

# WASDA connections

Water and Sewer Distributors of America

Fall 2007

## Taking Care of Business the WASDA Way: 2007 Fall Meeting & Partnership Forum a Big Hit!

Trish Keppler, WASDA Senior Meeting Manager

WASDA members were greeted by record heat, humidity and 45,000 marathon runners as they made their way to the Renaissance Chicago on Sunday, October 7 for the kick-off of the 2007 Fall Meeting & Partnership Forum!



Whether arriving early to participate in a Committee meeting or just in time to enjoy a cocktail and conversation at the Welcome Reception, WASDA members came out in full force.

This year's Fall Meeting & Partnership Forum welcomed 310 delegates representing 45 Distributor companies and 69 Manufacturer companies. Attendees didn't have much time to enjoy the summer-like Chicago temperatures before it was time to get down to business with the contact table appointments on Monday and Tuesday. More than 30 appointment times were available for Manufacturers and Distributors to network with industry leaders and meet face-to-face with key customers.

In addition to the contact table appointments, the WASDA Business Session offered a platform to discuss association issues and update the membership on the



work that WASDA committees are doing to serve members and benefit the industry. During the Business Session, WASDA also welcomed guest speaker

Eben Wyman of the National Utility Contractor Association who spoke to the group about "Water Infrastructure and the Need for Federal Investment". All and all, this year's Partnership Forum offered valuable opportunities and new ideas to help members take care of business. Thank you to all attendees for making the 2007 Fall Meeting & Partnership Forum another huge success!



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*Bringing together all elements of the waterworks and sewer distribution industry for the purpose of promoting, educating and representing its participants.*

## WASDA

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# Message from the President

## Greetings,

The 2007 Partnership Forum is now but a fond memory. My memories are of strengthening old relationships, making new contacts and beginning new relationships. The attendance was again spectacular with over 300 delegates in Chicago. We were treated to, or frustrated by, the Chicago Marathon. The hotel and Chicago got high marks in the after meeting survey I would like to thank the Program Committee and the entire membership for their support of this event. It is the membership's participation that has made this the premier Distributor/Manufacturer event in our industry.

As WASDA continues to evolve and grow, we must work together to strengthen the organization. WASDA needs each member to volunteer and contribute in some way whether it is large or small. Every small piece is a part of the big puzzle that makes up WASDA. I cannot stress strongly enough how valuable your input is. Take the time to get involved; I guarantee you will find it worthwhile.

As the year comes to a close and we rush toward the holidays, it's time to think of Torrey Pines (La Jolla) in February. The Annual Meeting will be held February 24 to 27. The Program Committee has worked very hard to provide a dynamic and diverse program. This year we will be providing "dual tracks" for the first time. This should allow you to get more take home value in a sub-

ject that matches your interests. I am very excited about this opportunity for the entire membership as well as myself. The speakers are high quality and come greatly recommended. I hope you can attend the meeting and the sessions. This is a time of year when we're not as busy, many of bring our spouses or significant others, the pace is a little slower and the networking opportunities are more abundant. Plan now to include the WASDA Annual Meeting in your spring schedule. I look forward to seeing all of you there.



Best wishes for a safe, healthy and happy Holiday Season to you and your families.

*Michael J. Dooley*

Michael J. Dooley  
WASDA President

## WASDA 2008 Annual Meeting

February 24-27, 2008  
Hilton La Jolla Torrey Pines

The 2008 Annual Meeting is right around the corner! It is not too early to book your accommodations at the Hilton La Jolla Torrey Pines; the WASDA group rate is \$229/night for single or double rooms. This year, WASDA is trying something new with the educational component of the meeting. On Tuesday, February 26 there will be a "dual track" option where attendees choose between two different speakers who will present on four topics. Topics include generational issues in the work place, business growth, customer retention and attracting and retaining quality employees. There is truly something for everyone at the upcoming Annual Meeting!

## Torrey Pines Golf – Important Information for Booking Tee Times

WASDA members will be able to book tee times for the February meeting *now!*. To book a tee time at the famous Torrey Pines Golf Course, home of the spring 2008 US Open, contact David Behr, Director of Recreation at (858) 450-4550 or at david.behr@Hilton.com!

*Please no tee times until free time. WASDA requests that tee times are scheduled during your free afternoons and not during the educational sessions that take place in the morning.*

Be sure to continue to visit the WASDA website as we get closer to the Meetings dates for further Meeting details.

# Board of Directors Candidate Profiles

## **Jim Fuller, Vice President Coburn Supply Company, Inc.**

*Please describe your background in the industry, including your role within your company:*

Beginning in the 80's, I have been involved in sales of pipe, valves and fittings and working within the waterworks industry. This involvement includes working from the manufacturing level, through manufacturer representatives and wholesale distribution. For the past 10 years my position has been the direction of sales and marketing for Coburn's; as Vice President and Director of Sales and Marketing my role is to lead our management team in creating strategic sales plans with marketing initiatives that provide solution for our customers.

*What do you feel is WASDA's primary benefit to its members and the industry?*

Primary would be the ability to network and build new relationships; networking is possible by attending the annual meetings. Relationship building continues throughout the year and allows for greater communication between principals from other member distributors and manufactures. This NETWORK offers increased opportunities to discover national trends, market conditions, best business practices, and offers opportunities to build friendships that could benefit both business and personal needs.

*What do you feel WASDA should be concentrating on the next few years?*

Offer members the opportunity to be individuals, working locally and thinking globally. Keep this global picture clear by listing trends, need for education, offering scholarships, and provide platforms whereby all WASDA members may have access to an open line of communication with other distributor and associate members. These links are paramount to our success and involvement by our associate members is enhanced every year during the business conference sessions. Additionally, keep the invitation for all our members to be involved in direction of the organization through participation on committees.

*What are your reasons for wanting to serve on the Board of Directors?*

Pretty simple – Expand my knowledge, increase communication links with more distributors and vendors, gain better insight into our industry and serve with others dedicated to provide continuous improvement within our industry. Additionally, I think my background will benefit WASDA and its future, as our member's needs are recognized and met

## **Edward W. Morrison, Jr., President The C.I. Thornburg Co., Inc.**

*Please describe your background in the industry, including your role within your company:*

I have been involved in the waterworks industry since my father purchased The C.I. Thornburg Co., Inc. from Mr. Thornburg in 1958 so I have been around the industry for nearly 50 years if you count hanging around the office and warehouse as a child. During my high school years, I would work in the warehouse during summer break helping to pick orders, load and unload trucks, sweep the floors, and wash and box stainless steel nipples we made for the Ladish Company. I became a full time employee upon college graduation starting as an inside sales person. I became President of the Company in 1991 when my father retired.

*What do you feel is WASDA's primary benefit to its members and the industry?*

I have always believed the primary benefit of WASDA membership was the relationships that are developed through the years of participating in WASDA events. I have blessed to have industry friends from coast to coast because of WASDA. Now, with the addition of Associate Members and the increased strength of WASDA, we are poised to be involved in major industry issues at all levels.

*What do you feel WASDA should be concentrating on the next few years?*

As previously mentioned, WASDA is poised for major involvement in the waterworks industry. How we move forward and provide everything from educational options to leadership on issues facing the waterworks industry in Washington, DC is our challenge.

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# Board of Directors Candidate Profiles

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*What are your reasons for wanting to serve on the Board of Directors?*

The waterworks industry and WASDA have been very good to me and my entire family. I love this organization and all of its members. I believe in giving back to the community in which you live and WASDA is my business community. Therefore, I am very happy to serve in a leadership role if elected.

Thank you for the honor of serving in a leadership position with WASDA!

## **Dave Putnam, President Putnam Pipe Corporation**

*Please describe your background in the industry, including your role within your company:*

I have been involved in the water works industry for over 25 years with a career that started in 1978. It began by working in a pipe yard loading and unloading trucks for the Hilco Supply Co., Sudbury MA. After graduating from college, I became involved in sales with Everett J Prescott Inc, So Barre, MA, covering the western part of Massachusetts. Putnam Pipe Corp. was formed in 1985, and as most of us can attest, I have done everything from loading and unloading trucks, warehouse work, inside and outside sales work, customer service, receivables management and various administrative duties. I became President of Putnam Pipe Corporation in 2003 following my father's retirement after 45 years in the water works industry, and am still in this position today.

*What do you feel is WASDA's primary benefit to its members and the industry?*

WASDA's primary benefit to the industry is two-fold in my opinion. It is as a nationally-recognized organization, which provides marketing, membership, education and expertise opportunities to all its members. It is also a conduit for member-to-member contact that is "second to none" in the water works industry. This contact is as valuable as any business consultant you could ever hire.

*What do you feel WASDA should be concentrating on the next few years?*

WASDA needs to concentrate on developing its national prominence over the next few years to continue to aid the current members while attracting new ones. If you feel the benefit to WASDA is its' members, then focusing on how to best serve the membership is critical. This can be achieved through several channels including political involvement, external trade organizations, channeling the vendor participation, maximizing the electronic media and personal contact.

*What are your reasons for wanting to serve on the Board of Directors?*

As this is my second term on the WASDA Board of Directors, I look to continue to lend some expertise to what I consider to be existing group of very qualified and talented individuals. We have all achieved a certain level of success, and the balance of large company and small company representation keeps a certain edge to the WASDA board. Much like the members' benefit is in networking with each other, the board of directors should also take advantage of the diverse group of strengths we bring to the table.

# Profit Improvement Report

Prepared for WASDA  
Vol. 16, No. 3  
September, 2007

## *Let's Keep Worrying About the Wrong Things*

By Dr. Albert D. Bates  
President, Profit Planning Group

One of the on-going challenges facing every manager is in setting priorities. Seemingly, everything is important and everything needs attention right now. Unless managers can occasionally step back and evaluate their priorities, then they tend to get stuck in a morass of things that appear to be equally important.

Without a proper sense of priorities, managers often spend too much time worrying about the wrong things — the things that don't improve profit. This report will examine how the typical WASDA member can begin to create a more profitable set of priorities. It will do so by addressing two issues:

- **Analyzing Profit Opportunities** — A financial review of how different management actions impact profitability.
- **Opportunity Versus Perception** — A discussion of the inherent difficulties in keeping employees focused on the greatest areas of opportunity.

### *Analyzing Profit Opportunities*

The very first requirement in setting profit priorities is in understanding how much effort will produce how much reward—in management parlance the proverbial bang for the buck. **Exhibit 1** presents some bang for the buck analysis for a typical WASDA member.

Candidly, Exhibit 1 was first developed in the Pleistocene Age. There is probably no senior manager who has not seen Exhibit 1 at least fifty times. However, far too many managers take actions that suggest they are oblivious to Exhibit 1. Consequently, it will be reviewed here for the fifty-first time.

The exhibit measures the percentage change in dollar profit that will be generated by improving performance by one percent in six different areas. For example, the very top line indicates that if the typical WASDA member increased its prices by 1.0%, then dollar profit for the

firm would increase by a rather staggering 19.3%.

The biggest bang for the buck is in increasing prices, followed fairly closely by lowering merchandise costs through better buying. There is then a perceptible gap before these results and those from increasing sales or reducing expenses. Interestingly, the impact from sales growth and expense control are almost identical. Finally, there is another significant gap before reaching the impact of reductions in either inventory or accounts receivable.

In a perfect financial world, the management team would array its operating priorities to reflect the realities of Exhibit 1. In point of fact, the priorities in most firms deviate widely from what is shown in Exhibit 1, to the detriment of profit performance. Ideally, priorities should be brought back into line with Exhibit 1. In reality, much easier said than done.

### *Opportunity Versus Perception*

In practice, firms ignore the implications of Exhibit 1 for at least three reasons. First, many firms are cash constrained which causes them to abandon profit priorities in favor of cash priorities. Second, some items on Exhibit 1 may be perceived as harder to achieve than they really are. There is a natural tendency to migrate where the effort required is less. Finally, some of the items on Exhibit 1 have a much stronger motivational pull than others.

**Cash Management** — Most WASDA members are somewhat cash constrained. Generating cash is always an issue. As a result, managers continue to place a lot more attention and effort on reducing inventory and accounts receivable than the exhibit suggests they should.

Such a cash focus is understandable; but is also very wrong. Inventory and accounts receivable reduction programs ameliorate the cash flow problem only in the short run. The only viable solution for solving the long-term cash flow issue is to generate substantially higher levels of profit. Exhibit 1 is not only the path to higher profit, it is the path to more cash.

**Degree of Difficulty** — Certainly it is easier to make changes in some areas than it is in others. In some firms it may be much easier to reduce inventory than it is to increase prices. The size of the challenge must be con-

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# Profit Improvement Report

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sidered in planning.

What distribution managers must not do, though, is confuse the difficulty of doing something with its profit impact. That is, they should not decide that just because something is difficult to do it should be avoided. This is especially important in examining the trade-off between different variables.

For example, if gross margin is difficult to improve and inventory is relatively easy to improve (nothing being easy), that should not be an excuse to avoid attacking gross margin. It is essential to understand why this is so.

Taking the typical WASDA member in Exhibit 1, a 1.0% price increase causes dollar profits to increase by 19.3%. At the same time, a 1.0% reduction in inventory increases profits by only 0.4%. These two can be related from a degree of difficulty perspective.

To reach the same level of profit improvement as a 1.0% price increase would require lowering inventory by 48.0% (19.3% divided by 0.4%). Is it easier for the firm to lower inventory by 48.0% or increase prices by 1.0%? The answer may still be inventory. It would be very nice if the answer to focus on inventory were made on the basis of the right information.

**Motivational Impact** — The numbers in Exhibit 1 provide a sense of direction for the firm in terms of where to work. However, they have no value in motivating employees to make changes. This is because some of the things with a small payoff might be much more fun to do than some things with a large payoff.

As an obvious example, most managers relish opportunities to increase sales. It is a dynamic process. In contrast, expense control often has the same motivational component as cleaning the leaves out of the gutters. It probably ought to be done, but it sure isn't much fun.

Even increasing prices, which is king of the hill in Exhibit 1, may have a negative connotation. If there is a deep-seated belief within the firm that prices are too high, then prices really are too high. Perception, even when utterly wrong, is reality. To

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## A Managerial Sidebar: Analyzing One Percent Changes

For readers who have not seen Exhibit 1 before, the analysis is far from self-evident. The following illustration outlines how the profit increase figures for both a sales volume increase and a price increase were calculated. The other items in Exhibit 1 were calculated in a similar fashion.

The only item that might not be straightforward in the analysis is that variable expenses were assumed to be 3.5% of sales. This covers commissions, overtime, bad debts, bank card charges and the like.

	Current	Sales Increase	Price Increase
Net Sales	\$30,000,000	\$30,300,000	\$30,300,000
Cost of Goods Sold	<u>23,550,000</u>	<u>23,785,500</u>	<u>23,550,000</u>
Gross Margin	6,450,000	6,514,500	6,750,000
Expenses			
Variable Expenses	1,050,000	1,060,500	1,060,500
Fixed Expenses	<u>3,900,000</u>	<u>3,900,000</u>	<u>3,900,000</u>
Total Expenses	<u>4,950,000</u>	<u>4,960,500</u>	<u>4,960,500</u>
Profit Before Taxes	\$1,500,000	\$1,554,000	\$1,789,500
Increase in Profit		3.6%	19.3%

### Exhibit 1 The Impact of a 1% Improvement In Six Key Areas of the Business

Area of Improvement	Percentage Increase in Dollar Profit
Increase Prices 1%	19.3
Reduce Cost of Goods Sold 1%	15.7
Increase Sales Volume 1%	3.6
Reduce Overhead Expenses 1%	2.6
Reduce Inventory 1%	0.4
Reduce Accounts Receivable 1%	0.2

# Committee Corner

## **Associate Member Committee**

Please be sure send WASDA your company's product CD's for the online product library. Also, be sure to plan your Fall Meeting afternoon activities to take full advantage of the new free afternoon format. Thank you to the companies that have added the WASDA logo to their literature. If you have not done this yet, please consider doing so. Thank you for your participation and don't forget to join a WASDA Committee.

*Walter Cooper*  
*Associate Member Committee Chair*

## **Government Relations Committee**

The first Water Resources Development Act since 2000 became law on November 9th when the Senate voted to override President Bush's veto. The new WRDA authorizes over 900 major water projects worth a total of \$23.2 billion over the next several years. While contractors and suppliers will benefit over the long term, we shouldn't expect an immediate burst of orders. Washington D.C. moves at its own pace and all projects require the 'real dollars' that come from appropriations before they can be built.

Still, this is a significant development in our industry and shows that there is bi-partisan support for further legislation regarding infrastructure. I would also like to point out that the NUCA's Clean Water Council (CWC) was instrumental in conveying our concerns to the powers-that-be in Washington. WASDA as an organization is a member of the CWC. Stay tuned to more developments as we move into what promises to be a momentous election year.

*Peter Krainock*  
*Government Relations Chair*

## **Program Committee Corner**

The Fall Meeting & Partnership Forum was quite successful, with over 320 attendees. The Program Committee is now reviewing the survey results for ideas that can be incorporated in future meetings.

Arrangements for the 2008 Annual Meeting at Torrey Pines on Feb. 24 - 27 are now being finalized. The meeting schedule should allow plenty of time for networking as well as world-class speakers. Jason Jennings, one of

today's most highly sought after speakers, will provide our keynote. Steven A. Little and Cam Marston (brought back by popular demand) will be conducting two sessions each as part of this year's dual track scheduling. We will have something for everyone!

The 2008 Fall Meeting & Partnership Forum will be held at the Grand Hyatt in downtown Denver. The dates will be October 26 - 28, 2008.

The 2009 Annual Meeting, and 30th Anniversary of WASDA, will be held in Puerto Rico at the Rio Mar Beach Resort and Spa, a Wyndham Grand Resort. The dates will be March 1 - 4, 2009.

The Committee is always looking for ideas so please let us know if there is a topic or speaker that you would like to see in the program.

*Deron Johnson*  
*Program Committee Chair*

## **Marketing Committee Corner**

The marketing committee has been busy getting the word out about WASDA. Our latest advertisement appeared in centerfold of the October issue of *Opflow*. You should have received a copy in your packet at the Partnership forum or in the mail from AWWA shortly after your return from Chicago. We will also be placing one more advertisement in the last *Opflow* of the year. Please look out for it.

You will also be hearing from the marketing committee soon about some of the great opportunities available to you at the annual meeting in San Diego. The program committee has done a fantastic job lining up some speakers that will provide us with great take home value for all of our members.

If anyone has any ideas for marketing WASDA in 2008 or ideas for our booth in Atlanta for the ACE in June, please feel free to contact me anytime. The marketing committee is always looking for new ideas and new people to help us in the future.

*Sam Peirce*  
*Marketing Committee Chair*

# Committee Corner

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## ***Publications Committee Corner***

The Publications Committee is busy at work preparing for the 2008 Annual Meeting.

We are always looking into new ways to aid the members of WASDA and have been looking into different ideas for training options. These have ranged from product videos, manufacturer “best practice” guidelines, and outside agency employee skills training.

We have asked our vendor members to send us any relative best practice DVD, or website link that we would be able to archive and catalog for member use. The committee is also now looking into skills training by ASA to see if it is relative to our members and their employees. There will be an update at the annual meeting in February.

We hope everyone enjoyed the new layout for the 2007 Membership Directory. We were able to still include all the relative company data and still allow for our fast growing membership. Please let a committee member or Lindsay know if you would like to advertise in the 2008 Membership Directory.

As our calendar years begin to close out, do not forget the benchmarking data available to any WASDA Distributor Member. Our composite statistical survey report has all the relative data you could use to compare your business to our industry and it is FREE to WASDA members. If you did not complete a survey in 2007, contact me and I will see you get a snapshot of what the report can do for your business and budgeting for the upcoming year.

Finally, we need to “hear from you” – please send us any relative industry or company information that you think our members could benefit from. It may be a company update, new product or service, or interesting news from your region. WASDA is your pipeline to and from the industry for news and information.

*Dave Putnam*  
*Publications Committee Chair*

## **Profit Improvement Report**

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urge the firm to move forward without a proper belief in what is being done is folly. The motivational component associated with the various activities in Exhibit 1 must be central to management’s thinking.

### ***Moving Forward***

If WASDA members are going to generate higher levels of profit, they must pay homage to Exhibit 1. However, it is not enough to simply make sure that every member of the management team understands Exhibit 1. Every member must set priorities that actively support Exhibit 1.

Making Exhibit 1 an integral part of management action requires a strong motivational effort. That effort needs to be on-going rather than episodic. It is a lot of work. The payoff, though, is a lot of profit.

### ***About the Author:***

Dr. Albert D. Bates is founder and president of Profit Planning Group, a distribution research firm headquartered in Boulder, Colorado.

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# Member News

## Clow Foundry recognized by Iowa OSHA for excellence in Safety and Health

The Iowa Department of OSHA has recognized the Clow Valve Metal Casting Facility as a VPP site for its outstanding employee safety and health program.

The foundry has earned the designation of "Merit" site in OSHA's prestigious Voluntary Protection Programs (VPP) following an April audit of the facility. A VPP "Merit" site meets or exceeds all the safety and health program elements for the program, far and beyond the minimum OSHA standards.

"VPP 'Merit' designation is a testament to the dedication and commitment Clow Valve has to maintaining employee involvement and workplace safety and health excellence.

A VPP flag and plaque will be presented to Clow Valve by OSHA during a ceremony which is being planned for this summer. There are less than 40 VPP site's in the State of Iowa. Nationally there are less than 1,500 sites out of a possible 7 Million.

Clow is only the second green sand metal casting facility in the nation to receive this award.

## In Remembrance

It is with great sadness that we inform all of you of the untimely passing of James Grotton. From 1964 to 1995, Jimmy was employed by Team EJP. During that time he was one of the owners of the company and a key member of the Senior Management Staff. For those who knew him, Jimmy was a friend and colleague and one who worked tirelessly to help promote Team EJP. God Bless you Jimmy, you are in our thoughts and prayers.

*Peter, Stan and Steve and all the Team EJP employees*

## Calendar of Events

### 2008 Annual Meeting

Sunday, February 24 – Wednesday, February 27  
Hilton Torey Pines  
La Jolla, CA

### 2008 Fall Meeting & Partnership Forum

Sunday, October 26 – Tuesday, October 28  
Grand Hyatt Denver  
Denver, CO

## Remember, "The Price" video is available!

Price fixing is no joke, as dramatized in the anti-trust movie, "The Price." Take this opportunity to educate yourself and your staff by renting "The Price", free\* from WASDA Headquarters. Rentals are on a first-come, first-served basis. To rent a copy, please contact Sarah Hagy at WASDA Headquarters.

\*Shipping charges apply

## Welcome New Distributor Members!

Kirksville Plumbing Supply Co., Inc.

## Welcome New Associate Members!

King Innovation  
LBIW, Inc.  
Merit Brass

# Matt Stager Memorial Scholarship Thank You's



I'm beginning my fourth and final year at the University of Miami, and I'm extremely excited about this year, graduation, and my future plans after college! This year I will continue my classes in Marketing and Business Law, with a stronger focus on Marketing than ever. Three out of my five classes are different types of marketing classes, so that will be fun. I'll also be involved with my sorority, Delta Gamma, and other clubs such as Campus

Crusade for Christ, and the business fraternity that I belong to. I plan to embrace student life this year to the fullest, because it is my last year at the University and I want to make it the best ever!

Upon graduation, I have several options. This summer I had an internship with GE doing Marketing for their Transportation Division, and I have been invited by them to do their Commercial Leadership Program that is for two years after graduation in May. This program would be two years of training and learning in the fields of Marketing and Sales within GE. So that could be very exciting! I am also still considering furthering my education with Law School. I am going to wait into the fall of this year before I decide exactly which course I want to embark on, but I know whatever I do, I am going to do it passionately and have fun!

Lindsey Bradshaw



To Selection Committee:

I would like to thank you for selecting me to receive the Matt Stager Memorial Scholarship that is renewable for four years. I am currently a junior at the University of Montana in Missoula. I am majoring in Accounting and working towards a minor in Communications. I will be receiving my bachelor's degree May 2009 and will

continue to earn my masters degree in Accounting. This scholarship will help cover tuition and textbook costs for fall semester 2007 and spring semester 2008.

I will be serving my second year as a peer advisor for the Undergraduate Peer Advising Center for the University. As a peer advisor, I am responsible for advising about 15-20 students, attending peer advising classes, office hours, registration, walk-in advising, and other activities. I worked at Best Buy from June 2006 to April 2007. I currently work at Bath & Body Works since June 2006 and I began my internship in May 2007 at Merrill Lynch as a client associate intern.

I would like to say thank you again for all of your support and confidence, it really means a lot to me. My second year of college was very enjoyable and took a lot of hard work. I look forward again to the challenges that will come this fall and thank you again for this special asset. In addition, thank you for all your time and gratitude to help me strive for a higher education.

Sincerely,

Ronnie Richards



Dear WASDA,

I really appreciate your generosity. As an update on my college life, I really enjoyed my freshman year. I maintained a 3.67 grade point average. I also made the Dean's list. My future plans are to continue

pursuing a Chemical Engineering degree and to become more involved in the campus community. I am really looking forward to my sophomore year.

Thank you very much.

LB Woodruff III

# Think Green

## Green Holiday Planning and Celebrations

Sarah Hagy, WASDA Associate Director



The holidays are approaching and while they are a time of fun and celebration, they can also be the least environmentally-friendly time of year. Take a moment to read through the following tips that can help you reduce your environmental footprint on the earth while still taking time to celebrate with your family and friends!

Planning a holiday event? Think about sending out e-vites instead of paper invitations. Not only will it save you time but money on the cards and postage! If you must resort to paper invitations, make sure you purchase invitations that are printed on recycled paper.

*Setting the holiday table:* While it is tempting to simply provide paper plates, napkins and plastic-ware, think twice about the environmental impact this waste can have not only in your household, but in houses around the world! Instead, use your everyday plates, silverware and cloth napkins to reduce the environmental impact paper and plastic-ware can have. Also, if you are planning on having a centerpiece to compliment all of the wonderful (organic) food that you will be preparing for your guests, consider potted plants that you already have or organic flowers, free of pesticides and other chemicals. Look out into your yard and consider asking your children or family members to get creative in designing a centerpiece.

*Gift Giving:* Take some time to plan out your holiday shopping trip and see if you can get the whole family and/or friends to travel with you for one, all inclusive trip.

The more planning you put in before the trip, the less running around you will have to do not only saving you precious time but also emissions from your car. Carpooling is even better as it reduces the amount of cars on the road.

Once you purchase your gifts, wrap them in wrapping paper made from recycling paper and then recycle your recycled wrapping paper! (Say that three times fast.) And don't forget that you can save those bows for next year; use some double sided tape to secure them on the next gift!



*Decorations:* If you celebrate Christmas, consider purchasing a rooted or potted tree so that it can be replanted to reduce waste in growing and transporting the tree. If you would rather have a traditional tree, consider recycling your Christmas tree after the holidays. To find a tree recycling center, visit [www.earth911.com](http://www.earth911.com). You'll also want to make sure to replace your old holiday lights with low power versions and replace your paraffin wax candles with soy or vegetable based candles as to not emit harmful toxins into the air that you and your family breathe.

These are just a few tips of many that are available on the internet. Some of the sources that I used for this article are [familyfun.com](http://familyfun.com), [associatedcontent.com](http://associatedcontent.com), [green-livingideas.com](http://green-livingideas.com), [lowimpactliving.com](http://lowimpactliving.com) and [treehugger.com](http://treehugger.com).

***Have a great and green holiday season!***



Connections is a publication of the Water and Sewer Distributors of America.

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Dave Yoder  
Sam Peirce  
Lindsay Groff  
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Associate Director  
Management Liaison

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WASDA, 100 North 20<sup>th</sup> Street, 4<sup>th</sup> Floor, Philadelphia, PA 19103-1443  
Phone: (215) 564-3484, Fax: (215) 564-2175, or E-mail: [wasda@fernley.com](mailto:wasda@fernley.com).

# WASDA WELCOMES YOUR INPUT

**MEMBERS OF WASDA ONLY**, please use this form to provide WASDA with news about your company and input on issues you'd like to see covered in *Connections*.

## Member News

List any recent employee promotions, branch openings, strategic alliances, acquisitions, etc.:

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## Topic Suggestions

Are there any issues you'd like to see addressed, such as market conditions, improving your operations, international issues, business technologies, ISO certification, etc., in a future issue of *Connections*? Suggest an article and author or submit an article yourself.

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## Quality Kudos

Has your company recently been recognized for its "quality" efforts: ISO certifications, favored distributor, special awards, etc.? Share your success with other WASDA members by listing the information here:

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## WWW Update

Since the printing of the directory, if your company has acquired a new website or email and would like to publish the update in *Connections*, please list it here:

**Submitted by:**

Name: \_\_\_\_\_ Title \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Your e-mail address: \_\_\_\_\_ Company e-mail address: \_\_\_\_\_

Return this form by fax to: WASDA • Lindsay Groff • 215-564-2175