

WASDA's 28th Annual Meeting February 25-28, 2007 Marriott Marco Island Resort & Spa Marco Island, Florida

Annual Meeting Highlights

WASDA's Program Committee and Headquarters Team have been working hard to provide Annual Meeting attendees with three full days of education, networking, entertainment and even a little fun! Here are some of the Meeting highlights:

Education

Globalization Seminar – David and Lyric Hale

As if they did not already have enough to do, between providing global economic advice to their clients at Hale Advisors, publishing a weekly online news site China Online, traveling world-wide and raising five children, the Hales are happy to add WASDA Speakers to their docket of "things to do." You can't afford to miss this seminar where the Hales will provide a global economic outlook focusing on the U.S. economic transition and its' global affects, prospects for China and the changing political scene in the Middle East. Learn how the global changes of today will impact how you run your business tomorrow.

Sales Compensation Seminar – Michael Marks

Have you ever wondered if your sales team might make a larger impact if they were paid on a commission basis rather than an annual salary? Can your sales force successfully move from a commission based pay to an annual salary and still have the same drive to sell? These questions and more will be answered during Michael Marks' presentation, Tuesday, February 27. In his latest publication, *What's Your Plan? Smart Salesforce Compensation in Wholesale Distribution*, Mr. Marks' number one finding is that, "There is absolutely no relationship whatsoever between a company's sales incentive plan structure and its gain or loss in market share." Come learn how to design and implement a successful sales compensation structure that is "aligned" with your company's business strategy.

Networking

There are several opportunities for attendees to make new contacts and generate business. If this is your first Annual Meeting, be sure to check out the **First Timer's Reception** to meet WASDA's Board of Directors and other Association leaders who are sure to provide you with some helpful tips in making the most out your first Annual Meeting.

All attendees are encouraged to attend the **Welcome Reception** which will kick off the 28th Annual Meeting. Catch up with old friends and make some new ones while relaxing over hors d'oeuvres and cocktails.

The next formal opportunity will be on Monday, February 26 during the **Networking Reception**. Follow up with a colleague you spoke with earlier in the day or would like to have dinner with following the reception.

Finally, you won't want to miss the **Cocktail Reception** on Tuesday, February 27, a precursor to the much anticipated performance by The Capitol Steps.

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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.

WASDA

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Message from the President

Greetings WASDA Members,

Shortly we will join together at the 2007 Annual Meeting in beautiful Marco Island, Florida at the famed Marriott Resort, Golf Club & Spa. The hotel has just undergone some significant renovations and I look forward to a fantastic meeting with all of you.

For our program, we present, "What Globalization Means to You." I can personally say that even as a small distributor, I have truly realized the importance of globalization. David & Lyric Hale will share their wealth of knowledge of global trends and extensive world news. This is something new and you won't want to miss a minute of this action-packed session.

In addition, all members will struggle with proper salesperson compensation at one point or another. Learn something new with admired speaker, Michael Marks.

Mr. Marks is back by popular demand with some fresh ideas on sales compensation.

In general, membership continues to grow even though there is continued consolidation. Thank you to all of you who have renewed your commitment to WASDA for 2007. We appreciate your support.



Yours truly,

A handwritten signature in black ink that reads "Michael J. Dooley". The signature is written in a cursive, flowing style.

Michael J. Dooley

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Entertainment

After spending time over the past few days contemplating how you will continue to integrate your company into the changing global economy and reconsidering your current sales compensation structure, join us for some laughter with a performance by The Capitol Steps. For over 20 years, audiences have enjoyed watching the cast and crews perform skits and parodies of politics in the U.S.

Fun

During your stay, you might try to take in bit of your surroundings. Here are a few opportunities this unique destination provides:

- Just a short distance from Marco Island you will find the Everglades, the only subtropical location in America. There are several tour options available to visit parts of this 1.5 million acre distinct ecosystem.

- Marco Island is just one of the Ten Thousand Islands in the southwest region of Florida. What better way to soak up some fun in the sun than through a sea excursion. Join a group tour or charter a boat to explore this unique area of the country.
- With its unique climate and temperatures, the Marco Island area is home to one of the most unique and evasive fish, the Snook. Fisherman travel from all over the world to take a shot at catching this powerful and speedy fish.

And don't forget, the Annual Meeting will conclude with a golf tournament to be held at the Marco Islands prestigious course, The Rookery at Marco Island. This semi-private, 18,000 square foot championship course offers an exceptional golfing experience with immense greens, bountiful fairways and pristine turf conditions. Please note that while lunch will not be provided by WASDA, there are plenty of opportunities to grab lunch on the course or at one of the Marriott's restaurants.

Free Membership Materials

Have you purchased a new company truck or sales vehicle? Moved into a new office or showroom? Why not display your affiliation with the largest distributor association in the industry today with a WASDA "Members Ahead" bumper sticker, window sticker, or wall poster. Let your customers and vendors know of your place in the industry. They are free to current members, and all you need to do is cover the shipping. Contact Lindsay Groff (lgroff@fernley.com) to place your order.

In Loving Memory



Janet Dooley, Wife of Michael J. Dooley

"On Sunday, 1/28 at about 1:45 am, God decided that my beloved angel, Janet had suffered enough and should come home to him."

— Michael J. Dooley

Condolences may be sent to:

Mike Dooley

M J Pipe & Supply Corporation

609 Buffalo Road

Rochester, NY 14611

Susan Grant, Daughter of Alan Grant

Alan's only daughter suffered a sudden, massive heart attack.

To send your condolences, please see the information below.

Alan Grant

#3 - 2121

98th Avenue

Calgary, Alberta

Canada

T2V 4S6

Salvador (Chiry) Vassallo, Beloved father of Felix and Rafael Vassallo

Condolences may be sent to:

Rafael Vassallo

Vassallo Industrias Inc

PO Box 473

Toll Way # 52

Coto Laurel, Puerto Rico 00780-0473

Committee Corner

Associate Committee

Welcome to 2007. I want to remind all Associate Members that the Annual Meeting is February 25 through 28 in Marco Island, Florida. Several people have asked if "significant others" can attend this meeting. This answer is yes and I would encourage their attendance. If you are not on a WASDA committee, I ask that you pick one and attend that meeting on Sunday. There has not been any Associate Committee business since our last meeting. If you have any topics for our meeting in Marco please forward them to me. I look forward to seeing you soon.

Walter Cooper
Associate Member Committee Chair

Industry Marketing Committee

The Industry Marketing Committee of WASDA is currently working on an advertising campaign designed to attract new distributor members. We are considering a three-prong approach using direct mailings, email, and publication advertisements. The specific advertising pieces are being developed in conjunction with the same advertising agency that we used for the ads in *Opflow* last year.

We currently have on hand at Fernley and Fernley both WASDA posters and bumper stickers that we would be happy to ship to anyone that would like them for the cost of shipping and handling. Please contact Lindsay Groff with your needs.

Dave Yoder
Industry Marketing Committee Chair

Membership Committee

We 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. WASDA is the only trade association for distributors in our industry. Currently we have 67 Distributor Members and 79 Associate Members. We have exciting new programs in place and more coming down the pike.

The Membership Committee requests 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.

Our next event will be the Annual Meeting. This meeting is one of our best functions for interaction between Distributors and Manufacturers in a social setting. If you know of someone who is interested in joining WASDA, you can contact me or one of the other committee members for help. We have resources available to recruit new members.

John Schulte
Membership Committee Chair

Program Committee

We are preparing for the Annual Meeting in Marco Island, Florida. We look forward to seeing everyone and anticipate a great meeting, especially with our speakers, Michael Marks and David & Lyric Hale. We also expect a great show from The Capitol Steps!

The 2007 Fall Meeting & Partnership Forum will be held in Chicago on October 7 — 9, 2007 at the Renaissance downtown.

The 2008 Annual Meeting will be in La Jolla, California. We are currently soliciting location proposals for the 2008 Fall Meeting & Partnership Forum and hope to have more information coming shortly.

We are always looking for comments and additional members to join the Program Committee.

Deron Johnson
Program Committee Chair

Publications Committee

The Publications Committee is busy at work preparing for the upcoming year.

It is time to begin preparation for the Annual WASDA Statistical Survey. The initial mailing will be in early March, as most companies should have their financial data in place for use on the survey. We continually attempt to update the survey with relative data and the figures you want to see for comparison. We are looking for a 20% increase on completed surveys or a goal of 30 total surveys completed this year. New members, please

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Committee Corner

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contact our committee or Lindsay Groff for more information. As in past years, those new to the survey can request a copy of an old survey for review.

*Dave Putnam
Publications Committee Chair*

Government Relations Committee

The 110th Congress has indicated a renewed interest in our nation's long neglected infrastructure requirements. Just last Friday, representatives from NUCA (National Utility Contractor's Association) gave testimony before the House Committee on Transportation and Infrastructure about this important issue. NUCA has expressed interest in joining forces with WASDA to create a more powerful voice.

They pointed out that while the state of our underground piping networks have been going from bad to worse, federal resources needed to deal with the problem have plummeted every year. The Clean Water State Revolving Fund, the EPA's prime program to finance wastewater infrastructure refurbishment, has not been authorized since 1994. The lack of reauthorization has led to significant cuts in federal funding.

WASDA members, who believe it is both possible and imperative to effect fundamental change through working with our elected officials, should consider participating in the Government Affairs Committee.

*Peter Krainock
Government Relations Committee Chair*

Think Green

Junk Mail

Is junk mail cluttering your life? If so, you are not alone! Did you know that each year millions of trees and billions of gallons of water are used to create junk mail that never gets recycled? There are several things you can do to reduce how much junk mail you receive.

- Get off national mailing lists by sending your name, address, and signature to: Mail Preference Service, c/o Direct Marketing Association, P.O. Box 643, Carmel, NY 10512.
- When you subscribe to a magazine, buy something from a catalog or online store, or donate money, be sure to say: "Please do not rent or sell my name or address." If you don't want to receive catalogs or solicitations from the charitable organization, ask that your address not be added to any mailing lists.
- Call your credit card companies and banks to make sure your address isn't sold. Say no to credit card offers by calling the credit reporting industry's opt-out number: 888.567.8688.
- When you receive unwanted mail, take a minute to call the company to remove your address from its list.
- After using junk mail—and any other paper you don't need to keep—as scrap paper, recycle it.

Adapted from: <http://nationalzoo.si.edu/default.cfm>



Scholarship News

2007 Matt Stager Memorial Scholarship

Student Application Deadline-April 2, 2007

About the Scholarship

The Matt Stager Memorial Scholarship Fund was established to honor Mr. Stager, a past president of WASDA, by assisting children of employees of WASDA member companies in achieving their higher education goals. The family of Matt, along with Directors of WASDA, wants to continue to build his legacy by awarding outstanding, diligent, industrious, intellectual individuals with annual college scholarships in his honor.

How to Apply

Please contact WASDA Headquarters today by calling (215) 564-3484 or visit our website, www.wasda.com to obtain an [Application](#) and [Counselor's Report Form](#). Remember, candidates must make certain that high school or college transcripts are sent to the Scholarship Selection Committee along with their letters of recommendation and Counselor's Report.

Who is Eligible?

- Students who are children of employees of WASDA member companies.
- Students who have completed their junior year in high school.
- Students who are outstanding in character, integrity and leadership. *(These qualities may be proven by participation in extracurricular, civic or community activities).*

How Can I Help Support the Matt Stager Memorial Scholarship Fund?

Simple! Fill out this [form](#) or contact a member of the WASDA Headquarters Team.

The Matt Stager Memorial Scholarship Fund
c/o WASDA
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2007 Matt Stager Memorial Scholarship Fund Donations

(as of 2/5/07)

Groeniger & Company
Atlas Utility Supply Company
Harco Fittings
Mueller Company
Smith-Blair, Inc.
The Ford Meter Box Co., Inc.



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

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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