WASDA’s 2008 Fall Meeting and Partnership Forum Heads to the Mile High City

By Trish Keppler, Senior Meeting Manager

This year’s Fall Meeting and Partnership Forum returns to the Grand Hyatt in Downtown Denver. With nonstop air travel to 140 U.S. cities, not only is Denver a convenient place to convene, but the city offers a wide range of things to see and do. The 16th Street Mall, located just a block from the Grand Hyatt, offers a variety of shopping and dining options. Even after a long day of meetings, there is no excuse not to hit the town with the heart of downtown just steps away from the hotel. A free shuttle is an added convenience that provides transportation up and down the mall promenade. Attend the meeting not only to experience Denver but also to take advantage of this members-only event to network, learn about what’s new in the Association and participate in the ever-popular contact table meetings.

Contact Tables
The contact table program is the focus of the meeting. It is the most cost-efficient opportunity for distributors and manufacturers to conduct business! Having key industry leaders all in one place dramatically reduces the time and cost to visit with each one individually. Networking has never been easier or more affordable with the opportunity to hold more than 40 meetings in one place! Distributors will be hosting the contact tables; however, both Distributors and Manufacturers are responsible for scheduling appointments with each other. Available appointment times are Monday, October 27 from 8:00 am–11:30 am and Tuesday, October 28 from 1:30 pm–5:00 pm. Please note that the 2008 Fall Meeting & Partnership Forum Advance Registration List is posted at www.wasda.com and will be updated weekly. You are encouraged to call your industry colleagues in advance of the meeting, even if they do not currently appear on the registration list. Chances are good that they will register shortly and you want to be the first appointment on their schedule. Each session is scheduled for 20 minutes. You can book double or triple time slots in advance if both parties agree.

Committee Meetings
WASDA will be hosting the following committee meetings in conjunction with the Partnership Forum. If you are not currently a member of any of these committees, but you are interested in possibly joining and learning more, you are certainly welcome to attend. We are always eager to have additional members involved in the important work of our committees! All committee meetings will be held Sunday, October 26. Please plan your flights accordingly if you would like to attend.

1:30 pm–2:30 pm: Program Committee Meeting
2:30 pm–3:30 pm: Government Relations Committee Meeting and Membership Committee Meeting (held concurrently)
3:30 pm–4:30 pm: Associate Member Committee Meeting and Marketing Committee Meeting (held concurrently)

Business Session/Committee Reports
In addition to the contact table program, WASDA will host a general business session at the Fall Meeting on Monday, October 27. Enjoy the chance to network over lunch and hear from the officers about what is going on with WASDA. Each Committee Chair will report on the status of the work of their committees. This is your chance to become engaged in all of WASDA’s activities.

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Greetings all,

I can’t believe it is already August and time for another edition of the Message from the President. It has been a different type of summer than we are used to over the past few years. The housing market and the slow economy have made most people change the way they do business in one way or another. Let’s hope things improve soon.

We have not met as a group since my last message, but that doesn’t mean activity has stopped with WASDA. Over the past few months, the committees have been very busy planning for the Fall Meeting & Partnership Forum in Denver and beyond. I would like to thank the members of the WASDA committees that work year-round to help make WASDA the strong association it is. It sometimes goes unsaid, but your hard work is always appreciated.

One committee has really done some great work in the past few months. The Marketing Committee, under the leadership of its new chair Jim Fuller, had a great show at the ACE08 in Atlanta. Many of our Manufacturer and Distributor Members were in Atlanta to see this success first-hand. I don’t want to steal too much of Jim’s thunder, but the booth and raffle were very well received. I would also like to thank Rebecca Mathis from Fernley & Fernley. Her professional approach in the booth was a great asset to WASDA. Please be sure to read Jim’s full report in the committee corner section.

The Board of Directors decided in La Jolla to bring back the Strategic Visioning Task Force (SVTF) at our meeting in Denver. The SVTF is made up of members that have a strong interest in helping to determine the future course of WASDA. You don’t have to be a member of the Board to help plan this course. We have hired a highly recommended facilitator to help us keep focused on all the issues that currently face WASDA Members. It should be a productive and eye opening experience. The SVTF is meeting Saturday, October 25 from 12:00 pm–5:00 pm; if you would like to participate, please contact Lindsay or Sarah for details.

One last little new member value in closing; the Government Relations Committee brought an interesting item to our attention last month; www.waternewsupdate.com. This electronic newsletter is very informative and points out the need for improved infrastructure in this country. Consider signing up for this update.

I look forward to seeing everyone in Denver for the Fall Meeting & Partnership Forum. I am sure it will be a great meeting. The hotel and its proximity to so many restaurants will make for a very convenient networking meeting. It’s just too bad that the Broncos will not be playing at Invesco Field that weekend. They are taking the week off after a tough Monday night loss in New England the week before we get there. Sorry Deron and Dave!

Sam Peirce
WASDA President
Committee Corner

Associate Member Committee
Mike Vore has been named Associate-Director Elect; a non-voting position that has been recently created by the Associate Member Committee. This individual will be the successor to the current Associate Director on the Board. Congratulations Mike!

The Fall Meeting is fast approaching; register early and start making those appointments! See you all in Denver!

Walter Cooper
Associate Member Committee Chair

Marketing Committee
We are very pleased with our complete marketing strategies and results from the ACE 2008 and consider our efforts a 100% success. Participation with this event did provide support to our vendor members that had booths, and was a very good investment by reinforcing to thousands of attendees what part in the business chain our members fulfill. As distributors with local inventories, along with manufactures that bring their products to market through distribution, this venue provided additional channels and opportunities to hear our story; this included many municipalities, water districts, and contractors. Here are the highlights of our success:

• New member focus was a primary purpose of attending as a supporter for the industry show and many of the displaying vendors saw our presence, visited our booth with many questions, and we had over 20 show interest in our organization. Out of this group we have had five new vendor members and two new distributor members added to our roster.

• Our “All Green” aluminum bottles were a big hit and a true booth stopper. We told our story to everyone that stopped by and scanned badges prior to receiving a bottle. Obviously we only got 545 scanned and gave away 1000 bottles but the event could not have been better for showing people our organization.

• WASDA offered vendors Starbucks coffee at the booth, which was a great way to drive traffic to our booth both before and during show hours. This coupled with the water station brought many attendees to learn more about our organization while we supported our vendors.

• The Best Buy card giveaway received a tremendous amount of traction as the show progressed. We heard from so many vendors that people were coming by their booth looking for a stamp. We have several ideas and notes on how to improve this for next year and we hope to gain even more awareness of our organization.

• Follow-up ad campaign in Opflow magazine - We have a two page spread to be published in the September issue of Opflow (in conjunction with our launch ad in the May Opflow) which continues to keep the WASDA name, our members, and support of the industry well in front of the waterworks industry.

Jim Fuller
Marketing Committee Chair

Membership Committee
I hope the summer has been good to all of you. The Committee has been hard at work promoting WASDA to prospective the manufacturers and distributors around the country. WASDA’s participation at AWWA’s ACE was quite a success and certainly helped raise our visibility with many of the displaying vendors. My congratulations to the Marketing Committee for an outstanding job at the ACE!

The Membership Committee is in the middle of our phone attack on prospective members and we hope to have some new faces at the partnership forum in Denver. With this in mind, we are asking all members to set aside one or two appointments on your dance cards to meet with some of the new and prospective members that will be in attendance this year. We look forward to seeing at the Fall Meeting!

Ed Nugent
Membership Committee Chair

WASDA Program Committee Update
We are just months away from the Fall Meeting & Partnership Forum, set to take place at the Grand Hyatt Denver Downtown, October 26-28, 2008. We are pleased to return to the Grand Hyatt which was the host site of our very successful 2006 Fall Meeting. As always, this meeting is sure to bring true value to all attendees. We encourage everyone to register early with the hotel and for the meeting.

The Committee is also hard at work with preparations for WASDA’s 30th Annual Meeting, March 1-4, 2009 at the Rio Mar Resort & Spa in Puerto Rico. Be sure to keep an eye out for special promotions as we get closer to the meeting; you won’t want to miss it!  

continued on next page
By now, you all should have received the newly redesigned Membership Directory for 2008. It is full of useful reference information about WASDA, its members, our vendors, and operations. In 2008 we saw a decrease in advertisers from 36 to 29 or 20%. If we missed you this year, please contact the Committee about advertising opportunities in 2009. Thanks to all of our advertisers for your continued support and participation! Please keep it as a handy reference and let us know if you have any suggestions for future issues. We continually strive to make it a useful tool for many aspects of your business.

Finally, we would like to hear from you; please send us any relative industry or company information. It may be a company update, new product or service, or interesting news from your region. We have WASDA publication contacts in the Eastern, Central and Western US, and are looking forward to hearing from you. WASDA is your pipeline to and from the industry for news and information.

David Putnam
Publications Chair
Underground Pipe & Valve, Co.-Retirement Announcement

Underground Pipe & Valve Company of Shorewood, Illinois has announced the retirement of Mr. Andrew R. Beumel, its Vice-President and Sales Manager, effective July 31, 2008. Mr. Beumel has been involved in the manufacturing and distribution of underground construction materials for approximately forty years. He held several managerial positions with Clow Corp., W.S. Dickey Manuf., and Water Products Co. of Illinois. He cofounded Underground Pipe & Valve Co. in 1990 and located the company in Plainfield, IL. In 1996 the company moved to its present location in Shorewood, IL.

Mr. Beumel is a member of the American Public Works Assoc., American Water Works Assoc., Illinois Sections AWWA, Underground Contractors Assoc. of Illinois, as well as numerous local water works associations.

Mr. Beumel and his wife Judy reside in Naperville, Illinois.

Remember, “The Price” video is available!

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

*member responsible for shipping

New Member Benefit - American Supply Association - Educational Resources

WASDA has entered into a partnership with the American Supply Association’s Educational Foundation to bring discounted educational opportunities to you all year long. Courses like Introduction to Pipe Fittings, Introduction to Copper Tube, Plastic Pipe and Fittings, and Customer Service: A Path to Higher Profits are just some of the courses now available to WASDA Members at a discounted rate. To learn more, visit the American Supply Association’s website. For more information, please contact Sarah Hagy at WASDA Headquarters.
WASDA and the 2008 ACE
By Rebecca Mathis, Onsite Headquarters Liaison

WASDA had the opportunity to exhibit at the 2008 AWWA ACE in Atlanta, Georgia June 8-11. The goal of the booth was to serve as an “oasis” for the 44 vendor members that also had booths at the event. WASDA was able to educate the general attendees as well as inform manufacturers and distributors of the importance of the association.

Booth volunteers and staff helped answer questions about WASDA and assisted in creating booth traffic to the vendor members that were exhibiting. A punch card was handed out that requested attendees to visit at least ten WASDA member booths and have the member sign off on the card. A completed card was returned to the WASDA booth which entered the attendee into a drawing for a $500 Best Buy gift card. WASDA members proudly displayed membership plaques and posters advertising the punch cards in their booths to denote their affiliation.

Earth friendly aluminum water bottles and water coolers also attracted passersby to learn more about WASDA and its members. 1,000 water bottles were given out and they were considered a “hot tradeshow item” by attendees (as overheard in the Omni Hotel lobby).

WASDA volunteers spoke with potential members about the many benefits of joining WASDA; giving out approximately fifteen member applications. Two applications came back completed: one Distributor and one Manufacturer.

The booth also served as a meeting place for the WASDA members. Before the exhibit space opened to the public, WASDA members were welcomed to the “oasis” for an invigorating cup of Starbucks coffee and intimate networking time.

Over the course of three and a half exhibit days, WASDA’s booth had around 545 attendees visit tracked by a badge scanner. Headquarters will thank these visitors with an email providing them with more information about WASDA.
Let’s Make Things Worse: Cutting Prices in a Down Market
By Dr. Albert D. Bates
President, Profit Planning Group

In periods of economic growth price cutting is a serious problem. In tougher economic times price cutting morphs into an absolute disaster. However, when sales volume is soft, firms almost instinctively resort to reducing prices in an effort to “keep things going” even if they are going poorly.

This report will address the issue of price cutting, particularly with regard to its impact on profit in slower economic times. It will do so from two perspectives:

- The Impact of Price Cutting on the Bottom Line—An examination of how price cutting affects the profit structure of the firm.
- Alternatives to Price Cutting—A review of the opportunities for actually enhancing gross margin in down times.

The Impact of Price Cutting on the Bottom Line

In good times, WASDA members generate good profits. In slower times, the profit numbers are much less exciting. This makes the industry much like the rest of the economy. Despite this obvious relationship, many managers do not fully understand exactly how economic factors truly drive profit.

Exhibit 1 presents financial information for a typical WASDA member during an economically neutral period. That is, the firm is experiencing moderate growth, and sales, including inflation, are increasing somewhere around 5.0% per year. This is the set of results is presented in the first column of Exhibit 1.

As can be seen, the typical firm generates $20,000,000 in sales, operates on a gross margin percentage of 23.0% of sales and brings 4.0% to the bottom line on a pre-tax basis. Things are comfortable, although certainly not as exciting as when sales are growing rapidly.

Like every firm in every industry, this typical WASDA member has both fixed expenses and variable expenses. Fixed expenses are overhead expenses that tend to be difficult to shed as sales fall. Variable expenses, including things like commissions, are expenses that rise and fall with sales volume. For analysis purposes, variable expenses are assumed to be 4.0% of sales—a figure that would be reasonably close for most WASDA members.

In the next three columns of numbers, sales have been impacted by recessionary pressures. In the second column the sales decline is only 5.0%, which is the sort of reduction experienced in most moderate recessions. The reality, though, is that profit is sharply reduced because of the inability to shed overhead expenses. With a 5.0% sales decline, profits fall by 23.8%.

In slower economic times there is a very natural tendency to lower prices in the hope that such price cutting will jump-start sales volume. The last two columns examine the impact of a 5.0% price reduction coupled with two very different sales assumptions.

In the third column of numbers the price reduction has no impact at all on sales volume. This represents a situation where demand is not influenced by price reductions—a very common event in recessions. Under this assumption, two things happen. First, the gross margin percentage falls to 18.9% and second, profits disappear. In short, a bad situation becomes much worse.

The final column of numbers examines how much additional sales would have to be generated due to the price cut just to keep profits at the level they were after the initial sales decline. That is, what sales increase is required to keep profits at $610,000. The answer is a rather staggering 33.8%.

In summary, price cutting is always problematic. In a recession, price cutting does little more than make things much worse. However, in a recession, every competitor seems to resort to price cutting. If the firm doesn’t react, it may experience an even larger sales decline. It does not appear to leave the firm with any options other than bad choices. However, with some planning, that may not have to be the case.

Alternatives to Price Cutting

The title of this section is somewhat deceptive. Realistically, there are no alternatives to price cutting in a down market. However, there are some very legitimate ways to minimize the impact of price cutting to the point that profits can be maintained. There are two major tools at the firm’s disposal. They need to be applied, as an old football coach once said, with rigor and vigor.

Targeted Price Cutting—For most firms there are only a few items that are exceptionally price sensitive. These
are the ones on which the firm absolutely must be price competitive, even if competitors are making bizarre pricing decisions. They are also the ones where the firm must communicate how price competitive it is. It is not enough to cut prices here, the cut must be known.

Typically, the SKUs that deliver the largest sales activity are the ones that are the most price sensitive. The issues is determining exactly how many of these there are in the assortment. As a general rule, the items that deliver the top 10.0% of sales volume are the genuinely price-sensitive SKUs. That means that if all of the SKUs are arrayed in order from most the highest to lowest sales, the SKUs at the top of the list that provide 10.0% of sales are the ones where prices need to match competition to the penny.

From a financial perspective, a 5.0% price cut on items producing the top 10.0% of sales amounts to only a .5% price cut for the total firm. It gives the firm the ability to be competitive without incurring the massive profit loss associated with price cuts made across the board.

It is tempting to cut prices beyond this point. In fact, there may be selected items beyond the top 10.0% that need to have price cuts, but there are probably only a few of them. The essential marketing point remains. The firm must cut on highly price-sensitive SKUs and brag about it so customers are aware the cuts have been made.

Margin Build Backs—At the other end of the product spectrum, there are lots of SKUs that are not price sensitive. In addition, during slower sales periods these are products where competition may have reduced inventory and may not have the items in stock. These are the items on which prices can actually be adjusted upwards—even during a recession—to build back gross margin sacrificed in the targeted price cutting.

Probably half of the SKUs qualify as margin build-back candidates. Since they only generate something like 5.0% of sales, the increase in price needs to be more than a nickel and dime effort. On these items, the value added that the firm provides is availability. It should be a focal point of the selling effort.

Moving Forward
Price cutting is a fact of life in slow economic times. The challenge for reputable firms is to maintain a competitive posture without destroying its profit structure. If the firm can price competitively where it has to and build back margin where it can, it should be able to minimize the impact of the recession and be in a much stronger financial position when the economy starts to recover.
Think Green

Adapted from National Geographic’s Green Guide, Summer Edition 2008
By Sarah Hagy, Associate Director

Under Ed’s Sink, written by Gisela Telis, provides alternate resources for those harsh chemicals that are often found under your kitchen sink. Read more for suggestions to create a less toxic home.

Pesticides: most pesticides can be harmful neurotoxins; here are some better options for your home:

• Ensure that any items that might lure unwanted critters, like leftover food and water, are properly disposed of.
• Naturally occurring solutions: diatomaceous earth, a rock that occurs in nature and can be used to dehydrate unwanted insects; brands like Safer Brand and Planet Natural offer this pest solution for a fee of $6.50-$10.50 depending on size. Boric acid is also another option to use in cracks and crevices that bugs use as a doorway to your home. Try Pic Boric Acid at $5.99/pound and save yourself and your family from harsh chemicals.
• Ecosmart Organic Insecticides Ant & Roach Killer is another chemical-free option at only $6.50 a pop.

Soaps and Cleaners: most soaps and cleaners are petroleum based and therefore do not break down quickly once they are down the drain; consider these options next time you go to the store:

• Hand soaps: avoid antibacterial soaps that have the ingredient triclosan; instead, opt for an antibacterial option that uses natural plant oils as the base. Try Clean Well Natural Hand Sanitizer.
• Surface Cleaners: products that use organic vegetable oils like Dr. Bronner’s Pure Castle Liquid Soaps are great for general household washing and even your hands. Plus, half of their proceeds go to charities! Other brands to try are Seventh Generation and Ecover (two personal favorites).

Sponges: most sponges are made from petroleum but there are alternatives...

• For tough dishwashing, try Sandclean, reusable scrubbers made from sandpaper strips ($7.50 each.)
• Replace your plastic, petroleum based sponges with plant-derived, cellulose based sponges; try Whole Foods Market’s 365-brand sponge ($1.79/4) or a natural loofah made by Ecobags.

Garbage Bags: Yes, there are better alternatives to the traditional trash bags!

• Seventh Generation produces green trash bags made from recycled plastic ($5.99 for 30)
• Try bags made from plant-based cellulose, which will break down in the landfill; Natural Value ($2.38/10)
• The Container Store’s recycled Grocery Bag Trash Can is a receptacle that is specifically designed to use your left over plastic bags as liners.

The Green Guide Smart Shopper’s “Dirty Dozen.”
12 toxins to stay away from when purchasing personal care and home care products:

1. Antibacterials
2. Coal tar colors: FD&C Blue 1, Green 3
3. Diethanolamine (DEA)
4. 1,4-Dioxane
5. Fragrance (containing phthalates)
6. Formaldehyde (diazolidinyl urea, imidazolidinyl urea and quaternium compounds)
7. Lead and mercury
8. Nanoparticles
9. Parabens (methyl-, propyl-, butyl-, ethyl-, isobutyl-)
10. Petroleum distillates
11. p-Phenylenediamine (PPD)
12. Hydroquinone
Jessie Cahill
HD Supply Waterworks

I am Jessie Cahill. I was born on November 6th, 1989 and lived the first half of my life in Tigard, Oregon. This is where my parents were born and most of my extended family still lives. When I was 10, my family moved to Henderson, Nevada, where I currently reside. Not only am I a dedicated student, but I am a dedicated soccer player as well. I plan to continue my education and soccer playing career this fall in Nampa, Idaho, where I will be attending Northwest Nazarene University on a partial athletic scholarship.

Though I know I may yet change my mind, my plan is to get a degree in the medical field. I want to major in Pre-Med or Biology and continue on to medical school where it is my hope to study anesthesiology. I enjoy psychology very much as well and am considering a minor in that area of study. While it is my plan at this point to become an anesthesiologist, I want to keep my options open to an occupation in which I may be able to combine both psychology and medicine. I know that NNC’s intimate atmosphere and great teachers, combined with the fact that its students have a 95% acceptance rate into medical school will provide me great opportunity to succeed—no matter what area of study I end up with!

Julianne Coyne
Dana Kepner Company

I am a recent graduate of Amarillo High School in Amarillo, TX. I graduated in the top 4 percent of my class of 496. In addition to taking all Advanced Placement classes, I was a member of the National Honor Society, Key Club, Junior Statesmen of America, and was involved in the journalism program all four years. During my senior year, I also had the opportunity to teach 3, 4 and 5 year olds from the community at a preschool run by my high school. Outside of school, I led a small group for middle school girls at my church. I plan to attend the University of Texas at Austin this fall and major in Public Relations with a concentration in Business. I would like to thank WASDA and the Matt Stager Memorial Scholarship for this scholarship. With the high cost of a university education, this scholarship will be very helpful in paying for expensive textbooks and other college costs.

Ellen Moore
Groeniger and Company

Thank you so much for choosing my application for your Matt Stager Memorial Scholarship. My family and I greatly appreciate your help in achieving my goal to go to college. A few weeks ago I graduated from high school as the Salutatorian of my class, meaning I had the second highest GPA out of 280 students. My education was a top priority in high school, and it will continue to be a top priority when I venture off to college. So far I am really enjoying my summer; I am catching up on my “me” time while still being productive.

As for my college plans, nothing has changed. I will be attending California Polytechnic State University, San Luis Obispo in the fall, majoring in City and Regional Planning. I am considering a minor in Real Property Development, which will bring the business aspect of city and regional planning to life. I will be living on campus in the dorms for at least my first year. I have been in contact with other people who are going to attend Cal Poly through a class of 2012 group on Facebook, so I am a little less worried about knowing anyone at my school.

Once again, thank you for choosing me for one of the scholarships you had available. I am really excited about going to college. I am positive it will be a life-changing experience and it will further my education in the best way possible. Education is a powerful thing, and I thank you for assisting me in expanding my knowledge.

Jessica Woodruff
HD Supply Waterworks

My name is Jessica Woodruff and I graduated from Chapman Christian Academy. I worked over 50 hours of community service and graduated in the top five percent of my class. I enjoy writing stories, reading, and sketching in my spare time.

I plan to attend the University of Alabama in Tuscaloosa and major in graphic design under the college of Communications. I will learn how to apply my artistic and creative abilities to my school work that will help me to become a successful graphic designer. I also plan to attend a Christian group for college students, Young Life. I hope to meet many new friends and grow in my walk with Christ.
I would like to start off by thanking you for the honor of being chosen for your 2008 scholarship. I am thankful and happy that I was selected out of the many who applied.

I am Angela Summers from Portland Oregon. I attended the Clackamas High School for four years maintaining a 3.56 GPA. Throughout those four years I took honors courses and AP classes in English, Math, and Psychology. I will be graduating with honors and receiving my Honors Diploma. I am very proud of my accomplishments academically, but also very proud of the time I spend outside of school. I participated in many extracurricular activities including several years of Cross Country Team, girl's Golf Team, Lacrosse Team, and Ski & Snowboard Club. Along with sports I spend majority of my time working at the North Clackamas Aquatic Park where I was recently promoted after two years of employment. I would like to think of myself as a very determined and goal oriented individual. I love to surround myself with family and friends and spend time constantly on the go. Education is a major priority for me and I love to absorb as much as I can.

In the fall of 2008 I will be attending Oregon State University in Corvallis, Oregon. There I will be taking courses to major in Business and possibly a minor in Finance. My ultimate goal is to study for my Real Estate Broker's license and begin a successful career in Residential Real Estate soon after graduation.

2008 Matt Stager Memorial Scholarship Winners

Angela Barry
National Waterworks

Timothy Dixon
United Pipe & Supply

Courtney Ebert
Hayes Pipe and Supply, Inc.

Brittany Estok
Utility Supply Company

Paige Greenley
United Pipe & Supply

Meaghan Jones
Consolidated Supply Company

Victoria Lawrence
Hayes Pipe Supply, Inc.

Joseph Lofink
National Waterworks

Meghan May
Trumbull Industries

Lauren Moore
Groeniger and Company

Ronnie Richards
Hughes Supply

Jessie Shields
Waterworks Supply Corporation

Sarai Stuart
Dana Kepner

L.B. Woodruff, III
HD Supply Waterworks
To the Matt Stager Memorial Scholarship Selection Committee,

I am writing to thank you for renewing my Matt Stager Scholarship for another year. It will be a great help--especially this year as I will be studying abroad for a semester! In less than two weeks, I will be flying to New Zealand to study at Massey University until late November.

While at Massey, I will be finishing my History minor and working with the professor Dr. Thom Conroy on a creative writing project. Though I'll be half a world away, I hope to continue contributing weekly articles to my home university’s newspaper, The Pegasus. I will also be continuing my work on my honors thesis, which I will present to the Eureka faculty and my peers this upcoming spring.

It’s hard to believe that I am already a senior and I will be graduating from Eureka College next May. The past three years have been amazing, and I hope this year proves to be even better. Thank you again for your support these past few years!

Sincerely,
Angela Barry

My name is Meghan May, and I will be a sophomore at John Carroll University during the upcoming 2008-2009 school year. Although I am anxious to start my next year of college, I look fondly upon my experience as a freshman. Throughout my first year, I achieved a spot on the Dean’s List both fall and spring semesters. I was a member of the publicity committee of the Student Union Programming Board, the Honors Student Association, Phil Eta Sigma (Honor Society), and intramural volleyball. I prepare to continue these memberships in these activities and organizations throughout my sophomore year.

This year I will also be tour guide for the university, and I plan on auditioning for the John Carroll Dance Ensemble. I wish to perform two types of dance: tap and hip-hop. Additionally, I plan on declaring biology as my major during the spring semester. I am hopeful that I will earn an internship at the Cleveland clinic during the summer of 2009 or 2010. Lastly, I am hopeful that I will continue studying the Italian language because I wish to study abroad in Rome, Italy during the fall of 2009. I greatly anticipate the start of my sophomore year at John Carroll University and the new experiences I will soon have!

Thank you,
Meghan May

I will be entering my senior year at Vassar College this fall, and will be graduating this upcoming May. I just spent last semester studying in Bologna, Italy on a Vassar study abroad program. I had an absolutely amazing time, and really improved my Italian language skills. I lived in an Italian student dorm with an Italian roommate from the South of Italy, took all of my classes in Italian, and did a great deal of traveling. I am currently a History major, but I will be declaring a second major in Italian once I return to Vassar in late August. I am looking to write my senior thesis on Italy during WWII, hopefully with a concentration on Fascism as it pertained to the lives of women.

This summer I am interning at a law firm in Boston. It has been a really great experience so far and I think that I would like to apply to law school in a few years and possibly pursue a career in the area of labor and employment. I have not yet decided what I would like to do immediately following my graduation, however I am thinking of applying to “Teach for America”, a two-year program that combines teaching at an underprivileged school with studying towards a Masters degree in Education.

On behalf of myself and my family, I would like to thank the Matt Stager Scholarship Selection Committee for its generous contribution over the past four years.

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

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

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

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

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

Submitted by:
Name: ___________________________ Title: ___________________________
Company: ______________________ Phone: _________________________
Your e-mail address: ____________________ Company e-mail address: ____________

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