

WASDA 2004 Fall Meeting Celebrates "the New WASDA"

The 2004 Fall Meeting proved to be a worthwhile event! More than 100 attendees gathered at the Fairmont Kansas City for two solid days of business discussion and valuable one-on-one networking.



"The session on age differences in the workplace and the back charge panel were two of the best business sessions I've attended."

The enthusiastic participation at this event, and the results of the post-meeting Survey indicate that the meeting succeeded on all levels. Meeting highlights included a presentation

by Cam Marston on employee retention. Cam combined humor, experience and expertise to deliver a very timely and helpful message on retaining employees and improving multigenerational relations in the workplace.

In addition, members gained new insights and helpful tips on dealing with back charges from the informative Back Charge Discussion. The panel discussion, featuring manufacturer and distributor members, offered real world tips and proven solutions for resolving back charge issues.

As always, idea sharing and networking was in abundance at this association event.

The round table discussions on industry issues offered a lively information exchange. The opportunity to network during breaks and



"A lot of good information came out of this meeting!"

evening events enabled members to build on industry partnerships throughout the meeting.

Attendee feedback and comments from the Fall Meeting evaluation survey helped to shape the program for the upcoming

Annual Meeting in San Antonio. See page 6 for a schedule of events and stay tuned for more details.



"The employee retention session was the best I've been to at these meetings. I took a lot of ideas home..."

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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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Message from the President

Greetings,

I trust your travels home from Kansas City went well. I felt our first meeting of the "New WASDA" was great. A little note of history, the Fairmont (formerly the Alameda Plaza) was the site of the first five WASDA meetings.



Cam Marston's presentation on employee retention was excellent. There was something there for everyone and his combination of information and humor kept it interesting.

The Back Charge Panel Discussion supplied a great

overview of a problem we all face every day. It offered not only opinions and suggestions from the distributor side, but from the manufacturing side as well. Thank you to our panelists.

The ever-popular roundtables again surfaced many ideas useful to all of us in the industry.

Prior to the formal meeting, the Strategic Visioning Task Force updated our strategic plan to keep it up-to-date as a viable and working plan to use as WASDA grows.

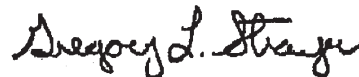
Associate members and distributor members met and began to define the role of the associate members in WASDA. We are all working together to create a win-win situation for all parties.

I ask you to remember one thing; WASDA is only as valuable as we, the members, make it. While we have made great strides in the last few years, we must keep moving forward. The key is participation - participation as member companies, associate members and individual participation as officers, board members, committee members and task force members. Compare it to rowing a boat; if everyone pulls an oar, the boat will move a lot faster, so step up and grab an oar!

On a sad note, we send our condolences and prayers to the family of Loretta Simmons, founder of Blair Supply in Rochester, New York. Loretta was a long time WASDA member and also very active in NUCA. She was a classy lady who always had a smile on her face and the time to talk. She will be missed.

Start making your plans for the spring meeting. I am looking forward to seeing you all in San Antonio from February 27th to March 3rd, 2005 at the La Mansion del Rio Hotel, located on the Riverwalk. If you have never been to San Antonio, you will see it is a great city. The Riverwalk and surrounding area is wonderful. The spouses will love it.

Best wishes to all and your families for a Happy Thanksgiving and a Joyous Holiday Season



Greg Strayer
WASDA President



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

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Lindsay Groff
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Executive Director
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WASDA Board Elections

The Leadership Committee, which consists of Terry Dotson, Ed Morrison, Wayne Johnson, Sam Miller and Rich Old, is pleased to submit the following nominees for the position on the 2004 – 2005 Board of Directors:

Duane Green, WR White Supply
Edward W. Morrison, Jr., the C.I. Thornburg Co., Inc.
David Putnam, Putnam Pipe



Complete candidate profiles follow:

NOTE: In accordance with section 5.04 of the bylaws, “Additional candidates for elections as Directors may be nominated by a petition with the signatures of ten (10) voting representatives of Regular Members of the Association in good standing submitted to the Nominating Committee not less than thirty (30) days before the “Annual Meeting.” If you would like to submit other candidate names, you may do so by sending a letter and petition directly to WASDA headquarters.

Name: David Putnam **Company: Putnam Pipe**

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 and a career that started in 1978. It began by working in a pipe yard loading and unloading trucks for the Hilco Supply Company. After graduating from college, I became involved in sales with Everett J Prescott Inc covering western Massachusetts. We formed Putnam Pipe Corporation in 1985 and as most of us can attest, have done everything from 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-mem-

ber 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 and attract new ones. If you feel the benefit to WASDA is its members, then recruitment of new members and retention of existing ones is of paramount importance. This can be achieved through several channels including political involvement, trade groups, electronic media and personal contact.

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

I am hoping 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.

WASDA Board Elections

Name: Edward W. Morrison, Jr.
Company: The C.I. Thornburg Co., Inc.

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

Upon graduation from college in 1973, I decided to join my father in the water and sewer distribution business starting as an Inside Salesman for The C.I. Thornburg Co., Inc. Through my career I have been involved in all areas of the business including purchasing, sales, and various administrative duties. Upon my father's retirement in 1988, I was appointed President and continue in that role today.

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

Our company has been a WASDA member since 1991 and the benefits of being a WASDA Member are almost too numerous to describe. The educational opportunities have been wonderful and we could not have afforded the types of seminars and speakers offered by WASDA. Of course the opportunities to meet with fellow distributors from all parts of the country and discuss issues facing our industry are invaluable as well.

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

WASDA has an opportunity to become the leading organization for distributors as well as manufacturers in the years to come. We must carefully move on this opportunity to place WASDA in the best position possible keeping in mind WASDA's past and how we can improve the organization in the future.

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

I am a strong believer in this organization and know first hand the benefits the organization has to offer. I feel that I am in a position to compliment the current board as we move forward and offer a prospective of our past to position WASDA for future opportunities.

Name: Duane Green
Company: WR White Supply

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

I have worked in the sewer and water business for thirty five years, all of that time at WR White Supply, a waterworks distributor in Utah. During that time I have held almost every position in the company from dispatcher to purchasing manager to sales manager. My current position is general manager at WR White, a division of Oldcastle Precast Inc.

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

I believe the most important benefit WASDA offers to its membership is the opportunity for networking within the industry. It gives the members an avenue for gathering information from other distributors and an opportunity to see what is working and what is not in other parts of the country.

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

WASDA should be concentrating on strengthening their relationship with AWWA to avoid another incident like the one that just occurred. We should also work on strengthening the relationships with the manufacturers that we deal with in order to protect the "distribution" way of doing business.

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

My biggest reason for wanting to serve is to promote the water and sewer industry through the distributor network rather than giving manufacturers reasons to sell direct or through the internet.

WASDA Committee News

Government Relations Committee

The formation of the Government Relations Committee represents an exciting new dimension for WASDA. At present, we envision this group will both inform WASDA members of current legislation and funding issues related to infrastructure as well engage experts who can educate WASDA as to the most effective methods of providing input to Congress.

Peter Krainock, Co-Chair

Associate Member Committee

At the Fall Meeting, the Associate Members decided on the election process for their Board of Directors Representative. It was agreed that the Associate Members will vote on candidates at the Annual Meeting. Through December 31, 2004, Associate Members can nominate individuals to serve on the Board. Members will only be permitted to vote for those who have been nominated. The six individuals who receive the highest number of votes will comprise the Associate Member Committee. The Committee will choose the board representation from its members.

Please send to WASDA Executive Director, Lindsay Groff, your Associate Member nominations for a one-year term to serve on the WASDA Board of Directors. After the close of nominations, headquarters will send each nominee a candidate information form to be completed by January 10, 2005. A summary of these biographical answers will be created and distributed at the Annual Meeting in San Antonio.

If you are interested in this position or would like to nominate someone who is a current WASDA member, please e-mail Lindsay Groff at lgroff@fernley.com. If you have any questions about this process, please e-mail or call 215/564-3484 x2220.

Report from AWWA MAC Meeting October 26 – 27, 2004 Denver, Colorado

By Terry Dotson, WASDA MAC Liaison

The Fall Meeting of the Manufacturers/Associates Council (MAC) for AWWA was held in Denver Colorado in late October. Here are the highlights:

Water for People made a presentation to the MAC asking for everyone's support of this vital project. A special charity golf tournament will be held at the very exclusive Sanctuary Golf Course in Colorado on August 22, 2005. If you or your company would like to help sponsor this event, please contact Water for People % the AWWA office.

The 2005 ACE in San Francisco is coming along quite well. ACE had sold over 80% of the available booth space as of the close of the 2004 ACE.

The Director at Large applicants were announced by the MAC Nominating Committee. They are Richard Meeusen of Badger Meter, Christopher Jarrett with American Cast Iron Pipe Company and James Farmerie with F B Leopold. The AWWA board will make the final decision on the Director at its January meeting.

AWWA is working with WASDA on an ad for the upcoming January issue of the Journal. Keep a look out for this advertisement.

Michael Dimitriou, the Chair of the MAC asked all members to go back to their counterparts in their respective industries and help get support for the local MAC's in their region of the country. One member at a time, one region at a time, we can help to strengthen the local MAC.

WASDA 2005 Annual Meeting

Get Set for the WASDA 2005 Annual Meeting

San Antonio, TX
La Mansion del Rio Hotel

Excitement is building for the upcoming 2005 WASDA Annual Meeting. Make your plans to attend and encourage your industry colleagues (members and prospective members) to attend as well. The Annual Meeting will build off the success of the 2004 Fall Meeting, and address the issues of importance to WASDA members.

Watch your e-mail for complete registration information. For now, mark your calendars and plan to attend. The schedule of events listed here will assist you in researching airfares and making travel plans.

Important Board decisions impacting meeting attendance

In order to allow all members to benefit from future WASDA meetings, the Board of Directors voted to open all meetings to all members. Associate members are invited to attend both the Annual and Fall Meetings in their entirety to take advantage of the excellent networking and educational opportunities available.

Prospective members may attend one meeting as a prospect before joining WASDA.



Best wishes for a Happy Holiday Season and
a Healthy and Prosperous New Year from
WASDA Headquarters

WASDA Annual Meeting 2005 Schedule of Events

(Schedule is current as of 11/19/04; events and times subject to change)

Sunday, February 27

9:00 am – 12:00 pm	Board Meeting
1:00 pm – 2:00 pm	Committee Meetings (Marketing/Membership/ Program)
2:00 pm – 3:00 pm	Committee Meetings (Associate/Government)
2:00 pm – 7:00 pm	Registration
5:30 pm – 6:00 pm	First Timer's Reception
6:00 pm – 7:00 pm	Opening Reception

Monday, February 28

7:00 am – 7:00 pm	Registration
7:00 am – 7:50 am	Breakfast
8:00 am – 9:00 am	Business Session
9:00 am – 9:50 am	Committee Reports
10:00 am – 12:00 pm	Government Affairs Speaker (TBD)
11:00 am – 1:30 pm	Companion Program (includes lunch)
12:15 pm – 1:15 pm	Delegate Lunch
12:15 pm – 1:15 pm	Board Lunch Meeting (New BOD)
1:30 pm – 3:00 pm	Panel Discussion - Antitrust
6:30 pm – 7:30 pm	Networking Reception
8:00 pm – 10:00 pm	"Dine around" at various restaurants

Tuesday, March 1

8:00 am – 8:50 am	Breakfast
9:00 am – 9:50 am	Associate Member Business Session
10:00 am – 12:00 pm	Ed Barlow – Futurist Presentation
12:15 pm – 3:30 pm	Working Lunch/Strategic Issues Roundtables
7:00 pm – 10:00 pm	Theme Dinner with entertainment @ Saloon

Wednesday, March 2

Golf Tournament	Times and details TBA
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Other News

Coming Soon! A New and Improved www.wasda.com!

The WASDA Marketing Committee, in partnership with the WASDA management firm of Fernley & Fernley, is in the process of redesigning the WASDA website. The greatly expanded site, slated for completion in early 2005, will deliver helpful, timely information to WASDA members and prospective members, as well as those interested in learning more about the waterworks industry.

The new site will include:

- General information on the history, mission and background of WASDA.
- An online membership directory
- Details on benefits of membership and how to join
- Listing of industry and WASDA events
- Industry news
- A members only section, featuring information from WASDA committees, meeting, statistics and regular benchmarking surveys.

This new site will establish a significant marketing presence for WASDA and serve as a vehicle for educating prospective members about the value of joining our industry organization. It will also serve as an excellent resource for WASDA members, making it easy to access information about association activities and programs. One of the most exciting components will be the members only section, which will feature an innovative forum where members can participate in regular business benchmarking surveys.

Watch your mail for information on the new www.wasda.com - coming your way soon!



WASDA to Meet in San Antonio... Deep in the Heart of Texas

San Antonio, the eighth largest city in the U.S. and site of the 2005 WASDA Conference, boasts a rich history as a crossroads and a meeting place. Sounds and flavors of Native Americans, Old Mexico, Germans, the Wild West, African-Americans and the Deep South mingle and merge. The city is renowned for its vibrant heritage and traditional charm, as well as its modern, cosmopolitan flair.

Easy to reach

With its central United States location, San Antonio is convenient from most major cities. The San Antonio airport, served by all major airlines and offering many non-stop, direct flights, is located just eight miles from downtown San Antonio and the WASDA 2005 convention host hotel – La Mansion de Rio.

Lots to see and do, in a perfect setting

The Alamo, the most famous spot in Texas, is located in the heart of San Antonio. There are also many other historical attractions that celebrate the Texas, Germanic, Native American and Spanish heritages that make up San Antonio.

The city and surrounding areas feature parks, botanical gardens, a zoo, aquarium and a variety of outdoor activities.

The pride of the city is the Riverwalk (Paseo de Rio), the three-mile stretch of lush green foliage and peaceful river, accented by unique shops, restaurants and nightclubs.

As an added bonus for WASDA Convention attendees, temperatures in March in San Antonio average 72°, with very little rain.

La Mansion Del Rio

La Mansion del Rio embodies the best of this vibrant city – old world charm and international elegance. Beautifully situated downtown on the San Antonio River, the hotel is walking distance from the Alamo and all downtown attractions. The hotel features all traditional amenities as well as a fitness center, business center, pool and three restaurants.

Watch your e-mail for complete details and registration information on the upcoming WASDA 2005 meeting.

Association News

In Memoriam

WASDA offers condolences and fond remembrances of two newly deceased long-time Association members.

Loretta Blair Simmons

Founder of Blair Supply Corp.

Lee Lawton

Founder of Red Hed Supply, Inc.

Welcome New Members

WASDA is pleased to welcome the following new members:



Distributor

Dakota Supply Group, Sioux Falls, SD

Manufacturer

Christy Concrete Products, Fremont, CA
Clow Valve Company, Oskaloosa, IA
Fast Fabricators, Inc., Bloomfield, CT
G.P.K. Products, Fargo, ND
HARCO Fittings, Lynchburg, VA
James Jones Company, El Monte, CA
J-M Manufacturing Co., Ltd., Livingston, NJ
Kennedy Valve, Elmira, NY
Lowell Corporation, Worcester, MA
M & H Valve Co, Anniston, AL
Tripac Fasteners, Corona, CA
Wheeler-Rex, Ashtabula, OH

Calling for Emeritus Members

Do you know a former member of WASDA who is retired but still has much to offer the industry? Nominate them for Emeritus Membership! As an Emeritus Member, these individuals can participate in WASDA meetings and continue to bestow their industry-related wisdom to the membership. These honorary members may also check the pulse on the happenings of WASDA through Connections.

Calendar of 2005 Industry Events

The Distribution Group (TDG)

January 13-15

National Association of Pipe Fabricators (NAPF)

February 6-9
San Diego, CA

National Utility Contractors Association (NUCA)

February 8-12
Walt Disney Dolphin Resort
Orlando, FL

WASDA Annual Meeting

February 27-March 2
La Mansion del Rio
San Antonio, TX

New England Water Works Association (NEWWA)

Spring Exposition
April 5-7
Location TBD

AWWA Annual Conference & Exposition (ACE)

June 12-16
San Francisco, CA

Water Environment Federation (WEF)

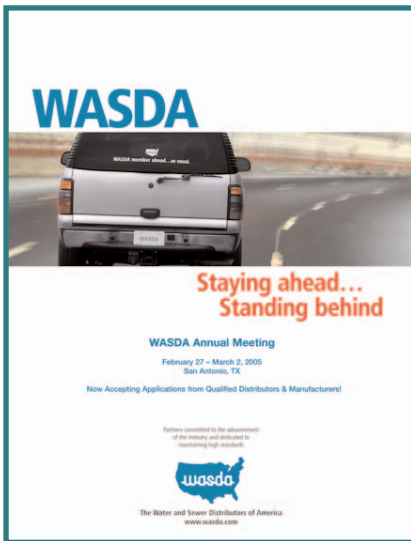
WEFTEC.05
October 29 - November 2,
Washington, DC.



Association News

Display Your Pride in WASDA Membership!

Promote your pride in WASDA membership! Communicate your commitment to excellence and professionalism in the waterworks/wastewater industry by proudly displaying WASDA posters, bumper stickers and window stickers.



Posters - Use in offices, warehouses and storefronts (\$1.65 each)

Bumper Stickers - Use on trucks, forklifts, etc (.43 each)

Window Stickers - Use on company vehicles, including sales department vehicles (.66 each)

A supply of each of these marketing

items was mailed to all WASDA members. If you have not received yours, contact headquarters at 215/564-3484. Order forms were also sent to members. To order more:

- Mail your form with payment to: WASDA, 100 North 20th Street, 4th floor, Philadelphia, PA 19103-1443
- Fax your form with credit card information to headquarters at (fax) 215/963-9785
- Call headquarters at 215/564-3484.
- Allow 10 business days for delivery.
- Add \$5.00 to all orders for ground shipping and handling.

Investing in the Future: Stager Fund Contributors Keep Scholarship on Track

On behalf of the Board of Directors of the Matt Stager Memorial Scholarship, appreciation and recognition is graciously extended to the following donors:

Founders (\$10,000 or more)

National Waterworks, Inc.
Water and Sewer Distributors of America (WASDA)

Patrons (\$1,000 - \$4,999)

Davies-Northern Water Works
Mueller Co.
Water Works Supply Corp.

Benefactors (\$50 - \$999)

H.R Prescott & Sons, Inc.
Hancor, Inc.
Schulte Supply, Inc.
Utility Supply Company
Water Works Supply Co., Inc.



Price for Success: A Practical Guide for Improving Margins in Wholesale Distribution

Price for Success: A Practical Guide for Improving Margins in Wholesale Distribution is a unique resource guide on pricing for distributors interested in driving higher margins. The price is \$89 for members of NAW member associations (like WASDA). To learn more about this and other publications available from NAW, visit them on the web at www.naw.org.

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 • Lindsay Groff • 215-963-9785