



## Industry Updates

- Opening General Session
- State of the Industry
- Section Meetings

## Section Meetings

### Gain valuable insight!

WQA section meetings bring together industry professionals with like interests to network, identify, and discuss key issues. Make plans to attend your section meeting.

- Dealer
- Manufacturer/Supplier & Retail Channel
- International
- Industrial

Schedule of Events  
as of 1/5/10  
SUBJECT TO CHANGE  
Visit [www.wqa-aquatech.com](http://www.wqa-aquatech.com)  
for updates.

## TUESDAY, MARCH 9

### Registration Desk

7:00 am - 6:00 pm

### Exhibit Set-up

7:00 am - 5:00 pm

### Membership Center

7:00 am - 5:00 pm

### Event: FWQA Golf Tournament

7:00 am - 12:00 pm  
To register contact FWQA at  
[FLWQA@aol.com](mailto:FLWQA@aol.com)

### Education: C/I Applications of UV & Ozone (0.6 CPD)

Paul Overbeck, International Ozone Association Pan American Group  
8:00 am - 2:50 pm

Water Conditioning & Purification

# The Water Opportunity Show™ Residential / Commercial / Industrial

MARCH 9—12, 2010

Orange County Convention Center / Orlando, Florida

## Keynote Presentations



### Opening General Session - "The Pendulum Marketing in 2010 and Beyond"

Wednesday, 11:00 am - 12:30 pm  
Keynote Speaker: Tim Miles

In the Pendulum, Tim will take a step waaay back and look at the driving forces that have made Western Society what it is today. This shocking multimedia presentation will provide you entertaining evidence and an understanding of what has been happening, what is happening, and what will happen.

It will make you much more confident to make decisions on how you'll communicate with the public in the weeks, months, and years to come.

### How to Effectively Market the 2009 Softener Benefit Study

Thursday, 9:00 am - 9:50 am  
Panel presentation

2009 Softener Benefit Study conducted by Battelle Memorial Institute, Columbus, Ohio funded by Water Quality Research Foundation (WQRF)

### Task Force: Salinity

11:00 am - 11:50 am

### Task Force: Onsite Wastewater Issues

12:00 pm - 12:50 pm

### Bookstore

12:00 pm - 5:00 pm

### Committee: Water Sciences & Government Relations

1:00 pm - 2:50 pm

### Education: Evaluating Industrial System Performance—Get the Duct Tape or the Checkbook? (0.1 CPD)

2:00 pm - 2:50 pm

### Education: Commercial Sizing Calculations Workshop (0.2 CPD)

Tanya Lubner PhD, WQA  
2:00 pm - 3:50 pm



### "Hidden Dangers in Residential Plumbing" (0.1 CPD)

Friday, 9:00 am - 9:50 am  
Keynote Speaker: Marc Edwards, PhD

- Lead in drinking water in plastic-piped buildings
- Water efficiency resulting in bacterial problems
- Potential dangers in "safe" building distributions systems

Dr. Marc Edwards, a Civil Engineering professor from Virginia Tech University, named the "Plumbing Professor" by *TIME Magazine*, will share his findings on unforeseen, worrisome conditions in residences that can degrade the quality of potable water.

### Education: Residential System Design Workshop—Compensating for Pitfalls of Residential Water Supplies (0.2 CPD)

Richard Mest,  
Master Water Conditioning Corp.  
2:00 pm - 3:50 pm

### Education: EDI and Single Pass RO—The Untold Story (0.1 CPD)

Bill Loyd, Dow Water Solutions  
3:00 pm - 3:50 pm

### Task Force: Convention

3:00 pm - 3:50 pm

### Forum: Gold Seal Product Certification

3:00 pm - 6:00 pm

### Education: Making Ads Work Workshop

Tim Miles, Wizard of Ads  
4:00 pm - 5:50 pm

### Reception: Presidents Club / New Member

6:30 pm - 8:00 pm  
*By Invitation Only*

## WEDNESDAY, MARCH 10

Registration Desk / Membership Center / Bookstore  
7:00 am - 5:00 pm

**Education: Soap Savings Study—Study Parameters and Results Explained (0.1 CPD)**  
8:00 am - 8:50 am

**Task Force: Membership Marketing**  
8:00 am - 8:50 am

**Education: Industrial Reverse Osmosis System Design—Advanced Problem Solving Workshop (0.2 CPD)**  
Peter Cartwright PE, CWS-VI, Cartwright Consulting Company  
8:00 am - 9:50 am

**Education: My Business is Worth What?—Planning Business Growth**  
Mark Bertler, Diversified Pacific Partners  
Mark Lambert, Diversified Pacific Partners  
Douglas White, Douglas T. White  
8:00 am - 9:50 am

**Education: Basics of Water Treatment Seminar (CWS Review Session) (0.3 CPD)**  
Tanya Lubner PhD, WQA  
8:00 am - 10:50 am

**Education: Benefits of Removal of Water Hardness Study Parameters and Results (0.1 CPD)**  
9:00 am - 9:50 am

**State of the Industry**  
Open to All  
10:00 am - 10:45 am

**Opening General Session**  
Open to All  
11:00 am - 12:30 pm

**Keynote: The Pendulum—Marketing in 2010 and Beyond**  
Tim Miles, Wizard of Ads

**EXHIBITION (0.2 CPD)**  
12:30 pm - 5:00 pm

**Trade Show Floor Education**  
Open to All

**Education: Getting the Most From Your WQA Membership**  
AquaStage 1 (WQA Booth)  
2:00 pm - 2:25 pm

**Education: Industrial Treatment Technology Changes and Effect on System Operation (0.1 CPD)**  
AquaStage 2 (Industrial)  
2:00 pm - 2:55 pm

**Education: Hands-On Control Valve Teardown and Rebuild Session—Pentair Fleck 7000 Valve (0.1 CPD)**  
AquaStage 4  
Dave Smith, Pentair Water  
2:00 pm - 3:00 pm

**Education: Water Treatment Certification Standards—Which is Which?**  
AquaStage 3  
Mark Unger CWS-VI, WQA  
2:30 pm - 2:45 pm

**Education: Arsenic Testing**  
Booth 823  
Industrial Test Systems, Inc.  
2:30 pm - 2:55 pm

**Education: Bottled Water Market Updates from the International Bottled Water Association**  
AquaStage 1: WQA Booth  
2:30 pm - 3:15 pm

**Education: International Standards, Regulations, and Approvals: Navigating the Uncharted Waters (0.05 CPD)**  
Booth 107  
NSF International  
3:00 pm - 3:25 pm

**Education: Membrane Technologies for Manufacturing Wastewater Treatment—A Case History (0.05 CPD)**  
AquaStage 2 (Industrial)  
Peter Cartwright PE, CWS-VI, Cartwright Consulting Company  
3:00 pm - 3:25 pm

**Education: Electrodeposition Technology: NF Filtration Efficiency at Nonwoven Flow Rate and Pressure Drop (0.05 CPD)**  
AquaStage 3  
Rod Komlenic, Ahlstrom Filtration LLC  
3:30 pm - 3:55 pm

**Education: Emanation of Radon from Radium Removal POU Units (0.05 CPD)**  
AquaStage 1  
Abdulrahman Alabdulaaly PhD, King Abdulaziz City for Science and Technology  
3:30 pm - 3:55 pm

**Education: Servicing RO (0.1 CPD)**  
AquaStage 4  
Bill Loyd, Dow Water Solutions  
3:30 pm - 4:20 pm

**Education: CWS Exam Prep Q&A (0.05 CPD)**  
AquaStage 1: WQA Booth  
Joseph Harrison PE, CWS-VI, WQA  
4:00 pm - 4:25 pm

**Education: AWT 101 Session (0.4 CPD)**  
John Farmerie CWT, Cyrus Rice Water Consultants  
1:00 pm - 4:50 pm

**Committee: Member Services**  
2:00 pm - 3:20 pm

**Task Force: Commercial Education**  
4:00 pm - 4:50 pm

**Reception: Welcome Reception/ Industry Celebration**  
Open to All  
5:00 pm - 6:30 pm

## THURSDAY, MARCH 11

Registration Desk / Bookstore  
7:00 am - 5:00 pm

Membership Center  
7:30 am - 5:00 pm

**Section Meeting: Dealer**  
Open to All  
**Regents Report**  
7:30 am - 8:50 am

**Section Meeting: Manufacturer / Supplier & Retail Channel**  
Open to All  
7:30 am - 8:50 am

**Education: Accurate Water Testing: Sampling Technique and Analysis (0.1 CPD)**  
Marianne Metzger, National Testing Laboratories, Ltd.  
8:00 am - 8:50 am

**Education: Sustainable Industrial Design Workshop (0.2 CPD)**  
Andrew Collentro, Water Consulting Specialists, Inc.  
8:00 am - 9:50 am

**Keynote: How to Effectively Market the 2009 Water Softener Benefit Study**  
Open to All  
9:00 am - 9:50 am

**Section Meeting & Task Force:  
International & International  
Standards & Regs**

Open to All  
9:00 am - 10:30 am

**Review Board: Public Health**

10:00 am - 2:00 pm  
*By Invitation Only*

**Review Board: Toxicology**

10:00 am - 4:00 pm  
*By Invitation Only*

**EXHIBITION (0.2 CPD)**

10:00 am - 5:00 pm

**Trade Show Floor Education**

Open to All

**Education: Chlorine Testing**

Booth 823  
Industrial Test Systems, Inc.  
10:30 am - 10:55 am

**Education: Enhanced and  
Accelerated Biological Monitoring  
(0.05 CPD)**

AquaStage 3  
David Tracey PE,  
LuminUltra Technologies, Ltd.  
10:30 am - 10:55 am

## Special Events

Building relationships is how  
businesses grow.

• **FWQA Golf  
Tournament  
Fundraiser**



Contact FWQA for details  
flwqa@aol.com

• **Welcome Reception**

• **WQA President's Address**

• **WQA Leadership and  
Membership Recruitment  
Awards**

• **Industrial Water – Speed  
Networking Event**

(separate registration required)  
This event offers a unique opportunity  
to grow your business, expand your  
business alliances, meet industrial  
manufacturers/suppliers, consultants,  
and service providers, plus pick up  
tips on industrial system design and  
insight into the industrial market.

• **Industrial Gallery**

Showcasing industrial products

• **Industry Celebration Reception**

**Education: Ultrafiltration Membranes  
for Improved Sustainability  
(0.05 CPD)**

AquaStage 1: WQA Booth  
Frank van Heusden, Norit Filtrix  
10:30 am - 10:55 am

**Education: Succeeding in the Water  
Business**

AquaStage 1: WQA Booth  
Tom Cartwright, PureOFlow  
Denise Urbans CWS-I, Res-Kem Corp.  
11:00 am - 11:25 am

**Education: New Photo Purification  
Process Eliminates Organics, Metals  
& Pathogens (0.05 CPD)**

AquaStage 3  
David Moser, Puralytics  
11:00 am - 11:30 am

**Education: Secrets of Successfully  
Exhibiting at Home Shows**

AquaStage 1: WQA Booth  
Kelly Thompson CWS-VI,  
Clearwater Systems  
11:30 am - 11:55 am

**Education: Alternative Water  
Treatment Systems (0.1 CPD)**

AquaStage 4  
David Spears,  
Next Filtration Technologies, Inc.  
11:30 am - 12:15 pm

**Education: Problem Prevention  
in Industrial Systems: Sampling,  
Monitoring, and Trending (0.1 CPD)**

AquaStage 2 (Industrial)  
11:30 am - 12:25 pm

**Education: Pharmaceuticals and  
EDC Compounds in Drinking Water  
(0.05 CPD)**

AquaStage 1: WQA Booth  
Joseph Harrison PE, CWS-VI, WQA  
12:00 pm - 12:25 pm

**Education: Green Chemistry for C/I  
Water Treatment (0.05 CPD)**

AquaStage 2 (Industrial)  
John Farmerie CWT,  
Cyrus Rice Water Consultants  
1:00 pm - 1:25 pm

**Education: Water Conservation  
in Cooling Towers: Controlled  
Hydrodynamic Cavitation (0.05 CPD)**

AquaStage 3  
Philip Vella PhD, VRTX Technology  
1:30 pm - 1:55 pm

**Education: Win-Win with Green  
Marketing**

AquaStage 1: WQA Booth  
John Blount,  
Pure & Gentle Soap Products, Inc.  
1:30 pm - 1:55 pm

**Education: International Standards,  
Regulations, and Approvals:  
Navigating the Uncharted Waters  
(Repeat) (0.05 CPD)**

Booth 107  
NSF International  
2:00 pm - 2:25 pm

**Education: Testing for Metals in Water**

Booth 823  
Industrial Test Systems, Inc.  
2:00 pm - 2:25 pm

**Education: Which Technology  
When—Ultrapure Water Production  
(0.1 CPD)**

AquaStage 2 (Industrial)  
2:00 pm - 2:55 pm

**Education: 5 Key Points of Effective  
Marketing**

AquaStage 3  
Dale Filhaber, Dataman Group  
Direct Mail & Phone Lists  
2:30 pm - 2:45 pm

**Education: "Push-to-Connect"  
Fittings—Everything Should Be This  
Easy (0.1 CPD)**

AquaStage 4  
David Crompton, Quick Fitting, Inc.  
2:30 pm - 3:20 pm

**Education: Pipe Joining Demo  
(0.1 CPD)**

AquaStage 1: WQA Booth  
4:00 pm - 4:50 pm

**Committee: Market Development**

10:15 am - 11:45 am

**Certification Exams**

1:00 pm - 4:00 pm

**Meeting: WQA Regional Associations**

2:00 pm - 3:00 pm

**Meeting: WQRF/Past Presidents**

2:30 pm - 3:30 pm  
*By Invitation Only*

**Reception: Industrial Water—Speed  
Networking Event**

(separate registration required)  
3:00 pm - 5:00 pm

**Task Force: History**

3:00 pm - 5:00 pm  
*By Invitation Only*

## **Reception: Networking Reception**

Open to All  
5:00 pm - 6:00 pm

## **FRIDAY, MARCH 12**

### **Registration Desk / Membership Center / Bookstore**

7:30 am - 2:00 pm

### **Section Meeting: Industrial**

Open to All  
8:00 am - 8:30 am

### **Education: Corrosion: Causes and Control (0.1 CPD)**

Greg Reyneke CWS-VI,  
Intermountain Soft Water, Inc.  
8:00 am - 8:50 am

### **Education: POU Technologies for Removal of PFCs (0.1 CPD)**

Philip Olsen,  
Water Science & Marketing  
8:00 am—8:50 am

### **Education: Sizing Industrial Systems Workshop (0.15 CPD)**

Larry Zinser,  
Master Water Conditioning Corp.  
8:30 am—9:50 am

### **Meeting: Board of Directors**

8:30 am - 10:30 am

### **Technical Keynote: Hidden Dangers of Residential Plumbing (0.1 CPD)**

Open to All  
Marc Edwards PhD, Virginia Tech  
9:00 am - 9:50 am

### **EXHIBITION (0.2 CPD)**

10:00 am - 2:00 pm

### **Trade Show Floor Education**

Open to All

### **Education: Hands-On Control Valve Teardown and Rebuild Session—Clack WS1 Valve (0.1 CPD)**

AquaStage 4  
Douglas Haring CWS-VI, CI, CSR,  
Atlantic Filter Corporation  
10:00 am - 10:55 am

### **Education: Effective Marketing Techniques for Water Quality Dealers AquaStage 1: WQA Booth**

Dale Filhaber, Dataman Group  
Direct Mail & Phone Lists  
10:30 am - 10:55 am

### **Education: New Iron Test (0.05 CPD)**

Booth 823  
Industrial Test Systems, Inc.  
10:30 am - 10:55 am

### **Education: Which Technology When—RO Pretreatment in Industrial Systems (0.1 CPD)**

AquaStage 2 (Industrial)  
11:00 am - 11:55 am

### **Education: Grow an Office Water Business by Providing Ice**

AquaStage 1: WQA Booth  
Michael Rice, Follett Corporation  
11:30 am - 11:55 am

### **Education: Chat with the Experts—Treatment Challenges (0.1 CPD)**

AquaStage 4  
Joseph Harrison PE, CWS-VI, WQA  
Regu Regunathan PhD,  
ReguNathan & Associates  
12:00 pm - 12:50 pm

### **Education: Working with an Incomplete Water Analysis for DI Sizing (0.05 CPD)**

AquaStage 2 (Industrial)  
Francis DeSilva, ResinTech, Inc.  
1:00 pm - 1:25 pm

### **Certification Exams**

1:00 pm - 4:00 pm