

Message from the President



Greetings,

As 2006 begins, the year brings us many exciting changes and new challenges. WASDA continues to evolve and has become the premier venue for Distributors and Manufacturers in our industry. The unprecedented size of consolidation in our industry

will change the landscape beyond anything that we could have imagined five years ago. With Mueller and U.S. Pipe & Foundry joining forces, Home Depot purchasing Blue Book, National Water and Hughes Supply and further acquisitions of small to mid-size distributors, the landscape is changing faster than ever before.

WASDA continues to strive to stay ahead of the curve and build a strategic Association that provides value to all members and the industry. The Strategic Visioning Task Force (SVTF) is convening in Philadelphia in July to help re-map the future of WASDA by examining the changes that have taken place over the last five years since its inception. I am looking forward to this exciting exchange of ideas.

While the committees have their own corner and will tell you what they are working on presently, I would like to mention a few highlights of their hard work without stealing their thunder. Please check out the committee corner on page 3 to get the full updates. The Marketing Committee is proceeding with an advertising campaign to hopefully be previewed in the June issue of *Opflow*. The Government Relations Committee continues working toward a better educated and informed WASDA membership. The Membership Committee continues its daunting task of identifying non-member opportunities. The Program Committee is hard at work tying up loose ends for our Forum in October and planning for our Annual Meeting in 2007. Publications is working hard getting and keeping all this information at the members' finger tips. All committees can use your help. If you can spare the time, please consider helping the committee of your choice. Thanks to all the committees and their members who work so hard for WASDA's success.

Save the Date!

WASDA Fall Meeting
October 15 – 17, 2006
The Grand Hyatt Denver Downtown,
Denver, CO.

The Board decided to position a booth at this year's AWWA Exposition ACE06 to promote WASDA and show industry support. The meeting is in June in San Antonio. If you attend the A.C.E. please stop by to say hello. We are also looking for volunteers to help man the WASDA booth.

Our Annual Meeting in Scottsdale was a huge success. There were 76 Distributor Member Delegates, representing 40 Distributor Companies and 91 Manufacturer Delegates, representing 47 Manufacturer Companies with 42 Spouses/Companions. I would like to apologize for having to leave early, but as most of you know my wife, Janet, has leukemia and I needed to get back to the home front. Janet had a bone marrow transplant on April 12th and we hope for a complete recovery.

May 2006 bring health and prosperity to all of WASDA's members and your families and may we all have a great summer.

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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Speakers, Programs Deliver at WASDA Annual Meeting

Attendees find networking, education and socializing in abundance at the 2006 event.

Over 200 attendees traveled to the WASDA 2006 Annual Meeting in search of business information, industry partnerships, social interaction and as an added bonus for some, a sunny break from the winter cold. Once again, the WASDA meeting delivered on all accounts! The majority of post-meeting survey attendees lauded the meeting for providing good to excellent value for their business, and gave high marks to the outstanding formal and informal networking opportunities available throughout the event. Of course, all attendees appreciated the beautiful and warm Scottsdale weather.



Networking!

“As always, the opportunity to meet with our customers was priceless...”



With excellent attendance, including 167 delegates representing 47 manufacturer companies and 40 distributors, attendees enjoyed ample opportunity to make new contacts and strengthen existing business ties. Many cited the networking opportunities and excellent distributor participation as highlights.

Education!

“I found all three presentations to be quite valuable...”

Attendees embraced the educational forums and informative sessions. Steve McClatchy’s Time Management Seminar was a big hit, as listeners devoured his strategies for protecting and maximizing one of their most valuable and fleeting assets – time. (To learn more from Steve McClatchy on this subject, see the “How to Save an Hour a Day” article on page 4 of this newsletter.)

Participants also applauded the (truly) “Amazing Face Reading” seminar presented by Marc Fulfer. This session showed attendees how to immediately and accurately

assess each person they meet, making it a practical tool for business and daily life.



The Government Relations Update, featuring Jade West of NAW, was also well received. Attendees enjoyed hearing the latest developments and outlook for government issues impacting business and distribution. Jade West’s thorough explanation of the legislative process that moves a bill through congress was an eye opener for many.

Socializing!

“I appreciated the time for social interaction with customers and peers...”

With many spouses and guests in attendance, and an abundance of things to see and do in conjunction with the meeting,



participants enjoyed the chance to mix some friendly socializing with the business at hand. Evening social events, including the dutch-treat networking dinners, provided opportunities for mixing and mingling. The golf tournament,

companion activities and the beautiful, sunny Scottsdale setting were the perfect complement to the busy and informative meeting.

Get Ready for Next Year!

“I am already looking forward to the next meeting...”

For more education and networking opportunities, plan on participating in upcoming WASDA events. The Fall Meeting will be October 15 – 17, 2006 at the Grand Hyatt Denver Downtown, in Denver, CO. Watch your mail for details on the 2007 Annual Meeting.



Committee Corner

Marketing Committee

The WASDA Industry Marketing Committee has been very active since the Annual Meeting in Scottsdale. We are finalizing a three part teaser ad that is going in the June edition of AWWA's *Opflow* magazine. Please look for our ad and let us know what you think.

The Marketing Committee is also coordinating the efforts to have a booth at the ACE06 in San Antonio in June. AWWA has provided WASDA with space #2407 free of charge. Ford Meter Box Company has graciously donated a booth to WASDA. Terry Dotson is currently lining up for volunteers to man the booth. If you are going to be in San Antonio and have an hour or two to help man the booth please contact Terry or Lindsay.

David Yoder, Chairman

Government Relations Committee

If you have been reading the papers, you have heard about proposed cuts to the EPA State Revolving Funds. These cuts will affect the business of WASDA members. It is more important than ever to write your Congressman and urge co-sponsorship of the Clean Water Trust Fund. Thus far only a few WASDA companies have written letters.

Peter Krainock, Chairman

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. We have exciting new programs in place and more coming down the pike.

The Membership Committee wants representatives from both distributor members and manufacturer members in each area of the country. 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 either at 618-656-8383 or JohnSchulte@SchulteSupply.com.

Our next event will be the Partnership Forum. The Partnership Forum is one of our best functions for attaining new members for both distributor and manufacturer members. 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, Chairman

Program Committee

The Program Committee is currently reviewing input from the delegates of the recent Annual Meeting in Scottsdale, Arizona. While the meeting was quite successful, we are always trying to make improvements. This input will be instrumental in planning next year's Annual Meeting.

The meeting in Scottsdale saw an increase in delegate attendance and a 26% increase in company attendance over 2005, our first Annual Meeting with Associate Members!

This year's Fall Meeting and Partnership Forum is in its final planning stage. This year's meeting will be in Denver at the Grand Hyatt on Oct. 15 – 17. Make your hotel reservations and meeting appointments early!

The 2007 Annual Meeting will be in Florida. We are currently soliciting location proposals and anticipate a three day schedule that includes an opening night reception and free/networking time in the afternoons. The proposed dates are Feb 25 – Feb 28.

Deron Johnson, Chairman

Strategic Visioning Task Force

The Task Force met in Scottsdale and continued to make progress toward mapping WASDA's Strategic Plan. We recommended to the Board that the task force do another two-day session. The Board approved this recommendation and planning for this meeting has begun. The task force believes this longer session is required due the major shifts in WASDA and the Industry since our original session in Chicago back in June 2003. WASDA now has Manufacturer Members and the industry has seen major acquisitions that will impact WASDA and its members in the future. WASDA must position itself properly to benefit all members and revise our plan to continue our prominence in the Industry. The dates selected for this two-day session is the week of July 17th at Fernley & Fernley Headquarters in Philadelphia. If you would like to add input, please feel free to contact any member of the SVTF.

Michael J. Dooley, Chairman

Associate Member Committee

The proposed bylaw change to the Associate Member Committee to allow Associate Members to sit a three-year Board term versus the current one-year term was reviewed at the Annual Conference. Members will vote on the bylaw change at the 2007 Fall Meeting. Please see a member of the Associate Member Committee for more details.

Walter Cooper, Chairman

How to Save an Hour a Day

Time Management Tips

By Steve McClatchy,
President, Alleer Training & Consulting

Editor's Note: Steve McClatchy was a speaker at the 2006 WASDA Annual Meeting.

Plan 5 Minutes Every Day - Taking less than 1% of your day to plan the other 99% will yield much more than five minutes in return. The many benefits of a written plan include the ability to recover faster from interruptions, to control events instead of events controlling you, to weigh daily opportunities against your plan so you can make better decisions and to save the time lost transitioning between tasks. The excuse I hear most often for not planning is "I don't have time" but really it's time you lose when you don't have a plan.

Use One Time Management System - There is no greater cause of stress than not delivering on a commitment. Whether its your mortgage or rent commitment or a commitment you make to a customer or fellow employee, not following through causes us a great deal of stress. Have a system that brings your commitments to you without all the worry. Don't let floating pieces of paper that can be misplaced be your only reminder of commitments. Get them all in one system.

If You Can't Do It Today Don't Look At It Today - Instead of creating one "to-do" list you should have one for each and every day of the year. The most basic function of a day planner is to act as a 365-day "to-do" list. Day planners, Palm Pilots®, Outlook® and the like give you this ability but few people take advantage of this simple function. Think of the power of this one skill. Now if you think of something you can't do until next Wednesday you can put it on next Wednesday's "to-do" list and forget about it. If you plan everyday that task will come back to you all by itself. If a client asks you to call them back in 3 months you no longer have to beat yourself up trying to remember you can let your planning device do it for you. "Future to-do lists" as I call them are the key to goal achievement, effective delegation, contact management, project management and making sure details and the commitments you make don't fall through the cracks.

Prioritize - Psychologists say there are only two forms of human motivation and they are to "move toward gain" or to "prevent pain." Gain activities include things that move you toward your goals or values. Prevent pain activities include all responsibilities that would eventually find you if you neglected them. Activities that move us toward gain produce significant results that help us to lead and improve our lives. Activities that prevent pain produce insignificant results that help us to manage and maintain

our lives. Great time managers (great decision makers) have gain activities as a consistent part of everyday.

Get Organized - If it doesn't have a "home" it's clutter! The average person spends an hour a day looking for things. If you want more time, spend less of it looking for what you need. Remember a cluttered desk, office, car or home makes a cluttered mind. If we break it down getting organized can be really easy. It's really about taking the time to assign objects, files or whatever a specific home. When we assign something a home it's easy to retrieve it when we need it. I know of no one that has not assigned a location in their home for their forks, knives and spoons. As a result we spend very little time ever looking for these things. Apply this very same concept to getting organized. Assign a home to the things in your office, on your desk, in your car and in your home and spend less time looking for them when you need them.

Turn "To Do's" Into Appointments - What is higher in priority than a task that has been prioritized an "A" on a "to-do" list? The answer is an appointment on your calendar. A "to-do" is a discretionary task that is time flexible. Appointments are time specific. We defend appointments we tend to put off tasks. Think of the difference in commitment between having exercise on your "to-do" list and having an appointment on your calendar to meet with a personal trainer. To take your time management skills to the next level take your "A's" off your "to-do" list and put them on your calendar.

Under Commit and Over Deliver - This is one of the greatest productivity secrets of all time. So often we tend to do the opposite. This one skill alone can reduce tremendous amounts of stress in your life and significantly strengthen your relationships.

Find A Mentor Or Coach - Even Michael Jordan will tell you he needed a coach to be his best. Each of us needs a raving fan that roots us on and teaches us the skills we need to be successful. Find someone who can mentor you and coach you along the path to reaching your goals. If you can't find an all round coach its okay to have more than one. Have a coach for each area you would like to improve.

Become Observant of Yourself and Others - Observe the ways you are currently spending your time. If you do it write it down. Take notice of where your time goes and where and with whom you spend it. Once you are aware of where your time goes it will be much easier to determine what you should do differently. The second step is to make better choices. It takes a lot of character to try something new but if you don't change what you're doing then you'll keep getting exactly what you're getting.

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How to Save an Hour a Day

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Learn To Say "No" - Saying "no" for some people is a very hard thing to do but it has tremendous rewards. Ask yourself "what is the wisest and best use of my time right now?" If any given opportunity does not meet that criterion, say "no" to the opportunity.

Get Motivated - Everyone is motivated differently. Find what motivates you and use it. When you're in a positive mood you can get more done so use positive material to help you get there. Experts say that over 87% of what you hear each day is negative. If this is true you better have a way of reducing its effect. Make sure you are getting what you need to stay positive and motivated. I highly recommend purchasing positive tapes and CD's for listening in the car.

Get Rid Of It - Make a list of all the things you hate to do and pay someone else to do them. Don't try to figure out why you hate them just get rid of them. Pay family, friends, neighbors, kids, parents, grandparents, cousins, teachers, high school students, college students, parishioners, colleague's, client's, vendors or consultants. If you don't have the resources to pay someone else then try swapping. My nephew cleans out my shed and attic every year, something I hate doing, and in turn I help him with his homework.

Computer Efficiency - The speed of your typing and your ability to navigate the computer absolutely affect your ability to be productive. More and more of our time each

day is spent on the computer. Make time for computer skills development by either scheduling time with someone you know is good, formally scheduling time into a computer class, or just purchasing magazines and literature that will give you tips and advice.

Leave A Great Message - Leaving a message asking someone to call you back does not qualify as a great message. A great message communicates very clearly what you want the person you are calling to-do, to-know or to-schedule and it includes your name, company and phone number spoken clearly. This allows the person you are calling to easily return your call and if they don't get you still provide you with the information you need. Leaving your caller with your schedule for the day and when you will be available is another great tip. A great message is one that reduces a lot of work for both you and your caller and saves you both a lot of time.

Steve McClatchy is the president of Alleer Training & Consulting, a provider of training, consulting and speaking services in the areas of Consultative Selling, Time Management and Leadership. If you would like to publish this article in your trade journal, magazine or newspaper or if you would like to learn more about the ways Alleer can be a resource to your organization email Steve.McClatchy@Alleer.com or call 1-800-860-1171.

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Member News



REED: Celebrating 110 Years and Moving Toward More!

Celebrating 110 years in 2006, Reed Manufacturing Company is a long-time pipe tool and vise manufacturer. Started in 1886 and then purchased in 1902 by Reuben Wright, the company continues to be operated by fifth generation members of the Wright family. From the company's beginning, Reed Associates have invented tools that continually become industry standards, including the Quick Release™ Tubing Cutter, various tools for plastic pipe, vises, plus Hinged and Rotary™ cutters for large diameter pipe. Along with new tools, each year Reed makes end-user driven improvements and refinements to existing tools. Reed's main tool categories are: Cutters & Cutter Wheels; Groovers, Power Drives, Threaders & Dies; Clean Room Tools; Vises; Water Services Tools & Machines; Plastic Pipe Tools; Large Diameter Pipe Tools; Wrenches; and General Pipe Working Tools. Reed's full-line catalog recently added 8 new product pages and the www.reedmfgco.com website is updated frequently. Some popular tools are demonstrated on Reed's Piping Solutions 2.0 DVD; shorter clips may be downloaded from

www.reedmfgco.com. Additionally, Spanish and Chinese electronic catalogs are available on-line. Reed tools are backed by a Lifetime Warranty. Although over a century old, Reed is very progressive and will continue to improve its customer offerings throughout each of its next 110 years.

S. 1955: Offering More Affordable Health Insurance to Trade Association Members

During this first week of May, the U.S. Senate will debate and vote on S. 1955, a bill to level the playing field for smaller employers by allowing them to band together across state lines through their membership in a trade association to purchase more affordable health insurance. (Legislation of similar purpose; H.R. 525, has already passed the U.S. House of Representatives.)

Unions and large corporations already have access to affordable health care options; smaller businesses should too. Passage of S. 1955 will bring health insurance to more working families, address the nation's growing uninsured problem and the cost-shifting that is its result and, as a result, lower health care costs for all health insurance premium payers.

S. 1955, the "Health Insurance Marketplace Modernization and Affordability Act" must pass the Senate if association-sponsored small business health plans (SBHPs) are to become a reality – a legislative objective NAW and its affil-

iated companies have pursued on a priority basis for the past decade in order to bring wholesaler-distributors affordability, choice and quality in the health insurance marketplace.

WASDA members who support this plan should contact both of your U.S. Senators now and over the next several weeks. Anti-SBHP groups have activated their grassroots networks and Senators are already hearing from constituents opposed to S. 1955. So please act immediately!

Tell your Senators that smaller employers cannot wait any longer for small business health plans (formerly known as Association Health Plans, or AHPs) to become a reality.

If you are interested, go to: <http://www.naw.org> and Click the "TELL CONGRESS" button in the top right corner of your screen. You will be linked to NAW's "Take Action" E-Alert Program. Click on "Urge Your Senators to Pass Small Business Health Plan Legislation." Easy to follow instructions, including talking points, will take you through the rest of the very quick process.

Welcome New Distributor Members!

COMPANY

CPR Services & Supplies, Inc. - dba MDN Enterprises,

CITY

New Caney

STATE

TX

Welcome New Associate Members!

COMPANY

T. Christy Enterprises, Inc.
Custom Fab

CITY

Anaheim
Orlando

STATE

CA
FL



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

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2006 Matt Stager Memorial Scholarship

Thank you to Stager Scholarship Fund contributors

Dresser Piping Specialties
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WASDA

The deadline for scholarship applications was April 3. The award winners will be notified by June 1.

To make a contribution to the scholarship fund, contact:

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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