Selecting Disinfection Technology (0.1 CPD)

8:00 AM - 8:50 AM
Review the pros and cons of the three most typically used disinfection technologies and how to select the appropriate disinfection option.

Michael J. Urbans, CWS-II
Res-Kem Corporation
Media, Pennsylvania

Paul K. Overbeck
International Ozone Association
Pan American Group
Scottsdale, Arizona

Bruce Laing
Trojan Technologies
London, Ontario, Canada

Tracks: Commercial Water Treatment, Fundamentals, Residential Water Treatment
Ability Level: Basic

Reverse Osmosis Workshop – Optimizing Recovery (0.2 CPD)
8:00 AM - 9:50 AM

The popular workshop on troubleshooting reverse osmosis systems for commercial and industrial applications will emphasize designing and troubleshooting high recovery and recycled water systems.

Peter S. Cartwright, PE, CWS-VI
 Cartwright Consulting Company
 Minneapolis, Minnesota

Tracks: Commercial Water Treatment, Industrial Applications
Ability Level: Intermediate

Pumping System Optimization: Opportunities to Improve Life Cycle Performance (0.7 CPD)
8:30 AM - 4:00 PM

Separate registration fee applies. The Hydraulic Institute® (HI) and Pump Systems Matter (PSM) have developed the course, "Pumping Systems Optimization: Opportunities to Improve Life Cycle Performance," to help companies better understand how optimizing both existing and new pumping systems and purchasing based on life cycle costs will lead to increased profitability.

Trey Walters
 Applied Flow Technology
 Woodland Park, Colorado

William C. Livoti
 Baldor Electric Company
 Greenville, South Carolina

Tracks: Commercial Water Treatment, Industrial Applications
Ability Level: Intermediate

Common Contaminants, Treatment Options, & Chlorine Dosage Calculations (0.1 CPD)
9:00 AM - 9:50 AM

Potable water requirements necessitate that the water treatment professional working on private wells and small systems think well beyond hardness removal. Review treatment of other common contaminants.

Tate Burckhardt, CWS-I
 Better Water Industries, Inc.
 Tyler, Minnesota

Tracks: Commercial Water Treatment, Fundamentals, Residential Water Treatment
Ability Level: Basic

Keynote: Strategic Planning Made Simple *Open to All!*
9:00 AM - 9:50 AM

Don't lose the new ideas this convention has generated. Learn how to implement and make the most of them.

Tim Miles
 Wizard of Ads
 Columbia, Missouri

Tracks: WQA Business Training
Ability Level: All Skill Levels

FRIDAY, MARCH 20

Clean Water, Clean Technology – Reducing the Environmental Footprint of Filtration Systems (0.05 CPD)
8:00 AM - 8:25 AM

The growing need for clean water is complicated by increasing demands for water conservation and energy efficiency. Well-designed filtration systems can deliver clean water with clean technology, reducing the environmental footprint of water treatment.

Jim Lauria
 Amiad Filtration Systems
 Oxnard, California

Tracks: Commercial Water Treatment, Industrial Applications, Residential Water Treatment
Ability Level: Intermediate

Creating a "Creating" Sales Force
8:00 AM - 8:50 AM

Learn the methods of creating and managing a sales force that can create at least half of its own business without relying on traditional advertising.

Kelly R. Thompson, CWS-V
 Clearwater Systems
 Akron, Ohio

Tracks: WQA Business Training
Ability Level: All Skill Levels

Fundamentals of Activated Carbon (0.1 CPD)
8:00 AM - 8:50 AM

Activated carbon is a water treatment workhorse. Learn the basics behind the technology in this easy-to-understand presentation.

Steven L. Butterworth
 Calgon Carbon Corporation
 Pittsburgh, Pennsylvania

Tracks: Commercial Water Treatment, Fundamentals, Residential Water Treatment
Ability Level: Basic

Water Efficiency as a Sales Tool (0.1 CPD)
8:00 AM - 8:50 AM

Become invaluable to your customers by helping them maximize the efficiency of water-using devices in their home.

Tara Reynaud, LEED AP, CGBP
 GreenPlumbers
 Sacramento, California

Tracks: Commercial Water Treatment, Emerging/Regulatory Issues, Residential Water Treatment
Ability Level: All Skill Levels

Water Conservation and Reuse in Agricultural Applications – The Israeli "Kibbutz" Experience (0.05 CPD)
8:25 AM - 8:50 AM

Water conservation and efficiency is a way of life in Israeli agriculture. Learn from their methods for applications for your agricultural customers.

Daniel Taragan
 Tana Water
 Haela, Israel

Tracks: Commercial Water Treatment, Emerging/Regulatory Issues
Ability Level: All Skill Levels

Chemistry Concepts: Solubility Rules (0.1 CPD)
9:00 AM - 9:50 AM

Solubility of a compound or contaminant in water often dictates the treatment technology required to remove it. Review how to predict solubility of inorganic compounds and acids and bases, and determine potential for alkalinity.

Tanya Lubner, PhD
 Water Quality Association
 Lisle, Illinois

Tracks: Fundamentals
Ability Level: Basic

Educational Conference Subject to change

Design Pitfalls in Industrial Systems

(0.1 CPD)

9:00 AM - 9:50 AM

Reduce design errors in industrial water treatment systems by reviewing the common pitfalls.

Andrew Colletro

Water Consulting Specialists, Inc.
Plymouth, Massachusetts

Tracks: Industrial Applications

Ability Level: Intermediate

Keynote: How to Use Key Marketing Statistics in Your Business – WQA 2008 Consumer Research Study

Open to All!

9:00 AM - 9:50 AM

Hear from a panel of experts on how to use the results of a recent consumer study on water treatment to grow your business.

Anita Kantak, PhD

Applied Research - West, Inc.
Los Alamitos, California

Mark G. Bertler

Independent Consultant
Libertyville, Illinois

John Packard, CWS-V

Culligan Water Conditioning
Minnetonka, Minnesota

Tracks: Emerging/Regulatory Issues,
Residential Water Treatment, WQA
Business Training

Ability Level: All Skill Levels

Hands-On Training: Ultrafiltration (UF) Basics - Presented by Pentair Water

(0.1 CPD)

3:30 PM - 4:20 PM

Introduction to UF technology with focus on the technology, applications, and benefits to customers from installing a UF POE system. New opportunity for dealers, especially in a down economy.

Tracks: Hands-On Training

Ability Level: All Skill Levels

Hands-On Training: Field Testing & Instrumentation - Presented by National Testing Laboratories, Ltd.

(0.1 CPD)

3:30 PM - 5:20 PM

Tracks: Hands-On Training

Ability Level: All Skill Levels

Using Web 2.0 to Grow Sales

3:30 PM - 5:20 PM

Today's interactive Web offers new ways to engage your customers and strengthen your Web presence.

David Scurlock

Direct Professional Services, Inc.
Carpentersville, Illinois

Tracks: WQA Business Training

Ability Level: All Skill Levels

CWS-I Exam Review (0.2 CPD)

3:30 PM - 5:30 PM

Get a preparatory overview of the water treatment technologies and applications covered on the WQA Certified Water Specialist exam.

Joseph F. Harrison, PE, CWS-VI

Water Quality Association
Lisle, Illinois

Tracks: Commercial Water Treatment,
Fundamentals, Residential Water Treatment

Ability Level: Basic

Hands-On Training: Control Technologies for "Green" Applications - Presented by Pentair Water

(0.1 CPD)

4:30 PM - 5:20 PM

Learn how to fine-tune a POE control valve to optimize efficiency and promote reduced discharge, reduced water usage, and maximum regeneration efficiency.

Tracks: Hands-On Training

Ability Level: All Skill Levels

SATURDAY, MARCH 21

Understanding Plumbing Design in Residential and Commercial Buildings

(0.2 CPD)

8:00 AM - 9:50 AM

Learn how plumbing systems work and avoid the call-backs from consumers on reduced water pressure and regulation headaches from improper backflow protection and cross-connections.

John Pitz

N.L. Pitz, Inc
Batavia, Illinois

Tanya Lubner, PhD

Water Quality Association
Lisle, Illinois

Vincent M. Kent, MP, CWS-I, CI

Abendroth Water Conditioning, Inc.
Fort Atkinson, Wisconsin

Tracks: Commercial Water Treatment,
Fundamentals

Ability Level: Basic

Understanding the Commercial Bid & Spec Market

(0.1 CPD)

8:00 AM - 9:50 AM

Learn who's who in the bid & spec market, how and where to network, how to get your system specified and the basics of reading blueprints.

Timothy A. Smith, CPD

Metro Design Associates, Inc.
Elgin, Illinois

Tracks: WQA Business Training

Ability Level: All Skill Levels

Commercial Sizing Calculations - Pressure, Flow Rates, and Usage

(0.2 CPD)

10:00 AM - 12:00 PM

Success in commercial system sizing takes more than reading from a vendor's table. Learn how to properly estimate available pressure, water demand, and water usage for commercial buildings, laundries, low-pressure boilers, and cooling towers.

John Pitz

N.L. Pitz, Inc
Batavia, Illinois

Tanya Lubner, PhD

Water Quality Association
Lisle, Illinois

Vincent M. Kent, MP, CWS-I, CI

Abendroth Water Conditioning, Inc.
Fort Atkinson, Wisconsin

Tracks: Commercial Water Treatment,
Fundamentals

Ability Level: Basic

Sales Training: From Order-Taker to Trusted Advisor

10:00 AM - 12:00 PM

The sales environment has changed. Customers want to purchase solutions to their problems, not commodities. Learn how changing the sales approach can improve your sales numbers.

Don Akers

Humble, Texas

Tracks: WQA Business Training

Ability Level: All Skill Levels

Meet
the PROS

The ProSeries[®] by Blue-White[®]

TFD system
Tube Failure Detection

IP66
NEMA 4X
WASH DOWN

CE (ETL)

FLEX-PRO A3

FLEX-PRO[®] A3 Peristaltic Metering Pump

FLEX-PRO[®] Benefits Include:

- ◆ Max. Feed 33.3 GPH / 126 LPH.
- ◆ Pressure up to 125 psi (8.6 Bar).
- ◆ Automated PPM Dosing.
- ◆ No Maintenance Brushless Variable Speed Motor.
- ◆ One Button Prime Mode for Easy Priming & Servicing.
- ◆ Built in, Patented, Tube Failure Detection System.

SONIC-PRO[®] S3 Hybrid Ultrasonic Flowmeter

SONIC-PRO[®] Benefits Include:

- ◆ Hybrid — Selectable Doppler or Transit Time.
- ◆ Non-invasive Clamp on Transducers.
- ◆ "Smart" External Communications.
- ◆ Data is logged to a standard SD card format. It can be configured by the operator/user to time interval, flow rate and total set-point triggers. Up to 500,000 events can be logged on the 32MB SD card included with each unit.
- ◆ Top Quality 320 X 240 pixel QVGA back lit LCD.



Now Shipping in a Tough Hard-Sided Case

The Sonic-Pro[®] Package includes: Specially Designed Case; the Flowmeter; a CD with instructional manuals; all necessary pipe sensors and enclosure mounting hardware; two sets of pipe sensor acoustic mounting gaskets, one for temporary installations and one for permanent installations. The case measures 19" wide, 8" high, and 14" deep. The approximate weight, including the flowmeter is 22 lb.



CE (ETL)

SONIC-PRO S3

IP66
NEMA4X
WASH DOWN

Blue-White[®]

PHONE: 714
893-8529

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sales@blue-white.com www.bluwhite.com

FAX: 714
894-9492

f Fundamentals **r** Residential **c** Commercial **i** Industrial **e** Emerging/Regulatory **h** Hands-On **t** Trade Show Floor Education

WQA ON-FLOOR EDUCATION WEDNESDAY, MARCH 18

2:30 PM - 2:55 PM

Innovation Showcase: Innovative Multi-Application Large Volume Contaminant Detector: Reduces Process Costs, Monitors Product Water Quality, and Enhances Consumer Safety – Education Area 2 – Booth 345

The new instrumentation platform, Innosol-PLF, allows in-situ (online) detection, sizing, counting, and advanced monitoring of a wide range of biological and inorganic suspended solids (and more) in thousands of gallons of water and other liquid media, allowing for a number of unique cost-saving applications in industrial, commercial, and municipal markets.

Gene (Guenadi) Rabinski, PhD

R&D Innovative Solutions Inc.
Ottawa, Ontario, Canada

Tracks: **f e i t**

Ability Level: All Skill Levels

3:00 PM - 3:25 PM

Investing in the Water Treatment Market – WQA Booth – 1425

Summary of the water market future. Excellent information for CEOs, investors, and entrepreneurs.

Neil D. Berlant

PFW Water Fund
Los Angeles, California

Tracks: **f w**

Ability Level: All Skill Levels

3:30 PM - 3:55 PM

How to Exhibit at Home Shows – WQA Booth – 1425

Home shows can be intimidating and feel like a chore. Learn how to turn them into painless opportunities for growth with the proper preparation and realistic goal identification.

Kelly R. Thompson, CWS-V

Clearwater Systems
Hartland, Michigan

Tracks: **r i w**

Ability Level: All Skill Levels

3:30 PM - 4:15 PM

Water Testing for Private Wells & Commercial Applications - Panel Discussion (0.05 CPD) – Education Area 1

A number of applications in residential and commercial water treatment require custom solutions, which means obtaining a proper water analysis. Learn which tests to run, how to run them, and how to explain to testing labs what you need.

Joseph O'Connor, LEHP

Illinois Department of Public Health
West Chicago, Illinois

Marianne Metzger

National Testing Laboratories, Ltd.
Cleveland, Ohio

Charles Gloyd

Chestertown, Maryland

Wayne Bernahl, CWS-I

W. Bernahl Enterprises Ltd.
Elmhurst, Illinois

Tracks: **f e i t**

Ability Level: All Skill Levels

THURSDAY, MARCH 19

10:30 AM - 10:55 AM

The Top 10 Ways to Increase Market Share in 2009 – WQA Booth – 1425

While 2009 may be challenging, it also offers many opportunities for businesses. Explore the different marketing options to help increase your company's business.

Dale Filhaber

Dataman Group
Direct Mail & Phone Lists
Boca Raton, Florida

Tracks: **f w**

Ability Level: All Skill Levels

11:00 AM - 11:45 AM

WQA's Lead Generation Program and Member Benefits on the Web – WQA Booth – 1425

Get the most from your WQA membership by learning about the Web-based lead generation and other features of the WQA members' only Web site.

Douglas C. Haring, CWS-VI, CI, CSR

Atlantic Filter Corporation
West Palm Beach, Florida

Thomas G. Leunig, CWS-IV

Independent Consultant
Wauwatosa, Wisconsin

Christian Faure

Dupage Technology Group, Inc.
Lisle, Illinois

Tracks: **w**

Ability Level: All Skill Levels

11:30 AM - 11:55 AM

Water: The Medium of the Industry (Highlights) (0.05 CPD) – Education Area 2 – Booth 345

Highlights from Tuesday's presentation on water quality standards in commercial and industrial applications and how to achieve them.

Marianne Metzger

National Testing Laboratories, Ltd.
Cleveland, Ohio

Larry Zinser

Master Water Conditioning Corp.
Pottstown, Pennsylvania

Tracks: **f e i t**

Ability Level: All Skill Levels

11:30 AM - 12:15 PM

Best Practices: Managing Sales without a Sales Manager – Panel Discussion – Education Area 1

In many water treatment businesses, the owner is also the only sales manager. Learn the procedures from your colleagues that must be in place for this arrangement to succeed.

Dennis Rupert, CWS-II, CI

Rupert's Culligan Water Conditioning
Hillsdale, Michigan

D.J. Shannahan Jr., CWS-VI, CI, CCO

Sharp Water
Salisbury, Maryland

Kelly R. Thompson, CWS-V

Clearwater Systems
Hartland, Michigan

Tracks: **f w**

Ability Level: All Skill Levels

12:30 PM - 12:55 PM

Defining The Industrial System – Education Area 2 – Booth 345

Find out who's who among industrial exhibitors and what they have to offer.

Wayne Bernahl, CWS-I

W. Bernahl Enterprises Ltd.
Elmhurst, Illinois

Chubb Michaud, CWS-VI

Systematix Co.
Buena Park, California

Tracks: **f i**

Ability Level: All Skill Levels

1:00 PM - 1:25 PM

Technique for Testing Water Systems for Legionella – (0.05 CPD) Education Area 2 – Booth 345

Legionella continues to be a problem in commercial buildings. Learn about new detection methods for this pathogen.

Matthew R. Freije, CWS-II

HC Information Resources Inc.
Carlsbad, California

Tracks: **f e i t**

Ability Level: Intermediate

1:30 PM - 1:55 PM

Commercial Business Considerations – WQA Booth – 1425

Tips for success in the commercial water treatment market.

Bret P. Tangle, CWS-VI

Sterling Water, Inc.
Eau Claire, Wisconsin

Tracks: **T C I W**

Ability Level: All Skill Levels

2:30 PM - 3:15 PM

Bottled Water Challenges and Opportunities in 2009 and Beyond (0.05 CPD) – WQA Booth – 1425

Get the latest updates on regulatory and environmental issues facing the bottled water industry, including BPA, microbiological regulations, food safety certification, and what to expect from the new administration.

Robert R. Hirst

International Bottled Water Association
Alexandria, Virginia

Tracks: **T C E I W**

Ability Level: All Skill Levels

3:30 PM - 3:55 PM

DVD Screenings – WQA Booth

Preview clips from WQA DVDs available for training both technical and non-technical employees on water treatment.

Tracks: **T C E I W**

Ability Level: All Skill Levels

4:00 PM - 4:25 PM

Pipe Joining Demonstration: PEX (0.05 CPD) – WQA Booth – 1425

Come check your skills and pick up tips at this live demonstration.

Vincent M. Kent, MP, CWS-I, CI

Abendroth Water Conditioning, Inc.
Fort Atkinson, Wisconsin

Tracks: **T C E I W**

Ability Level: All Skill Levels

FRIDAY, MARCH 20

10:30 AM - 10:55 AM

Sales Metrics: How to Do It and Why Bother? – WQA Booth – 1425

Learn the key items in a sales forecast and how to use them to set goals and procedures to grow your business.

Don Akers

Humble, Texas

Tracks: **T W**

Ability Level: All Skill Levels

11:00 AM - 11:25 AM

Designing Commercial/Industrial Systems: Beyond Water Quality – The "Little" Things That Can Cause BIG Problems. (0.05 CPD) – Education Area 2 – Booth 345

Get tips on what elements often get overlooked in specifying/designing water treatment for commercial/industrial applications.

James W. Baker, CWS-VI

AMERI WATER, INC.
Dayton, Ohio

Tracks: **C I I**

Ability Level: All Skill Levels

11:00 AM - 11:45 AM

Training Success – WQA Booth – 1425

Training is essential in attracting, developing, and maintaining productive employees. Get advice from experts and colleagues on structuring successful training sessions.

David Scurlock

Direct Professional Services, Inc.
Carpentersville, Illinois

Michael A. Thompson, CWS-V, MST

Culligan International
Rosemont, Illinois

Tracks: **C I I W**

Ability Level: All Skill Levels

11:30 AM - 11:55 AM

Hand-Held Colorimeters for Water Testing (0.05 CPD) – Education Area 2 – Booth 345

Colorimetry is an easy-to-use testing method that yields accurate results in the field. This review of commercially available photometers will help you select the right meter for your field water analysis.

Ivars Jaunakais

Industrial Test Systems, Inc.
Rock Hill, South Carolina

Tracks: **C I I W**

Ability Level: All Skill Levels

11:30 AM - 12:15 PM

Financing – Panel Discussion – Education Area 1

Update on the "credit crunch" and financing options for residential and commercial sales.

Kristin Mason

Carmel Financial Corporation, Inc.
Carmel, Indiana

Peter Kanatzar

American Finco Financial Services, LLC
Schaumburg, Illinois

R.W. Schabes

ISPC
Odessa, Florida

Thomas Herlihy

TimePayment Corp.
Woburn, Massachusetts

Tracks: **T W**

Ability Level: All Skill Levels

1:00 PM - 1:25 PM

Go Green While Making It (0.05 CPD) – WQA Booth – 1425

New advances in POE water purification are going to market; how can business offer the most technologically advanced water purification equipment and systems? As "economical" and "green" are top considerations on consumers minds today, such new systems provide the best-case solutions and offer industry professionals business opportunities not seen in 50 years.

Tom Cartwright

PureOFlow
St. Michael, Minnesota

Tracks: **T C E I W**

Ability Level: All Skill Levels

1:00 PM - 1:45 PM

Best Practices: Marketing in a Downturn – Panel Discussion – Education Area 1

Get marketing strategies for the current market, including direct and business-to-business marketing.

Donald A. Mounce, MA, APR

Water Conditioning & Purification Magazine
Tuscon, Arizona

Dale Filhaber

Dataman Group
Direct Mail & Phone Lists
Boca Raton, Florida

Susan McKnight, CWS-I

Quality Flow, Inc.
Northbrook, Illinois

Tracks: **T W**

Ability Level: All Skill Levels

f Fundamentals **r** Residential **c** Commercial **i** Industrial **e** Emerging/Regulatory **h** Hands-On **t** Trade Show Floor Education

EXHIBITOR IN-BOOTH, HANDS-ON, & INNOVATION SHOWCASE SESSIONS

Carbon Resources – Education Area 1 Chlorine & Chloramine Removal with Activated Carbon (0.05 CPD)

Thursday, March 19
10:00 AM - 10:25 AM

Tracks: **r c i t**
Ability Level: All Skill Levels

Carmel Financial Corporation – Booth 1513 Making Finance Work

Thursday, March 19
11:00 AM - 11:25 AM

Tracks: **t w**
Ability Level: All Skill Levels

Dow Water Solutions – Booth 115 Getting the Best out of RO Elements (0.05 CPD)

Learn how to extend the life of RO elements to lower the cost of ownership.

Wednesday, March 18
2:30 PM - 2:55 PM

Tracks: **r c i t**
Ability Level: All Skill Levels

Consistency in Trace Contaminant Removal (0.05 CPD)

Get an overview of technologies for trace contamination removal and review factors influencing performance.

Wednesday, March 18
3:30 PM - 3:55 PM

Thursday, March 19
10:30 AM - 10:55 AM

Tracks: **r c i t**
Ability Level: All Skill Levels

Establishing Effective Arsenic Removal (0.05 CPD)

Overview of current technologies and their performance.

Thursday, March 19
1:30 PM - 1:55 PM

Friday, March 20
1:00 PM - 1:25 PM

Tracks: **r c i t**
Ability Level: All Skill Levels

Building the Quality in Elements (0.05 CPD)

Hands-on look at major components of spiral-wound RO membranes.

Friday, March 20
11:00 AM - 11:25 AM

Tracks: **r t c h i t**
Ability Level: All Skill Levels

Hague Quality Water International – Booth 721 Control Valve Troubleshooting and Diagnostics (0.05 CPD)

Wednesday, March 18
3:30 PM - 3:55 PM

Thursday, March 19
11:00 AM - 11:25 AM

Tracks: **r c i t**
Ability Level: All Skill Levels

Master Water Conditioning – Education Area 1 Innovation Showcase: Exploring Brine Reuse in Commercial Applications (0.05 CPD)

Reviews the surprising results of research into the effects of the brining cycle on water and salt conservation, including brine reclaim and the Vortech™ distributor plate and injector.

Thursday, March 19
2:30 PM - 2:55 PM

Tracks: **r c e i t**
Ability Level: All Skill Levels

National Testing Laboratories, Ltd. – Education Area 1 Hands-On Training – pH Testing: Using a Meter (0.05 CPD)

Learn about pH meter calibration, operation, and proper maintenance to yield the most accurate results. Calibration solutions and pH meters will be available for hands-on training.

Thursday, March 19
1:30 PM - 1:55 PM

Tracks: **r c e i t**
Ability Level: All Skill Levels

Norit - Booth 437 The Next Generation of POU Filters (0.05 CPD)

Reliability, efficiency, environmental and economic advantages of ultrafiltration/activated carbon for POU filtration over RO.

Wednesday, March 18
4:00 PM - 4:25 PM

Tracks: **r c e i t**
Ability Level: All Skill Levels

Protection From the Outside In: POE Water Management

POE purification systems offer an efficient method for providing a consistently safe water supply in commercial buildings. Get an overview of available technologies, benefits, and drawbacks. Focus on Norit's line of compact water systems.

Thursday, March 19
11:00 AM - 11:25 AM

Tracks: **r c e i t**
Ability Level: All Skill Levels

Combat Legionella and Other Waterborne Pathogens (0.05 CPD)

Overview of the water problems faced by healthcare institutions, possible solutions with microfiltration POU filters, and challenges for the future.

Thursday, March 19
2:00 PM - 2:25 PM

Friday, March 20
11:00 AM - 11:25 AM

Tracks: **r c e i t**
Ability Level: All Skill Levels

NSF International – Booth 1207 New Developments in International Requirements for POU and POE Products (0.05 CPD)

Wednesday, March 18
3:00 PM - 3:25 PM

Thursday, March 19
2:00 PM - 2:25 PM

Tracks: **r c e i t**
Ability Level: All Skill Levels

**Pentair Water - Education Area 1
Well Chlorination Using Dry Pellet
Chlorination (0.05 CPD)**

Disinfection of well water supplies using down-the-well chlorination. Treatment for iron, iron bacteria, hydrogen sulfide, and other problems. Benefits, installation guidelines, and certification aspects.

Thursday, March 19
3:30 PM - 3:55 PM

Tracks: **Ability Level:** All Skill Levels

**Commercial/Industrial Water
Treatment (0.05 CPD)**

An introduction for dealers to common applications in commercial and industrial markets and the appropriate technologies to employ. Large control valves, RO, filtration, and UF technologies will be discussed.

Friday, March 20
10:30 AM - 10:55 AM

Tracks: **Ability Level:** All Skill Levels

**PureOFlow - Booth 453
Innovation Showcase: Your Solution to
the Softener Ban (0.05 CPD)**

Join the Pure Revolution. Learn about today's most exciting new system technology that not only addresses potential water softener bans, but also is endorsed by the Discovery Channel as the most environmentally-friendly solution on the market.

Wednesday, March 18
2:00 PM - 2:25 PM

Thursday, March 19
2:00 PM - 2:25 PM

Friday, March 20
2:00 PM - 2:25 PM

Tracks: **Ability Level:** All Skill Levels

**R-Can/Trojan Technologies -
Booth 1215
The Importance of UV Lamp Replacement
(0.05 CPD)**

Wednesday, March 18
4:00 PM - 4:25 PM

Tracks: **Ability Level:** All Skill Levels

**UV Application Case Studies: Regulated
Sites (0.05 CPD)**

Thursday, March 19
3:00 PM - 3:25 PM

Tracks: **Ability Level:** All Skill Levels

**Water-Right, Inc./
Mineral-Right, Inc. - Booth 835
Innovation Showcase: Evolutionary
"Evolve" System**

Go to the next level with an exclusive product, assigned territory, and no contract.

Wednesday, March 18
3:00 PM - 3:25 PM

Thursday, March 19
1:00 PM - 1:25 PM

Friday, March 20
1:00 PM - 1:25 PM

Tracks: **Ability Level:** All Skill Levels



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A line of WQA Gold Seal Certified ion exchange products designed to deliver clean, pure water. Incorporate ResinTech media into your system for cleaner, safer drinking water. Your customers will thank you for it.

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 Removal
 Taste & Odor Control



ResinTech's Gold Seal products are certified for material safety.



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Don Akers

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Humble, TX 77345

James W. Baker, CWS-VI

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Dayton, OH 45404-1015

Neil D. Berlant

PFW Water Fund
P O Box 49954
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The Water Quality Research Foundation (WQRF), was formed in 1949 to serve, on behalf of the Water Quality Association (WQA), as a universally recognized, independent research organization.

- To conduct and fund scientific research on subjects relating to the water quality improvement industry
- To advance science of water to improve the quality of life
- To ensure water treatment industry interests are presented in a cogent, competent manner

What are some of the current issues and studies?

- Water Heater Efficiency Improvements on Softened Water
- Energy Benefits of Upgrading to High Efficiency Water Softeners
- Soap and Detergent Study

What are some immediate gift-giving options?

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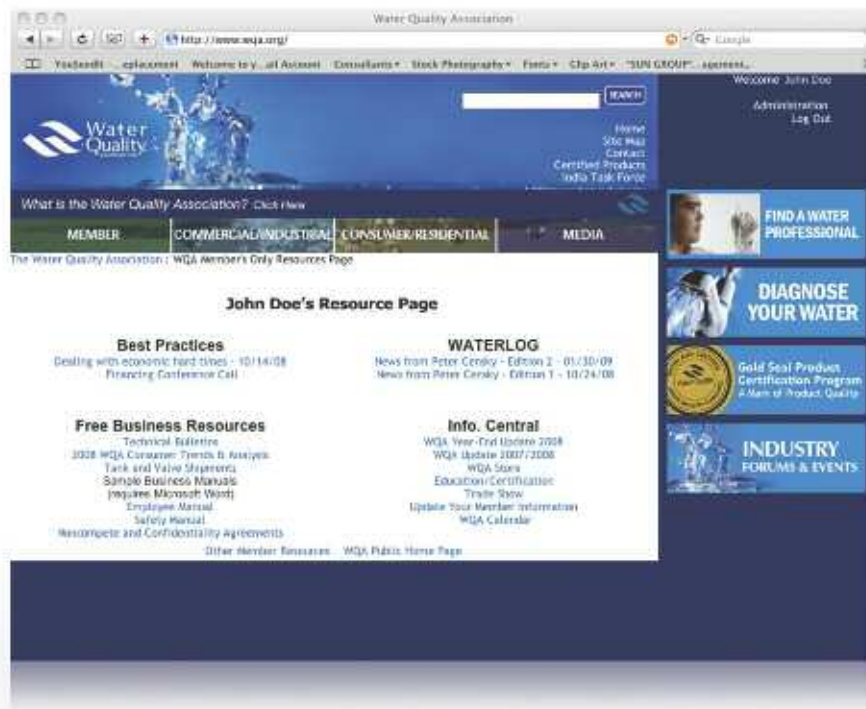
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