

President's Letter



Hello Everyone,

I hope everyone is having a good holiday season. I believe most would feel that it is time close out 2011 and begin anew in 2012. Unfortunately, we have made the same statement for the last few years; let's hope we have a different sentiment next year! As each of our businesses has weathered the challenges of the last few years, WASDA too has done the same; we have put ourselves in

a very healthy financial position - more on that later. We have an action packed issue *Connections*, chocked full of important information so I have been told to keep my comments brief!

As we have all witnessed, the challenges of today's economy have had an effect on everything that we do, both personally and professionally. WASDA has been faced with all the same issues and concerns – How do we operate responsibly with today's economic conditions? How do we help make our member's businesses more successful? And most importantly – How do we maximize the value provided by our organization? I believe our Board, our committees, and our members have done an excellent job rising to the occasion; not only have we forged ahead in addressing these questions, we have all created an organization that is thriving. It appears that we will end the year nearly income neutral. Both of this year's meetings were not only well attended, they were among the most attended meetings that we have ever had. Most importantly, this was all done without raising dues or meeting registration fees. In fact, dues have not increased in well over 10 years and registration fees have not increased since 2005!

The Program Committee put together two very good meetings this year. Our meeting in Aventura, Florida featured Nancye Combs from HR Enterprise and a panel discussion addressing the "Brass Tsunami". As you will see shortly, WASDA will be launching a "virtual HR desk," which will be available through our website; this was done with the assistance of Nancye and HR Enterprise. I would like to thank those members that participated on our brass panel – one of the most valuable industry discussions we have had. The Partnership Forum held in Dallas this fall set an all-time attendance record. We look forward to two more great meetings in 2012, with the Annual Meeting in Las Vegas, Nevada and our Fall Partnership Forum in Indianapolis, Indiana.

All of our committees are instrumental in the success of WASDA, with the Marketing and Membership committees doing an excellent job getting the word out about WASDA and recruiting new members; and the Government Relations committee keeping us up to date on all the important activities in Washington. I would like to thank all those who are actively involved in one committee or another and I would also ask each reader to join a committee. It is crucial to the success of WASDA and is also very rewarding.

As mentioned earlier, this spring's meeting will be at Caesar's Palace in Las Vegas. It had become clear through our member surveys that there were a few common hurdles that prohibited our members from attending specific meetings – cost, time, weather, activities, and value. The Program Committee heard this message loud and clear and set about picking a location that would address these hurdles/barriers to attendance. The Las Vegas venue provides a cost structure that is much lower than past Annual Meetings, is very easy and economical from a travel per-

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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.

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WASDA Meeting News

2011 Fall Meeting & Partnership Forum – Networking Was Bigger and Better in Texas!

By Jason Harbonic, Associate Director

This year's Fall Meeting & Partnership Forum was held in Dallas, TX at the Fairmont Dallas. The meeting offered valuable networking opportunities and worthwhile business connections – the hallmarks of the Fall Meeting. And new this year, in response to the requests of our members and attendees, the Fall Meeting started on Monday instead of Sunday. The Monday start eliminated the need to travel on the weekend and was very well-received.

The Partnership Forum provided a unique venue for important face-to-face meetings between distributors and manufacturers. As usual, the ballroom was a hive of activity as attendees conducted business with multiple companies in one place at one time. After the official business was taken care of, attendees had the opportunity to network in a more informal environment during WASDA hosted

receptions and the rare free time between meetings. The General Business Session provided an update on the important work of WASDA Committees, the Board, and the Brass Tsunami panel. Attendees were also provided a valuable update on removing private activity bond caps that, if approved at the federal level, could positively impact business.

The Fall Meeting & Partnership Forum once again provided WASDA members a tremendous opportunity to conduct business and network with their colleagues in a classic setting. Some members shared that this was the best Fall Meeting & Partnership Forum yet! Thank you to all of the members who attended for making the 2011 Fall Meeting & Partnership Forum a huge success. We look forward to seeing you next fall in Indianapolis!

WASDA's 2012 Annual Meeting is the Only Safe Bet in Las Vegas!

By Jason Harbonic, Associate Director

Join us in exciting Las Vegas, Nevada for the 2012 WASDA Annual Meeting, February 26 – 29 at Caesar's Palace. Attendees will have access to key decision makers and educational opportunities in addition to all of the entertainment Las Vegas is famous for.



The meeting will start Monday with keynote speaker Joseph Hallinan, an author, professor and Pulitzer Prize-winning journalist speaking on the topic "Why We Make Mistakes", based on his book of the same title. During his engaging presentation, Joe will cover topics such as why we make mistakes, why otherwise intelligent people make obvious mistakes, and why we often miss what's right in front of our eyes. How to anticipate and prevent these errors are at the heart of this entertaining and interactive session.

Join us for lunch on Monday where WASDA Board Member Edward Nugent will lead

an update on the "Brass Tsunami" Panel Session from last year's Annual Meeting. The panel of manufacturers and distributors will update attendees on the latest information on this crucial issue.

On Tuesday, Dr. Charles Petty will present "Ambush at the Generational Gap". This presentation examines the difference in mind-sets of each generation, the origin of mind-sets, and the implications these mind-sets have for business, as well as for one's personal life. Dr. Petty is a professional humorist speaker and was inducted into the National Speakers Association Hall of Fame.

In addition to the educational sessions, WASDA has some exciting networking events planned throughout the meeting and of course the popular Golf Tournament on Tuesday at the world-famous Desert Pines Golf Club.

Registration is now open and the brochure is available on the WASDA homepage, www.wasda.com. Watch your email for additional promotions and information. **Register today before the January 27 early bird deadline!** Register online or download the registration form at www.wasda.com. We look forward to seeing you in Las Vegas!

Future WASDA Meetings

2012

WASDA Annual Meeting

February 26 – 29, 2012

[Caesar's Palace](#)

Las Vegas, NV

WASDA Fall Meeting

October 22 – 24, 2012

[JW Marriott Indianapolis](#)

Indianapolis, IN

2013

WASDA Annual Meeting

February 24 – 27, 2013

[Hyatt Regency](#)

[Bonaventure](#)

Ft. Lauderdale, FL

WASDA Fall Meeting

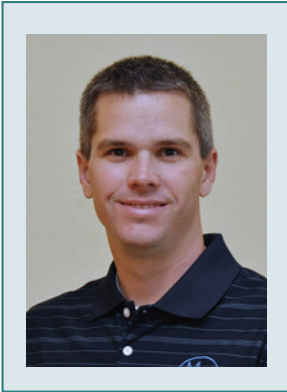
October 21 – 23, 2013

[Grand Hyatt Denver](#)

Denver, CO

2012 Board of Directors Slate

It is soon time to elect new Directors to the WASDA Board. Please note that all distributor member companies have one vote to cast for the election of the WASDA Board. We must have a quorum of distributor members during the General Business Session on Monday, February 27 to hold the election; please plan on attending. Take a moment to review the candidate profiles to learn more about the nominees for the Board.



Justin Kohl – MSC Waterworks (eligible for another term renewal)

Serving on the WASDA Board of Directors has truly been a privilege. I have enjoyed the time spent serving an industry that I am very passionate about. I truly believe that the waterworks industry has some of the most hardworking and loyal people around. I am honored to be considered to serve another 3 year term and look forward to helping drive WASDA into the future.

Richard Campbell – Western Water Works Supply Company

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

I have spent over 25 years in marketing and sales on both the distribution and manufacturer side of the business equation. I joined Western Water Works Supply Company in 2006 to lead our marketing and business development efforts and am responsible building our associate, customer and vendor relationships. Over the past several years, we have grown and expanded our business to lead the industry in one of the largest and most diverse markets in the country which provides tremendous insight into the many facets and challenges facing the waterworks industry.

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

WASDA provides an excellent forum for networking with the key decision makers and business drivers in our industry. The relationships fostered between our distributor peers and our vendor partners create tremendous value for all of the members. The access to key decision makers and the opportunity to develop deeper relationships create benefits to all of our businesses that go well beyond the time invested in the meetings and events.

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

Our industry continues to evolve, and will continue to face new challenges over the coming years. As an organization, we need to continue to provide value for all of our members and continue to facilitate a forum that will help us improve our business relationships and raise the level of sophistication in our industry. We need to continue to focus our voice in Washington and with our local governments. We also need to focus on the challenge of

attracting the next generation of leaders to an industry that has largely been "out of sight, out of mind."

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

I would like an opportunity to contribute to the long term growth and voice of our industry as we strive to influence the rebuilding of America's deteriorating infrastructure. I would be honored to represent our fellow distributors and would appreciate the opportunity to represent and promote WASDA on the west coast.



Bill Zausch – Utility Pipe Sales Company

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

My career started with Utility Pipe Sales in 2001. However, I had the privilege of growing up around the business since it was founded by my father when I was 6 years old. With that being said, you can imagine the training I have been exposed to for many years. In my present role as

President I serve our Board of Directors. My mission is to lead the company into the future, meeting the goals and vision set forth by the Board.

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

WASDA is comprised of the leading industry performers, bonded together by common goals. While benefits are plenty, the primary is; WASDA provides a platform for all things that build our industry's solidarity, nationwide. Through this solidarity, and it's unified actions, our common goals can be achieved.

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

WASDA needs to continue to pursue the five goals as defined on the mission statement in order to have the most profound benefit for our members. While one is no less important than the other for the evolution of our association, I currently believe emphasis should be on "Educate and Inform" and "Influence". The state of affairs in the political and economical realms, at local, state, and national levels demand our actions more so than ever. While this largely speaks to raising awareness and support for the importance of infrastructure investment, I also believe concentration should be placed on inward education. We need to find new ways to advance the role of distributors in the supply chain, and help member companies increase the value of their assets, thus raising the quality of the industry as a whole.

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

I have a very sincere interest in the waterworks distribution industry. WASDA has served that interest long before my company's membership. Now, the time is right for me to become a part of the proactive process of serving our association and industry.

Membership Updates

Membership Renewal Information

WASDA is currently assessing 2012 membership dues. Please review the following important information about your WASDA membership:

- Your dues are due upon receipt.
- A letter will be mailed 60 days after the date on the renewal notice to all companies with an outstanding dues balance. The letter will state that membership will be terminated in 90 days if dues are still outstanding.
- After 90 days from the due date of January 15, any company with an outstanding dues balance will be terminated without any further communication.
- If a company wishes to rejoin WASDA after termination, an application must be submitted and approved by the Board. A \$350 reinstatement fee will also be assessed in addition to the dues.
- Any company with outstanding dues may not register for any meetings.

Please submit your dues payment before the January 15, 2012 deadline.

WASDA Launches Virtual HR Desk

We are pleased to announce that the WASDA Virtual HR Desk is now available! Backed by Nancye Combs of HR Enterprises Inc., the WASDA Virtual HR Desk is an exclusive benefit to WASDA members, providing access to a variety of tools and support related to Human Resources issues. Members will receive free access to regulatory posters, and deep discounts on policy and procedure templates, training videos, job descriptions and more. Plus, check on the latest HR news and contact Nancye Combs directly.

To access the Virtual HR Desk, visit the Members Only section of the WASDA website, login and select the Virtual HR Desk link. Forget your username and password? Email us at wasda@fernley.com.

Welcome to the Following New Members!

Manufacturer:

[NACIP](#)

[Aclara](#)

Distributor:

[Morrison Supply Co.](#)

President's Letter *(continued from page 1)*

spective, and provides a warm weather location that has a lot to offer. In addition to providing invaluable networking time, this year's program features two excellent speakers that intertwine humor with business topics that affect all of us: Joseph Hallinan - Why we Make Mistakes and Dr. Charles Petty - Ambush at the Generational Gap. I look forward to seeing everyone at this year's meeting.

Thank you all for your support of WASDA, now and in the future. I look forward to seeing everyone in 2012.

Have a great holiday season.

Sincerely,



Deron Johnson
WASDA President

Committee Corner



Associate Member Committee

Mike Vore, Chair

The Committee would like to encourage all Associate Members to attend the 2012 Annual Meeting. We also ask for everyone's cooperation in not scheduling outings with Distributor Members that conflict with scheduled events on the WASDA Agenda.

There is plenty of free time built into the schedule for Associates to meet with Distributors. Thank you in advance for your cooperation.

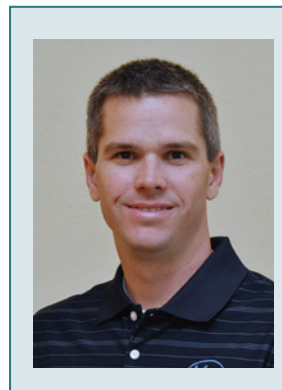
changes in our participation at AWWA's ACE – stay tuned for more details! In addition, the Committee plans to promote training and participation in our benchmark survey opportunities and freshen up the WASDA website. During the Annual Meeting, the Committee meeting will discuss further areas of interest and opportunities to tackle.



Membership Committee

*Tom Butler, Co-Chair
Justin Kohl, Co-Chair*

WASDA's current membership is comprised of 51 distributor and 82 associate members. This represents a slight increase in the associate membership category. Remember, if you encounter a company that could benefit from membership, please encourage them to join or visit www.wasda.com or contact Jason Harbonic at Headquarters jharbonic@fernley.com for detailed information. The membership committee is currently working on updating our value brochure for new member recruitment that will explain the benefits of distribution and joining WASDA. See you all in Las Vegas!!!



Industry Marketing Committee

Jim Fuller, Chair

Our Marketing Committee has been very busy this past year and is working hard on promoting WASDA in 2012. On our list for 2012 is to work closely with the Membership Committee to update and redesign our membership brochure, using it as an introduction piece for prospects.

We will also update the value brochure as a follow up informational piece that will detail the many benefits of becoming a WASDA member.

2012 is already shaping up to be another good year for us as we have many ideas in the works; for example,



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

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Sarah Hagy
Jason Harbonic
Trish Keppler
Trudie Bruner

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President-Elect
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Matt Stager Memorial Scholarship

Matt Stager Memorial Scholarship Fund - Application Process Begins January 2, 2012

The Matt Stager Memorial Scholarship Fund was established in memory of Mr. Matt Stager, one of WASDA's Past Presidents. Matt helped promote the ideas, standards and business of WASDA and its member companies when he served as President from 1985-1986, and as Treasurer/Secretary from 1993 -1994.

With the start of a New Year comes the beginning of the application process to the Matt Stager Memorial Scholarship. This Scholarship, available to children of WASDA Distributor Member companies, grants \$1,000 to recipients of the award, renewal for up to four years. Updated applications are available on WASDA's website [here](#).

As always, contributions are needed to sustain the Fund. Donors receive recognition at the Fall Meeting and in Connections. Contributions are fully tax deductible! Obtain a Contribution Form [here](#).

Updates from Prior Winners



Jessie Cahill, HD Supply

First, I want to say how thankful I am for this scholarship. It has helped me immensely over the past three years in being able to pay for my schooling. School at Northwest Nazarene University has been going extremely well. I am on track to graduate in the spring with my degree in biology/pre-med and a GPA of around 3.7-3.8. It is my final season of soccer and I am extremely excited to see how our team does. It is going to be a great last year of college to go along with my last three wonderful years. At this point I am planning to take a year off after graduation and get some work experience in the medical field and hopefully go on a medical mission trip as well. After that year, I plan to be starting PA school. I am still undecided as to what field of medicine I would like to go into, but I am hoping that while gaining experience in the field I will be able to find the right area for me to practice in.



Avary Kolasinski, United Pipe & Supply

My name is Avary Kolasinski and I am a junior at the Oregon State University Honors College. I have decided to take a new direction in my studies, now majoring in Mathematics and Italian and minoring in Chemistry. Currently, I am spending countless hours in the library as normal college students do, as well as working on my Honors Thesis that will be completed my senior year. I am exploring the realities and astonishing facts about the Golden Ratio (a mathematical ratio that is said to be the most visibly appealing ratio to the eye) trying to decide whether it is all a myth or a true phenomena. Other than school, I am a officer for the Math Club, a participant of many different math competitions, and have kept up my High School sports through a variety of inter-mural teams. College is amazing thus far and am excited to see what new things have to come.



Crystal Howell, HD Supply

Hello, my name is Crystal Howell. I would like to start off by saying thank you very much for providing me with this scholarship. I have recently received my Associates of Art with Art concentration from Young Harris College in Young Harris, Georgia. I have transferred and relocated to Johnson University in Knoxville, Tennessee. I have also changed my major from art to Teacher Education with an emphasis on K-6. This is my first year at Johnson and I am very excited to see what will happen. I believe my art degree will help support me with elementary education because children are very creative and I love to do art projects and crafts with them.

I intend to receive my bachelor's degree from Johnson University and my master's for education as well. Teaching has always been a passion of mine, but when I started college it was hard for me to realize that is what I want to do as a career. This scholarship is helping me in a tremendous way and I thank you again for considering me and for providing me with this gift.

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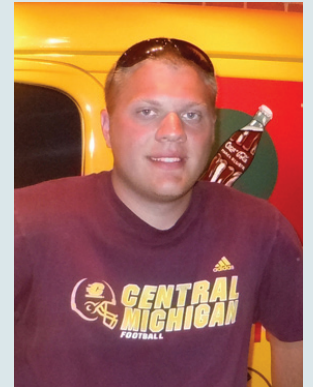
Matt Stager Memorial Scholarship

Updates from Prior Winners

Nicholas Krajenka, *Etna Supply*

I would like to extend my thanks and appreciation to the selection committee and all the members of WASDA for once again awarding me the Matt Stager scholarship. It is nice to feel that all my hard work and effort through my first year of college has paid off. This fall I will be returning to Central Michigan University for my sophomore year. I will be pursuing my major in Hospitality Business Administration along with a minor in Accounting. I will be living on campus a second year due to receiving a scholarship from my college.

Throughout this summer I continued working at ETNA Supply Company. For part of the summer I worked full time, filling in for an employee on disability. In that month I learned how to run the warehouse, expedite receiving and shipping, work the counter and re-bin locate our entire warehouse. I also had a chance to use my prior training with our new computer software Eclipse. I also traveled with my family to Atlanta, Orlando, and Chicago. This next summer I will continue to work at ETNA, and also have a job at one of the hotels in my hometown. Again, I would like to thank everybody involved with the scholarship and that it has made college a little bit more affordable.



Jessica (Woodruff) McDonald, *HD Supply*

I am so thankful to receive the Matt Stager Memorial Scholarship in my final year of college. The scholarship has allowed me to continue working towards my major in Advertising. I have recently completed my double minor in Russian, but continue towards my Studio Art minor.

I married my high school sweetheart on February 26. We live happily, but busily, in Tuscaloosa, Alabama. My most recent project is promoting and advertising his rock band that won the regionals in an up and coming MTV reality show. I love the creative side of advertising, but I believe I will be happy traveling any path of the advertising journey.

Melanie Meisenheimer, *Groeniger & Co.*

I would like to sincerely thank the Matt Stager Memorial Scholarship Selection Committee for selecting me as one of its awardees. I am a sophomore at Gettysburg College in Gettysburg, PA and I am currently pursuing a major in Globalization Studies. When I'm not studying or working, I enjoy volunteering in the Gettysburg community. In the past year I have become involved with the local homeless shelter, the Adams County Literacy Council, and a tutoring program for local high school students. I am very much looking forward to spending my junior year studying abroad, first in France and then in Cameroon. After graduation I hope to pursue a career in international development.



Michael Schulte, *Schulte Supply*

Hello again WASDA members! My name is Michael Schulte and I am from Edwardsville, IL. I would like to thank the Matt Stager Memorial Scholarship Committee for renewing my scholarship and I would like to thank all of you, the donors, for helping me ease the financial burden of college. This will be my second year attending Westminster College in Fulton, MO. I am triple majoring in Middle Education, Spanish, and Political Science. At Westminster I am involved with the Christian Leadership Council and the Phi Delta Theta International Social Fraternity. Outside of school I work as a Youth Intern at First Presbyterian Church in Jefferson City, Mo. College has been a wonderful experience thus far and I look forward to three more years of academic challenge.

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.:

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.

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:

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 • Sarah Hagy • 215-564-2175