

## 2008 Annual Meeting Heads to La Jolla

By Sarah Hagy, Associate Director

**Sunday, February 24 – Wednesday, February 27**  
**Hilton La Jolla Torrey Pines**  
**La Jolla, CA**

This year's Annual Meeting is jammed packed full of educational opportunities that you won't want to miss. It also helps that the host property for this year's meeting happens to be in beautiful La Jolla (pronounced lah-HOY-yah), California! Escape the cold, harsh winter temperatures and join us for a meeting that is full of valuable information, networking opportunities and much more!

The educational sessions alone are one of the main reasons to attend the upcoming Annual Meeting. The Program Committee has worked hard to develop a program of content that is applicable to any attendee no matter what their position within their company. On Monday, WASDA kicks off the meeting with keynote speaker, Jason Jennings. Author, consultant and business entrepreneur, Jason Jennings provides a unique look into the common leadership qualities of top performing companies; a session not to be missed.

Tuesday's schedule of events offers a dual track of education; be sure to bring plenty of delegates from your company! The dual track starts off at 8:00 am with your choice of one of the following seminars: *The Future of Opportunity: A 20/20 Vision of Your Success* presented by Steven Little or *Selling Across the Generations: Caveat Venditor (Seller Beware)* by Cam Marston. After a quick coffee break, the next track offers attendees a choice between *Ten T's of Customer Acquisition and Retention: Proven Initiatives for Building Relationships and Profits* by Steven Little or *Finders Keepers? Attracting and Retaining a New Generation of Employees* by Cam Marston. Both speakers are well known in their field of expertise and are sure to impart valuable tools and strategies to help you better run your business, recruit and retain employees and maintain and build profitable customer relationships.

In addition to the excellent educational seminars, the Program Committee has built in both formal and informal networking events into the schedule. The first networking event welcomes first time attendees and new WASDA Members during the First Timer's Reception on Sunday

evening. This is a great opportunity for first time attendees to meet with WASDA Board of Directors and other key members in the organization. Following the First Timer's Reception is the Welcome Reception; a great time to catch up with old friends and peers!

After a day full of education and *perhaps* some time by the pool (don't worry, we won't tell!), join us for a networking reception on Monday evening before you head out to dinner with WASDA friends. On Tuesday evening, WASDA will host a cocktail reception before the group dinner that evening. As is tradition, entertainment will be provided during and after dinner; trust us, you won't want to miss dinner this year!

As if there were not enough opportunities to network, yet another time to "talk shop" is on the golf course. This year's tournament will be held at the number one Zagat-ranked golf course in San Diego for the past five years in a row, Maderas Golf Course. Just 25 minutes away you will find yourself on an exceptional golf course nestled in the rolling hills of San Diego. No golfer should miss this opportunity!

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<i>Bringing together all elements of the waterworks and sewer distribution industry for the purpose of promoting, educating and representing its participants.</i>	

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# Message from the President

Greetings,

It will not be long before we are in sunny La Jolla, California for WASDA's Annual Meeting, February 25-27, 2008. As I write this letter, winter has taken its normal grip on the northern half of North America and a great meeting in Southern California may be just what the doctor ordered. Thanks to the hard work of the Program Committee and Strategic Visioning Task Force, we have a great program for this year's Annual Meeting.

Monday morning we will hear our keynote speaker, Jason Jennings, who will reveal the five leadership traits that Jason and his research team discovered to be common amongst the best-performing companies out of the 4,000 companies researched. On Tuesday morning, we have a choice of great speakers as WASDA unveils a dual track program. You will have your choice of Cam Marston (great reviews from a few years back when he spoke to us) leading two sessions on generational issues as they relate to sales and employees; or Steven Little (also a very highly rated speaker) who will lead two sessions on customer acquisition and retention as well as teaching tools to focus on the needs of your business both now and for the future. With the economy as unsettled as upstate New York's weather, this sounds like an opportunity all WASDA members should not miss.

I would like to extend an apology to our members who are also members of NAPF. While we did book our 2009 Annual Meeting at the same time as NAPF, it was not done maliciously and was an attempt to be guided by the work of the Strategic Visioning Task Force. I sincerely apologize for any consternation or extra work I caused

any of you and was happy to see you were able to move your meeting without penalty.


This is my last President's message for Connections as Dave Yoder will assume the WASDA Presidency in La Jolla and I will slide out to pasture as Past President. I, therefore, would like to take the time to thank all the members, committee members, Board of Directors, Ned Rahn and the staff at Fernley & Fernley with a special thanks to Lindsay Groff and Sue Pine. As all of you are aware my personal life has been turned upside down due to my wife's illness and death; the support and grounding of all of you will always occupy a very special place in my heart. Thank you.

It is time to make your plans to attend WASDA's Annual Meeting in La Jolla. In these unsettled economic times, we all need to take time to work on businesses and not just in the building our business resides. I hope to see all of you in La Jolla.



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

Michael J. Dooley  
WASDA President

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

Mike Dooley	President
Dave Yoder	President-Elect
Sam Peirce	Treasurer
Lindsay Groff	Executive Director
Sarah Hagy	Associate Director
Suzanne C. Pine	Management Liaison

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Phone: (215) 564-3484, Fax: (215) 564-2175, or E-mail: [wasda@fernley.com](mailto:wasda@fernley.com).

# Committee Corner

## Associate Member Committee

The Annual Meeting is next month, just a couple reminders:

- There are going to be some excellent morning speakers that will be interesting for Associate Members along with the Distributor members. Please try to attend the morning sessions.
- The afternoons are free for networking so please take advantage of that time to meet with your distributor friends.

I am looking forward to seeing you at the meeting.

*Walter Cooper*  
*Associate Member Committee Chair*

## Program Committee Corner

We are preparing for the Annual Meeting at the Hilton Torrey Pines in La Jolla, California, February 24-27. We look forward to seeing everyone and anticipate a great meeting. We will have our keynote speaker, Jason Jennings on Monday. A dual track program will be offered on Tuesday with our speakers, Steven S. Little and Cam Marston, each presenting two sessions. The program will be rounded out by an entertaining banquet and Golf Tournament at the Maderas Golf Course.

The Fall Meeting will be in Denver, CO, October 26 – 28 at the Grand Hyatt Downtown.

The 2009 Annual Meeting (30th Anniversary) will be at the Rio Mar Beach Resort & Spa in Puerto Rico. We are currently finalizing plans for the 2009 Fall Meeting and hope to have more information coming shortly.

We are always looking for comments and additional members to join the Program Committee. Please feel free to join our meeting in La Jolla, Sunday, February 24th at 1:30 pm PT.

*Deron Johnson*  
*Program Committee Chair*

## Marketing Committee Corner

The Marketing committee placed our final advertisement for 2007 in the January 2008 issue of *Opflow*. We wanted to thank Members that included the WASDA logo in their *Opflow* advertisements in 2007. We would like to once again thank:

Clow Valve  
M+H Valve  
Mueller Valve  
U.S. Pipe

Kennedy Valve  
Pollardwater.com  
Reed Manufacturing  
Val-Matic

Their efforts are greatly appreciated. We hope that more of our members would consider using the WASDA logo in their future marketing efforts. We would be glad to help you anyway we can.

The Marketing Committee is now turning its attention to the ACE in Atlanta this June. We will be doing a majority of our planning at our meeting in San Diego. Please feel free to stop by our meeting if you have some ideas for our booth. We always welcome new ideas that will help us market WASDA.

Thanks,  
*Sam Peirce*  
*Marketing Committee Chair*

## Membership Committee Corner

The Membership Committee is looking forward to seeing everyone in La Jolla, California. If you know of a potential member, please contact myself or Lindsay Groff at WASDA Headquarters. Thank you!

*John Schulte*  
*Membership Committee Chair*

## Publications Committee Corner

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 are continuing to try and update the survey with relative data and the figures you want to see for comparison. Those of you familiar with the term GIGO, or "Garbage In-Garbage Out" will appreciate the need for the most valuable sur-

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# Committee Corner

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vey possible and one way we can really benefit the Distributor Member. Quite simply, the more relative data we have, the better the survey, and the more use to those utilizing the benchmarking reports. The WASDA committees spend much time trying to increase benefits of the association and attract new members, but the survey is one of the most comprehensive ways your individual company can benefit and help our industry at the same time. We are looking for a 20% increase on completed surveys or a goal of 25 total surveys completed this year. New members, please contact our committee or Lindsay Groff at Headquarters for more information. As in past years, those new to the survey can request a copy of an old survey for review. I will also make personal contact with some of those companies who have participated in the past in hopes to get them back for the 2008 survey.

The Publications Committee will also have a report at the upcoming Annual Meeting on some of the various training methods used in the industry and its potential benefit to our member companies. It is our hope that mem-

bers can look to WASDA and its affiliates to train new personnel in a variety of functions.

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 Sarah Hagy at WASDA Headquarters for an electronic copy of the poster or to place your order.

*Dave Putnam*  
*Publications Committee Chair*

## Annual Meeting Information

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This is just a quick glance of what this year's meeting has in store for Members. Join us in the "Jewel" city (La Jolla translated in Spanish) where WASDA Members will be Taking Care of Business. For further information, please visit [www.wasda.com](http://www.wasda.com).

### **La Jolla Facts**

- La Jolla means, "The Jewel" in Spanish
- Brothers Daniel and Samuel Sizer settled in La Jolla in 1869, each purchasing an 80-acre plot for the fee of \$1.25 per acre.
- Price per acre in the late twentieth century reached \$1.25 million dollars per acre.
- Average summer temperatures are in the 70's while average winter temperatures reach about 59 degrees.
- It is estimated that La Jolla is 99% built out.

## Future Meeting Dates

### **2008 Fall Meeting & Partnership Forum**

October 26-28, 2008  
Grand Hyatt Denver Downtown  
Denver, CO

### **2009 Annual Meeting**

*Celebrating WASDA's 30th Anniversary*  
March 1- 4, 2009  
Rio Mar Resort & Spa, a Wyndham Grand Resort  
Rio Grande, Puerto Rico

## The Sustainability Revolution; Will Your Company Lead or Follow?

By Sarah Hagy, Associate Director

The term sustainability has been on the tip of everyone's tongues lately but do you know what it really means? Maybe you have a basic idea about what the term applies to in reference to agriculture, fossil fuels and recycling, but have you thought about how it applies to



your business? The following outlines a few easy-to-implement tips that will increase the sustainability of your business and impact your [triple bottom line](#).

According to Wikipedia.com, "sustainability is a characteristic of a process or state that can be maintained at a certain level indefinitely."

Applied in an environmental context, sustainability refers to the "potential longevity of vital human ecological support systems, such as the planet's climatic system, systems of agriculture, industry, forestry, and fisheries, and human communities in general and the various systems on which they depend in balance with the impacts of our unsustainable or [sustainable design](#)." To some, sustainability is the key to the future as to not leave our grandchildren's grandchildren in a world where the basic systems of our environment are either sorely diminished or non-existent. This move towards sustainability will take everyone's participation and awareness and businesses can lead the cause.

Now that you have a better understanding as to what sustainability means, both now and for the future, here are some steps that you can take in your business life to help turn the corner to a more sustainable future:

- **Turn off your electronics while not in use:** not only will you decrease energy production by 25-50%, you will save money on your next energy bill.
- **Encourage email for all communications, when possible:** think about all of the unnecessary paper you have in your office. Encouraging employees and customers to email when possible allows you to make a decision as to whether or not that information is necessary to have hard-copy or if maintaining it electronically will suffice. In these digital times it is easier to store information electronically than to carry it around folders or binders.

- **Use a fax modem:** decrease the need to print a hard-copy to fax by sending the document electronically, right from your computer. If you must fax hard-copy, only use a cover sheet if absolutely necessary.
- **Double side your documents when possible:** if double-siding documents is not yet possible with the technology in your office, create a bin for recycled paper to use with documents that do not need to be presented. Consider holding on to old printed documents for children's use as scrap paper or coloring paper, just make sure that the information on the other side is not confidential!
- **Order paper for your office that has the maximum available post-consumer recycled content:** these are readily available from large office supply stores like Staples or Office Depot. In some cases, it may be more cost effective to purchase recycled copy paper than standard.
- **Choose suppliers who are also taking steps to become more sustainable:** ask your vendors what steps they are taking to become more sustainable. If they have yet to take the leap, tell them the steps your company is taking and how it is becoming more and more important to your company's long term growth.
- **Develop a continuing search for greener products amongst employees:** ask colleagues and employees to be on the lookout for local suppliers of products your company uses. Perhaps an incentive or small bonus is tied to the search. In most instances this will not be necessary for employees who make sustainability part of their everyday lives.
- **Refurbish furniture:** before saying out with the old, in with the new, take the time to find out if old furniture can be refurbished. In most cases it is less expensive than purchasing new furniture.

These are just few of many steps you and your company can take to becoming an integral part of the sustainability movement. Take the time to learn about more ways to increase your company's sustainability; those who act now will prosper in the future. Will you take the lead?

### Sources:

- About.com, 10 Ways to Make Your Business Environmentally Friendly, Susan Ward
- Wikipedia
- Breakout Performance.com, Is Your Business Sustainable?

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# 2008 Matt Stager Memorial Scholarship

## Student Application Deadline-April 1, 2008

### ***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](http://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  
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[www.wasda.com](http://www.wasda.com)

## **Think Green**

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### **Resources:**

#### **Read this!**

- How to Make Your Business Greener: [http://www.inc.com/magazine/20061101/green50\\_tips.html](http://www.inc.com/magazine/20061101/green50_tips.html)
- Sustainability in Business:  
<http://www.businesslink.gov.uk/bdotg/action/layer?r.l1=1079068363&r.l3=1079404746&topicId=1079363670&r.l2=1079363670&r.s=m>

#### **Watch this!**

- Founder of Interface, Inc. (leading carpet manufacturer): <http://breakoutperformance.blogspot.com/2007/05/is-your-business-sustainable.html>

# 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.:

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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