

Great Attendance, Productive Sessions Mark 2005 Fall Meeting

Networking Opportunities, Partnership Forum Receive High Marks

Chicago is definitely WASDA's kind of town! The 2005 Fall Meeting in the windy city generated record attendance, with over 300 participants gathered for an intense networking and educational forum.

"Another great meeting. No other organization/meeting provides me with a greater bang for the buck!"

With almost 90% of the attendees rating the meeting as "very good" or "excellent," it's clear that participants were not disappointed in the take home

value of this industry event. The contact table program (Partnership Forum) was cited as a highlight of the meeting, as distributors and suppliers embraced the opportunity to discuss business issues in this face-to-face, focused forum.

Meeting attendees also valued the informal networking that was available through the opening reception and dutch treat dinners. The city of Chicago, with a rich array of restaurants and places to see, offered a perfect setting for members to socialize and network with industry colleagues.

"Keep up the good work. Membership and the committee programs are growing and getting stronger. WASDA is on the move!"

The WASDA Business Session was an opportunity to discuss association issues and upcoming initiatives.



The committee reports confirmed the many ways that WASDA serves members and benefits the industry, as committee chairs outlined the many dynamic programs that the association will carry out in the coming months. (For more news from the committees, see the committee corner on pages 4 and 5).

"The current program is working very well."

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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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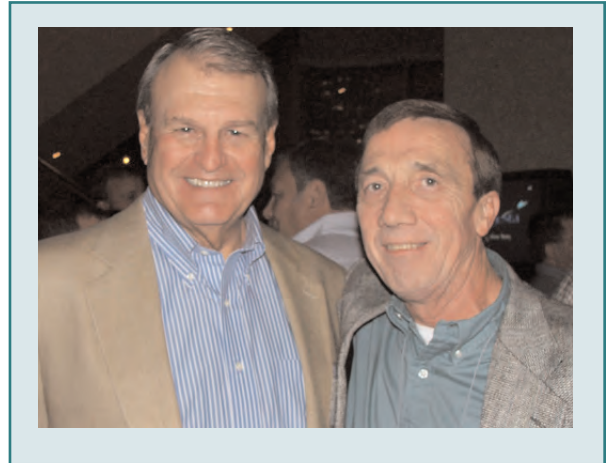
Annual Meeting Recap

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Attendees got a chance to unwind from the intense business agenda at the closing Monday night dinner. Entertainer Skip Griparis ended the meeting with a bang as his one-man musical comedy show left the audience

“Excellent forum. Excellent contact table programs. Probably the best meeting of this type that I have attended.”

laughing and calling for an encore. It was a perfect ending to a great meeting!



The 2005 Fall Meeting was definitely a winner for WASDA, and participants will continue to reap the benefits of the meeting’s extensive business networking.

Take advantage of the next opportunity to meet with fellow members as WASDA gathers for the 2006 Annual Meeting, to be held February 26 – March 1 in Scottsdale, Arizona. (For a complete schedule for the Annual Meeting, see page 7).



Welcome New Distributor Members!

COMPANY

Premier Utilities and Service, Inc.
 Pipelines, Inc.
 United Water Works, Inc.
 National Meter & Automation, Inc.
 Rexford Albany Municipal Supply Company Inc. (RAMSCO)
 Resource Utility Supply Company

CITY

Mableton
 East Liverpool
 Ottawa
 Centennial
 Watervliet
 Lemont

STATE

GA
 OH
 KS
 CO
 NY
 IL

Welcome New Associate Members!

COMPANY

Specified Fittings, Inc.
 Underground Solutions
 Advanced Valve Technologies, LLC
 Cambridge Brass
 JCM Industries, Inc.
 Pacific States Cast Iron Pipe Company
 Pipeline Seal & Insulator, Inc.
 The Henry Pratt Company
 Olympic Foundry, Inc.
 Wilkins, A Zurn Company
 Singer Valve Inc.
 Hersey Meters
 AMCO Water Metering Systems Inc.
 Atlantic States Cast Iron Pipe Company, Inc.
 Cascade Waterworks Manufacturing Company

CITY

Bellingham
 Sarver
 Grand Rapids
 Cambridge
 Nash
 Provo
 Houston
 Aurora
 Seattle
 Fresno
 Surrey
 Cleveland
 Ocala
 Phillipsburg
 Yorkville

STATE

WA
 PA
 MI
 ON
 TX
 UT
 TX
 IL
 WA
 CA
 B.C.
 NC
 FL
 NJ
 IL

Message from the President

Greetings,

Downtown Chicago in October, the White Sox in the Series, and the WASDA Partnership Forum... If you weren't there, you missed an opportunity. Two days packed with excitement and opportunity—this is what WASDA is all about. If you didn't leave Chicago with something to take back to your business you weren't where I was.

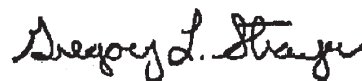
The Partnership Forum is over and we're all back to the daily grind. The recently finished Forum was the highest attended WASDA event ever! Over the last three years, this has become the premier event for both Distribution and Manufacturing. We've asked for and received excellent participation and feedback from our post-meeting survey. This information will help make this event bigger and better in the future. If you haven't taken the time to do the survey, I urge you to do so.

As WASDA continues to evolve and grow, we must work together to strengthen the organization. Each member needs to step up and contribute in some way, be it big or small. Every small piece is part of the big puzzle that makes up WASDA. I cannot stress how valuable your input is. Take the time to participate; it will be worth it.

As the year closes out and we head toward the holidays, it's time to think of Scottsdale in February. The Annual Meeting will be held February 26 to March 1. The Program Committee has assured me it will be warm. This is a time of year when we're not so busy, many of us bring our spouse or significant other, the pace is a little slower and the networking opportunities are more abundant. Plan now to include the WASDA Annual Meeting in your spring plans. I look forward to seeing you there.

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

Greg Strayer
WASDA President



Calendar of 2006 Industry Events

WASDA Annual Meeting

February 26 – March 1

The Scottsdale Plaza Resort, Scottsdale, AZ



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

Greg Strayer
Mike Dooley
Dave Yoder
Lindsay Groff
Suzanne C. Pine

President
President-Elect
Treasurer
Executive Director
Management Liaison

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Phone: (215) 564-3484, Fax: (215) 963-9785, or E-mail: wasda@fernley.com.

Committee Corner

Management Information Committee

The Management Information Committee is in full swing following the fall meeting in Chicago. We recently completed our initial set of Frequently Asked Questions (FAQ's) and they were submitted to the Board of Directors for review. You will find them on the website soon.

Upcoming work includes distributor member surveys regarding increased participation in the annual statistical survey, with a goal of 50% of the distributor members completing the survey by 2007.

We will also be working with Peter Krainock in gathering some nationwide volume statistics for his upcoming work in Government Relations. As always, please contact me if you have information we need to get out to our membership.

Dave Putnam
Management Information Committee Chair

Marketing Committee

The Marketing Committee continues to work on upgrading the evolving WASDA website, "The Power of D" brochures and an "elevator speech". Our Strategic Goal for 2006 is to begin advertising WASDA through certain trade publications. We feel we should begin to roll these out in regional & state publications first. The concept behind advertising will be to promote doing business with WASDA member companies. We feel that this approach will give WASDA greater visibility in the industry and encourage qualified non-member companies to take a closer look at joining WASDA.

We also are developing signage for WASDA members to use at trade shows, and encourage all members to use the WASDA logo in correspondence, offices and anywhere else it can generate interest from the industry.

Thank you,

Mike Dooley
Marketing Chair

Membership Committee

Please join me in welcoming our new members. (The list of new members since the last issue of Connections is on page 2)

If you know someone who is interested in joining WASDA, please contact me or one of the other committee members for help. We have resources available to recruit new members.

Our committee met while we were in Chicago at the partnership forum. We have several ideas on how to grow our membership. If you have an idea, question, or comment pertaining to the membership committee, please feel free to contact me or one of the other committee members. In addition, if you would like to help on our committee, please contact me at 618-656-8383 or JohnSchulte@SchulteSupply.com.

Our membership as of today is as follows:

	Mar/05	Oct/05	
Distributor members	60	66	+10%
Manufacturers	<u>52</u>	<u>73</u>	<u>+40%</u>
Total	112	139	+24%

The membership committee would like to request that all members help with our effort to get the WASDA name out in the public view. We need our members to use the WASDA logo on as many company documents as possible. This includes, but is not limited to our letterhead, business cards, calenders, print ads, line cards. Let's get the logo on as many things as possible. You can also use the bumper stickers and posters supplied by the marketing committee. If anyone needs art ready copies of the WASDA logo, please contact WASDA headquarters.

Thanks you all for your efforts,

John Schulte
Membership Chair

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WASDA Board Elections

The Leadership Committee, which consists of Ed Morrison, Terry Dotson, Wally Shields, Ron Vasko and Rich Old, is pleased to submit the following nominees for the position on the 2006 – 2007 Board of Directors:

*Peter Krainock
Edward Nugent
Dave Yoder*



Complete candidates 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: Peter Krainock
Company: American Water Works International, Division of American International Supply Inc.

Background in the Industry, including your role within the company

I am both CEO of American International Supply and President of American Water Works International, a company I started in 1986. I have been involved in the sales and distribution of pipe, valves and fittings for international water projects since the middle 1970's. Our organization manages international sales and distribution for some of most well known manufacturers in our industry.

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

I think WASDA's value to its membership is a moving target. We have gone from an organization of distributors who networked with each other a few times a year to becoming an alliance of manufacturers and distributors who want to see major issues discussed and addressed.

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

WASDA has to strive to provide value for its membership in order to grow and continue to be relevant. The

next two years will determine whether or not WASDA can morph into a powerful organization with a clear mission.

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

I would like to think that one of my strengths is my ability to listen to a number of diverse opinions and views and at the same time provide leadership so that progress is made at every gathering.

Name: Edward D. Nugent
Company: Utility Supply Company

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

I began my career in waterworks distribution as summer help in our warehouse. After learning the accounting and bookkeeping, I was promoted to inside sales, then outside sales. I then became sales manager. Having bought the company in 1997, I can truly say I have pretty much done every job we have in this organization. It gives you a very well rounded perspective of the firm. Today as owner, I would consider myself to be very hands on.

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

The primary benefit WASDA provides for its' members is the ability to meet and network with other distributor and now manufacturing members of the organization. By facilitating the opportunities for open discus-

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WASDA Board Elections

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sion and setting up structured meetings, WASDA is the avenue for any meaningful change in the water and sewer industry.

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

WASDA needs to continue to make sure the existing members are getting value for their membership. Either by adding even more value to meetings or other offerings and or tackling some of the tougher issues that face the industry today and in the future.

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

This industry has been very good to me as I am sure it has been very good to most all of you. I want to help guide this organization into the future. While I do not think we can forget where WASDA was some 25 years ago, our industry is changing rapidly. We need to

embrace the changes and make sure WASDA continues to prosper. I would be very honored to serve on the board of directors of WASDA.

Name: Dave Yoder
Company: Ohio Water & Waste Supply Co., Inc.

My name is Dave Yoder and I am running for a second term on the Board of Directors of WASDA. The past three years that I have spent on the board have been very exciting with the changes that have been made to our organization. From the Strategic Visioning Task Force providing goals, to the restructuring of committees to allow all WASDA members to participate, to the admittance of manufacturers as associate members, this time has seen many and dramatic changes. I would like to continue to be a part of the decision making process.”

Committee Corner *continued from page 4*

Publications Committee

The Publications committee is very pleased to announce that the WASDA Board of Directors approved the funds needed to start a WASDA lending library. The idea for the library was started from a prior presentation about antitrust guidelines. There is a video called “The Price” (the first video available from our library) that was recommended viewing. The video tape was quite expensive, so the seed was planted for the lending library. We hope to continue to grow this library into another member benefit for all our members. If anyone has another idea of a good industry video please let Sam Peirce or Lindsay Groff know about it. We can then review it and hopefully add it to the collection. We will post any new videos on the website when they become available.

Please remember to submit any new information about your company to Headquarters on the form in each Connections. We are always looking to keep our members informed about what is going on in our industry.

Thanks you for your time and efforts,

Sam Peirce
Publications Committee Chair

Strategic Visioning Task Force

Early Sunday morning (7:00 a.m.) on October 23, 2005, fifteen dedicated WASDA members and staff met to reconvene the SVTF. We went over previous meeting notes and assumptions to validate our earlier work. The group decided that we needed a better statement of WASDA’s Value Proposition for members. These Values will be the foundation of WASDA’s future. We realized that each value has many components and they all need to be discussed at length to provide true value to all members. The four “boulders” of our value proposition in no particular order are:

- Access
- Education
- Information/Communication
- Networking

The SVTF looks forward to the challenging task of further defining these Values and developing action plans to make WASDA membership valuable for all members.

Mike Dooley
SVTF Committee Chair

2006 Annual Meeting

Plan to Attend the 2006 WASDA Annual Meeting

February 26 – March 1
The Scottsdale Plaza Resort
Scottsdale, AZ

What Would You Do with An Extra Hour A Day?

In today's fast paced business climate, technological innovations are driving commerce at lightning speed. Waterworks distributors and suppliers are driven to accomplish more, faster, than ever before. We can't change the clock or the calendar, so how exactly do you get time on your side?

The 2006 WASDA Annual Meeting will help you identify new ways to run your business more efficiently and prof-



itably. A time management seminar will outline proven steps to increase productivity, empowering you to truly do more, in less time. In addition, a thought provoking seminar on "Amazing Face Reading" will provide new insights on how to better "read" your customers, suppliers, employees, potential employees and other that you deal with every day. You'll be amazed to hear how looking at the people you interact with on a daily basis in a "new way," can make your meetings more meaningful and productive.

The meeting will also feature a government relations update, with up to the minute news on laws and regulations impacting the waterworks industry and the business community. This information will be vital to help your company plan for success in the coming year.

As always the meeting will feature an abundance of networking opportunities through social events and association activities. This is an excellent opportunity to meet with industry colleagues in a relaxed, informal setting.

Scottsdale will provide a perfect setting for the 2006 Annual Meeting. With over 300 days of sunshine a year and February temperatures in the mid-70's, this desert oasis offers an excellent way to get away.

For your travel convenience, Scottsdale is easily accessible via two airports, Phoenix Sky Harbor International and Scottsdale Municipal. Serviced by 23 major airlines and three commuter airlines, Sky Harbor International has more than 1,500 flights arriving and departing daily and provides nonstop service to more than 105 destinations worldwide. Sky Harbor International is located in Phoenix, just 15 minutes southwest of Old Town Scottsdale. Scottsdale Municipal, located in north Scottsdale, offers complete services for corporate jets and charters.

Watch your e-mail for complete details on the 2006 Annual Meeting. Also visit the website for continual updates at www.wasda.com.

Schedule of Events **As of 11/10/05** *Subject to Change*

Sunday, February 26

8:00 am – 10:00 am	Strategic Visioning Task Force
10:00 am – 2:00 pm	Board Meeting and Working Lunch
2:00 pm – 7:00 pm	Registration
2:30 pm – 4:30 pm	Committee Meetings
5:30 pm – 6:00 pm	First Timer's Reception
6:00 pm – 7:00 pm	Opening Cocktail Reception
7:00 pm – 10:00 pm	Dinner on own

Monday, February 27

7:30 am – 7:00 pm	Registration
7:30 am – 9:30 am	Committee Meetings
10:00 am – 12:00 pm	Business Session
12:00 pm – 1:30 pm	Lunch for delegates
12:00 pm – 1:30 pm	Board Working Lunch
2:00 pm – 5:00 pm	<i>Time Management - Steve McClatchy</i>
6:00 pm – 7:00 pm	Cocktail Reception
7:00 pm – 11:00 pm	Dutch Treat Dinners

Tuesday, February 28

7:30 am – 8:30 am	Full Breakfast
8:30 am – 11:30 am	<i>Jade West/Government Relations Update</i>
11:30 am – 1:30 pm	Lunch on own – Free Time
1:30 pm – 5:00 pm	<i>Amazing Face Reading – Mac Fulfer</i>
6:00 pm – 9:00 pm	Group Dinner at hotel

Wednesday, March 1

8:00 am – 1:00 pm	Golf Tournament (with box lunch)
1:00 pm	Adjourn

WASDA Meeting Registration

Stronger...better...faster!

Starting with the 2006 Annual Meeting, it will be easier than ever to register for WASDA events! WASDA's new online registration system will allow members to register electronically at the website—www.wasda.com. This convenient, easy to use process will save you time, reduce your paperwork and increase the efficiency and accuracy of the process at headquarters.

- All registration forms will be electronic—no need to print and fax or mail in your form (note that printing and faxing/mailling is still an option for those that prefer that method).
- Information from the electronic registration will tie directly to the WASDA member database. So current members only need to enter their name; the online process will fill in the address and other contact information. This will be especially helpful when registering several attendees from one company. This will also ensure that information is accurate and any updates to your member listing are immediate.
- Registrations will be processed in “real time,” meaning that you can register online when it is convenient for you—at home, on the weekend, etc. No need to wait for business hours for your registration to be processed.
- Users will receive electronic confirmation for all registered events.

When you receive your e-mail notification that the 2006 Annual Meeting is online, you will see the simple steps for registering online. While printing and faxing or mailing the forms will still be an option, all members are encouraged to take advantage of this quick and easy online process!

This new innovation, which will be used for all WASDA events going forward, was approved by the Board at the Fall Meeting. It demonstrates their commitment to making it easy and convenient for members to take advantage of WASDA programs.

Check it out soon at www.wasda.com!

WASDA Members Speak – Leadership Listens

Response to Strategic Visioning Survey Helps Map a Plan for the Future

The Strategic Visioning Committee recently issued a member survey to collect member feedback on the format of WASDA Meetings. The survey, with responses from 81 members, confirms that WASDA is basically on track with many current plans, and offered some suggestions for improvement.

Key points of the survey include:

- Over 75% of respondents agree that WASDA should proceed with two meetings (the Fall Meeting/Partnership Forum and Annual Meeting), as opposed to the three meeting structure of previous years (when the Partnership Forum and Fall Meeting were separate events).
- There was little support for the concept of regional meetings, with only 18.5% of respondents confirming that this would be of interest to their companies.
- Respondents were divided on the question regarding the format of the Annual Meeting. The majority (41%) voted for an “Extended Day Schedule,” featuring 3 days of meetings in the morning (afternoons free) and a day for golf. Thirty-eight percent favored the “Full Schedule” with two full days (8:00 a.m. – 5:00 p.m.) of meetings and one day of golf. Thirty-three percent of respondents voted for a “hybrid schedule,” with two days of meetings running from 8:00 a.m. – 3:00 p.m. and a day for golf.
- Regarding golf at the Annual Meeting, the preference among voters was for golf to be held on the last day.
- As to the location for the Fall Meeting/Partnership Forum, a slight majority voted to move the location around the country for variety's sake. In recent years it has been held in the middle of the country for convenience.

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