

## Message from the President



### Greetings,

The Partnership Forum is now but a memory and news tasks are added to our "to do lists" with new contacts and commitments from productive meetings. The attendance at the Forum was great with over 300 attendees in downtown Denver. Denver and the Grand Hyatt offered a great venue for this

year's Partnership Forum. We immediately felt welcomed and the service level at the hotel was excellent. The Broncos game was a nice bonus for the many that were able to attend the game Sunday afternoon. The weather was great until Tuesday afternoon. With temperatures of 75 one day and snow the next, it almost felt like upstate New York. More than two days of excitement and opportunity proved what WASDA is all about. If you didn't leave Denver with some take-home value, then I would be shocked. Please congratulate the Program Committee and Fernley & Fernley on continuing to make the WASDA Partnership Forum the premier event for Distributors and Manufacturers in our industry. Your tremendous response to the post meeting survey proves this boastful fact.

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 small or large. 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.

I would like to also thank the entire membership for their concern, good wishes, encouragement and prayers for my wife's return to health. While she is still in the hospital as of this writing (11/2), we are hoping to bring her home soon.

As the year comes to a close and we rush toward the holidays, its time to think of Marco Island in February. The Annual Meeting will be held February 25th to 28th. The Program Committee has worked very hard to provide a dynamic and diverse program. This is a time of year when we're not as busy, many of us bring our spouses 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 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  
WASDA President

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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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## Save the Date!

2007 Annual Meeting  
Marco Island Marriott Resort & Spa  
Marco Island, FL  
February 25 – February 28, 2007  
Look for more details for this and all meetings at [www.wasda.com](http://www.wasda.com).

2007 Fall Meeting & Partnership Forum  
Renaissance Chicago Hotel  
Chicago, IL  
October 7 – 9, 2007

2008 Annual Meeting  
Hilton LaJolla Torrey Pines  
LaJolla, CA  
February 24 – 27, 2008

# WASDA Celebrates a Successful Fall Meeting & Partnership Forum

By Trish Sherrick, Meeting Planner

The WASDA 2006 Fall Meeting & Partnership Forum kicked off on Sunday, October 15th with delegates sauntering to the registration desk after spending a balmy day at the golf course and winded down on Tuesday night under the cold, gray skies that brought Denver's first snowfall! But even with its unpredictable mountain climate, Denver had something for everyone, not least of which was another extremely well attended Partnership Forum.



WASDA's 305 meeting participants were comprised of 49 distributor companies and 75 manufacturer companies. Attendees overwhelmingly cited the numerous networking opportunities and open dialogue, fostered by the contact table appointments, as the two biggest take home benefits to attending the WASDA Partnership Forum. Discussing business in a face-to-face forum proved to be an efficient use of time and money, delivering value that extends throughout the year.

Networking did not end when the appointments came to a close. Informal business continued at the cocktail receptions. But don't think it was all work and no play... the Bronco's football game took center stage on the larger than life TV screen at the welcome reception. After cocktails, delegates enjoyed free evenings to explore the nightlife and fine restaurants of downtown Denver with old friends, colleagues, and future business partners.

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.

"Because of this meeting, we will be bigger, more profitable and supporting the growth of the market in a healthy proactive process that benefits all business."



"It was my first trip. I didn't know what to expect. I felt my time was well spent and I got a lot from this meeting."



# Committee Corner

## Associate Member Committee

The Associate Members enjoyed valuable face time with many Distributor Members at the Fall Meeting & Partnership Forum in Denver. Thank you for your attendance at the business session where the membership voted on the new term of the Associate Director. Please plan to attend the 2007 Annual Meeting in Marco Island and note that there are free afternoons to use as you wish.

**Walter Cooper**

Associate Member Committee Chair

## Government Relations Committee

It's no secret that many Americans are dissatisfied with Congress. In USA Today's most recent poll, only 37% of those surveyed approved of the way Congress was doing its job. The Clean Water Trust Act, introduced by Rep. Jim Bunning early this year, failed to gain any traction at all despite being universally lauded as a great first step in addressing our nation's infrastructure needs.

Once the aftershocks from the November election have died down, the WASDA Government Relations Committee will hold several teleconferences in order to discuss strategy prior to our meeting on Marco Island. Stay tuned and be prepared to act!

**Peter Krainock**

Government Relations Chair

## Membership Committee

The Membership Committee would like to welcome all of our new members and say thank you for joining WASDA. For the rest of our membership, we would like to thank you for renewing your membership and continuing with WASDA for another year. Currently, we have 70 Distributor Members and 78 Associate (manufacturer) Members. We have exciting new programs in place and more coming down the pike.

The Membership Committee would like representatives from both member types in each area of the country, especially on the west coast. We need volunteers to help us in each locale. If you would be willing to help in your area and/or be part of the membership committee, please contact me at (618) 656-8383 or [JohnSchulte@SchulteSupply.com](mailto:JohnSchulte@SchulteSupply.com).

Our next meeting will take place during the Annual Meeting. This meeting is one of our best functions for interaction between members in a social setting. If you know of someone who is interested in joining WASDA, contact a committee member or me. We have resources available to recruit new members.

**John Schulte**

WASDA Membership Committee Chair

## Program Committee

The Fall Meeting and Partnership Forum proved to be quite successful, with over 300 attendees and 90% of the survey respondents rating the meeting a 4 or 5 for value to their business. The Program Committee is now reviewing the survey results for ideas that can be incorporated in future meetings.

Arrangements for the 2007 Annual Meeting in Marco Island, Florida on Feb. 25 -28 are now being finalized. The meeting schedule should allow plenty of time for networking as well as top tier speakers, Michael Marks and David and Lyric Hale. Top-notch entertainment will be provided by Capitol Steps, following the banquet.

The 2007 Fall Meeting and Partnership Forum will be held at the Renaissance Hotel in downtown Chicago. The dates are October 7 - 9, 2007.

The 2008 Annual Meeting will be held in La Jolla, CA at the Hilton Torrey Pines.

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

## Publications Committee

The Publications committee is working on several different things for WASDA members. Our report in Denver from last month indicated that we are working to streamline the WASDA Directory by limiting the company listings of branch locations while still providing key information for the corporate office. This is an attempt to continue to put more useful information into the Directory while making it easy enough to carry along with you. Please let us know if there is something you would like to see in the Directory.

We are still looking into a WASDA lending library for the use of each member. We are uncertain whether this will take shape in the form of instructional videos, printed material or an online resource library. We are even looking into joining up with another trade association in some form to take advantage of their vast library of material.

Finally, we will be looking to improve on the 2007 Statistical Survey in an attempt to increase participation and make the information even more useful to the distributor. The committee is exploring the idea of having a speaker break down a portion of the survey at a future meeting to maximize the benchmarking data included in your return survey. As always, we look forward to your input for our publications. You can see the immense array of topics we cover in this corner or at WASDA in general. Please send us your relative information and expertise so we can maximize our impact. I look forward to hearing from you in the near future.

**Dave Putnam**

Publications Committee Chair

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## Strategic Visioning Task Force

I am pleased to announce that the WASDA Board of Directors has approved the Strategic Visioning Task Force's recommendations to proceed on accomplishing our priority objectives in 2007. These objectives will be the Board and other committees' focuses for 2007 and are as follows:

### WASDA PRIORITY OBJECTIVES

- 1) Offer members a range of relevant, useful information resources via the website and other means. Resources should include training materials, business forms and templates, member "quick polls" and other items of value to members.
- 2) Provide top quality Annual Conference (Spring) programs that address issues critical to waterworks business owners.
- 3) Engage a higher percentage of members in WASDA committee work, thereby reducing the time required of current volunteer leaders and obtaining broader, more diverse input and viewpoints.
- 4) Target and recruit a higher number of distributor members representing all geographic areas and new independent distributors.
- 5) Create positive image and greater awareness of WASDA within the industry and among end-users and the public.

Quite a task ahead but we can accomplish these objectives with everyone's help.

**Michael Dooley**  
Strategic Visioning Task Force Chair

## Welcome New Members

Baker Utility Supply Corp.  
Victaulic Company  
Cherne Industries  
Kenko Utility Supply  
Boehmer Bros. Utility Supply  
Techline Pipe, LP  
Serampore Industries  
    dba SIP Industries  
Faulkner Pipe  
Royal Pipe Systems

## WASDA Slate of Nominees

**Name:** Deron Johnson  
**Company:** Dana Kepner Company, Inc.

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

I have been in the waterworks industry for nearly ten years after nine years in the chemical manufacturing industry. I have served in varying capacities of management at Dana Kepner Company, Inc.

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

WASDA provides a platform for its members to share ideas and communicate common goals.

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

Value and education for its members.

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

I feel that after serving three years on the Board, there has been significant progress in providing value and strength for its members. I wish to build upon that for another three years.

**Name:** Kevin M. Murphy  
**Company:** Ferguson Waterworks

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

I grew up in a family owned business, Midwest Pipe & Supply, headquartered in Columbus, Ohio. I served multiple roles throughout the years from delivery through accounting through

ownership/general management. We sold the business to Ferguson Enterprises, in 1999 at which time I served as general manager for the Ohio Waterworks business. In 2001 I assumed responsibility for P&L and strategy for our Northeastern U.S. Waterworks business. In 2005, Ferguson and our parent company, Wolseley, were kind enough to ask me to oversee the Waterworks business for the North American continent.

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

I believe that WASDA's functions should balance against; how do we advance the wholesaler's role in the supply chain, how do we better manage our assets (human and financial) and how do we expand our markets/funding of infrastructure projects.

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

We should concentrate on government relations, in conjunction with our vendor community, to advance the visibility and funding for municipal infrastructure projects. I believe that we should concentrate on helping our membership to more efficiently manage our assets.

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

I want to be involved in promoting our place in the supply chain. Ferguson is completely devoted to wholesale supply of construction materials and is committed to the water and sewer business. We want to advance the wholesaler's role in the channel and help to make our industry more efficient. I want to be involved in bringing visibility to how under-funded our water and sewer infrastructure is in the United States.

**Name:** Sam Peirce  
**Company:** H.R. Prescott & Sons, Inc.

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

My family purchased H. R. Prescott & Sons over twenty years ago. Since then I have worked in every possible capacity at the company from warehouse to inside and outside sales. In 2002 I became the President of H.R. Prescott & Sons and serve that position today.

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

I have served on the SVTF for many years now. The SVTF has identified that WASDA benefits its different members in many different ways. The overwhelming benefit that I see is "access". This "access" between ALL our members has been the cornerstone of WASDA and I see it continuing that way in the future. WASDA has become a more powerful and effective Association in this industry since we have extended this "access" to our manufacturer members.

## Superior Court Decision Backs Proprietary Bid Specification

*Adapted and submitted by Dave Putnam*

In a Massachusetts Superior Court Decision handed down in May 2006, the court denied an injunction brought against a local municipality who was sued for writing a proprietary hydrant specification. The town had written a proprietary hydrant specification accepting only one hydrant model for installation on a recent furnish and install contract. The contract involved installation of 34 hydrants in the town of Tewksbury, MA.

In the lawsuit, the plaintiff claimed that the town bid specification was in violation of Massachusetts Bid Statutes 30B and 39M, and thus failed to create an open and honest competition with all bidders. In the courts decision, it was clear that the municipality does have the right to specify a proprietary product under Ch30B, especially when the town provides prior research to back up this action. The town had proven that specifying one hydrant afforded them lower maintenance, training and procurement costs, and allowed them to move closer towards standardization.

This decision gives the distributor the opportunity to work more closely with the municipal customer with regards to product and bid specifications. Many of our products come with distinct advantages to the end user, and this decision reinforces the sales efforts of the local distributor. If you would like more information on this decision, please contact Dave Putnam, Putnam Pipe Corp., Hopkinton MA.



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

The SVTF has determined five core values that WASDA needs to focus its attention on in the coming years. The Board of Directors approved and agreed with these core values. I believe that WASDA should work through the committee structure to see that these five values are addressed in the next few years. I also believe that WASDA needs to continue to focus on offering the most value possible for its many different members as it continues to grow and the marketplace continues to change. WASDA is very fortunate to be in a strong financial position, so we can focus on improving and growing.

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

Many years ago when I was very young in the industry I was pulled aside by a very well respected vendor in my area. He took the time to talk with me and explain that I needed to give back to my industry and not just look out for myself. He gave me a quote by Teddy Roosevelt that says just this. I still have that quote on my desk. The older I get the more I see that he was correct and I try to do as much as I can to give back to the waterworks industry that has been very good to me.

## Think Green

Technology continues to improve the way that we conduct both our professional and personal lives. Yet within the last decade the advancements in the efficiencies of these helpful items like cell phones, PDA's and computers have left us with old items that go to the landfill, deteriorating the quality of our ground water and air.

According to the EPA, in 1998 there were about 20 million outdated personal computers of which only 13 percent were recycled. This doesn't take into account out-dated computers used in businesses all over the country. With this startling statistic, we thought it would be useful to provide some suggestion on how to recycle your electronics.

- **Donate your old computers:** The 21st Century Classrooms Act allows large companies to donate their computer equipment to libraries, public and private schools and non-profit organizations. Your company will receive a tax deduction for the un-depreciated value of the equipment. Just make sure to get a written receipt and a completed Form 8283. For further details visit [techsoup.org](http://techsoup.org).
- **Donate your out-of-date cell phones:** Many of the big name cell phone providers have programs that get old phones into the hands of those that need it most, like victims of domestic violence or soldiers away from their families. Just be sure to clear all of your personal information from your phone. You can find information about where to drop off your phone and how to erase your personal data by visiting [www.wirelessrecycling.com](http://www.wirelessrecycling.com).
- **Recycle your electronics:** Check with your county office to find out what programs are offered to recycle old electronics. They will be able to provide you with the location of a drop-off center, TV repair shop or recycling company. Some electronic manufacturers are now accepting household and small business electronics for recycling.
- **Buy Green:** Be proactive in buying electronics that are "environmentally responsible." The EPA suggests looking for items that are made with less toxins, recycled parts, have the "Energy Star" label, utilize minimum packaging and have been endorsed by Swedish TCO or Blue Angel as being environmentally conscientious. [www.nrc-recycle.org](http://www.nrc-recycle.org) provides more information on how to buy green.

# 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**