

Time Management, Government Relations, Networking and More at the Annual Meeting

WASDA 27th Annual Meeting
February 26 – March 1, 2006
The Scottsdale Plaza Resort
Scottsdale, AZ

Attendees at the upcoming WASDA meeting will benefit from a top notch business program in Scottsdale.

The educational portion of the meeting will kick off on Monday with an intense seminar on “Time Management and Personal Leadership,” presented by consultant Steve McClatchy.

If you have been trying to “get organized” but aren’t sure how to start, this session will teach you what you need to know. McClatchy will identify the simple skills necessary to:

- Rid yourself of addiction to urgency
- Get more done in less time
- Say “no” to activities that are not a good use of your time
- Keep track of commitments

On Tuesday, Jade West of NAW will lead the WASDA Government Relations Update. This will be an opportunity to identify concerns about government and business relations impacting the industry and to see how government really works.

The final business portion will focus on something totally unique—the art of “face reading,” led by expert Mac Fulfer. You’ll learn how to accurately and immediately assess each person you meet, just by reading the characteristics of their face! This seminar will prove invaluable to your every day and business life as you apply these tactics to:

- Improve your negotiating, hiring and selling aptitude
- Increase your ability to communicate
- Gain insight into unique personality traits
- Identify character strengths and challenges

In addition to these outstanding educational forums, participants will benefit from excellent attendance at this event. This year’s strong registration numbers mean more networking value for all.

Social and networking events will include the welcome reception on Sunday (preceded by a reception for First Timer’s), and a cocktail reception on Monday, followed by the always popular Dutch Treat Networking Dinners at some of the area’s best restaurants.

The meeting will end with a fiesta celebrating the best of the Southwest on Tuesday night.

Of course the meeting will provide opportunities for golf, spouse activities and a chance to enjoy the Arizona sunshine in February!

If you haven’t yet registered, do so today by visiting www.wasda.com. The website includes all meeting details, including a list of registrants to date. Visit www.wasda.com and get ready for the industry event of the year!

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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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Message from the President

Greetings,

It won't be long and we'll be in sunny, warm Scottsdale. In most years it would be a drastic change from a normal Wisconsin winter, however this year started like it was going to be a lion but has quickly changed into a lamb. Nonetheless, some warm, sunny weather will be wonderful! As we approach the 2006 Annual Meeting, it's amazing to see the fantastic organization that WASDA has become. We are now a perfect blend of Distributors and Manufacturers working together for the betterment of our industry. The growth and change over the last three years will only be eclipsed by the next three to five years. Remember, "Change is inevitable, except from vending machines."



It's been a pleasure to serve on the WASDA Board of Directors. As I've gone from Board Member to Officer to President, I'm proud to say I've had a hand in WASDA's change over the last five years. When I accepted a board position I never would have guessed what the future held. But like any captain, the ship does not sail without the crew. Without the help of: Lindsay Groff, the entire Fernley & Fernley staff, my fellow officers and board members, none of this would have been possible. I am quite confident that turning the rudder over to Mike Dooley and Dave Yoder leaves WASDA in excellent hands.

At the coming meeting I will become the "Immediate Past President". While I look forward to continuing my involvement with WASDA, there will be a little more free time. See you at the pool!

Greg Strayer
WASDA President

Save the Date:

WASDA 2006 Fall Meeting
and Partnership Forum
October 22 – 24, 2006
Location TBA
Watch your email for details soon.

New Member Benefit – WASDA Discount

WASDA members save money and benefit from continuous learning opportunities for their salespeople and sales managers through live public seminars offered by well-known and veteran sales trainer Dave Kahle. His programs are always educational, inspiring, and motivational, focusing on a single end result—changed behavior. Salespeople leave Dave's programs with specific, practical practices that they know they can implement immediately. They are energized, educated, inspired and motivated. Dave will be coming to a city near you in 2006 with distributor-specific training that covers a range of sales training needs, at rates discounted by your WASDA membership.

- **Top Gun** – One-day training for distributor **new hires and veterans** in 14 cities.
- **Sales Academy** – Two-day intensive **advanced training** for distributor sales professionals.
- **Dave Unplugged** – Two-day training in the ultimate sales management system for **distributor sales managers**.

Visit <http://www.davekahle.com/liveseminars.htm> or call 800-331-1287.

Annual Meeting Information

WASDA to meet in Arizona: The Jewel of the Southwest

With its warm desert climate, unique terrain and spectacular vistas, Arizona provides an ideal site for the 2006 Annual Meeting. This picturesque area is famous as the home of the Grand Canyon, the saguaro cactus, and the OK Corral. The fact is, Arizona is all these things and more! Check out these fun facts about WASDA's meeting site:

- Arizona observes Mountain Standard Time on a year round basis. The one exception is the Navajo Nation, located in the northeast corner of the state, which observes the daylight savings time change.
- The state's most popular natural wonders include the Grand Canyon, Havasu Canyon, Grand Canyon Caves, Lake Powell/Rainbow Bridge, Petrified Forest/Painted Desert, Monument Valley, Sunset Crater, Meteor Crater, Sedona Oak Creek Canyon, Salt River Canyon, Superstition Mountains, Picacho Peak State Park, Saguaro National Park, Chiricahua National Monument, and the Colorado River.
- Arizona became the 48th state on February 14, 1912.

- The Grand Canyon is 227 miles long, 1 mile deep, and has an average width of 10 miles.

- Arizona is roughly the size of Italy.

- Arizona has more parks and national monuments than any other state, more mountains than Switzerland, and more golf courses than Scotland.

- The hottest recorded day in Phoenix was June 26, 1990, when the temperature hit 122 degrees.

- The sun shines in southern Arizona 85% of the time, which is considerably more sunshine than Florida or Hawaii.



The Grand Canyon



Monument Valley

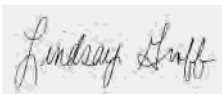
Excerpted from the website: <http://www.legendsofamerica.com/AZ-ArizonaFacts.html>

Important Annual Meeting Hotel Information: WASDA Hotel Rooms Sold Out

As some of you may know, there are a few nights that our host hotel, The Scottsdale Plaza, is sold out during our meeting. Allow me to explain how WASDA books rooms for our meetings. WASDA creates a "room block" with the hotel based on the number of attendees expected for the meeting. This number is based on history and is generally a conservative number. The reason to block rooms conservatively is for the financial obligation, called attrition, if WASDA does not fill the room block. In other words, if WASDA blocks 300 rooms and only uses 200, there is a financial responsibility to the hotel for blocking the unused rooms. For this room block, WASDA receives special concessions like free meeting space and discounted food and beverage pricing.

What does this mean to you? Make your reservations early. The sooner we know that rooms are selling out, the better the chance we have to extend the room block if necessary. I apologize to any member who cannot get a reservation at our host hotel. There is a listing of alternative hotels on the WASDA website. If you have any questions about this or any subject, please do not hesitate to contact me at lgroff@fernley.com.

Thanks,



Lindsay Groff
WASDA Executive Director

Scholarship News

2005 Matt Stager Memorial Scholarship

Student Application Deadline – April 3, 2006

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 the Directors of WASDA, wants to continue to build his legacy by awarding outstanding, diligent, industrious, intellectual individuals with annual college scholarships in his honor.

Applications: Applications may be obtained by calling WASDA at (215) 564-3484 or by visiting www.wasda.com. Candidates must make certain that a transcript of their high school grades is sent to the Scholarship Selection Committee along with their letters of recommendation and Counselor's Report.

Deadline: All applications must be submitted no later than April 3, 2006. The award winners will be notified no later than June 1, 2006.

For an application or to make a contribution to the scholarship fund, contact:

The Matt Stager Memorial Scholarship Fund

c/o WASDA
100 North 20th Street, 4th Floor
Philadelphia, PA 19103-1443
Phone: (215) 564-3484
Fax: 215.963.9785
E-mail: wasda@fernley.com
www.wasda.com

Welcome New Distributor Members!

<u>COMPANY</u>	<u>CITY</u>	<u>STATE</u>
WinWholesale Inc.	Dayton	OH
Indigo Rim Excorp dba Indigo Piping Systems	Berkeley	CA

Welcome New Associate Members!

<u>COMPANY</u>	<u>CITY</u>	<u>STATE</u>
Indiana Seal	Carmel	IN



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

Greg Strayer
Mike Dooley
Dave Yoder
Lindsay Groff
Suzanne C. Pine

President
President-Elect
Treasurer
Executive Director
Management Liaison

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Committee Corner

Management Information Committee

Attention WASDA Distributor Members:

It's time to get serious about increasing your profits!

The **2006 Statistical Survey** information will be sent out in mid-March to current Distributor Members. This packet includes the survey, detailed instructions, and an informational page. The completion of this survey takes a small amount of your time compared to the fantastic benefits you will receive in return. The individual survey information is kept in strict confidence by the Profit Planning Group and used as part of comparative report returned to participating member companies only. All survey information is returned back to the participants anonymously for complete privacy.

This survey is a direct benefit of your WASDA membership and an exclusive opportunity for you to compare your firm against same size firms nationwide. You cannot get this information anywhere else in the industry!

In 2005 we had 24 members participate or about 40% of our Distributor Member companies. Our long-term goal is for 100% participation. The information needed helps you to look at your company in many different aspects, and is returned to you in a very simple format including a Performance Scorecard, Financial Comparisons, Productivity Ratio's and an actual Action Plan to implement in 2006.

To assist new participants, WASDA has agreed to send out a prior-years' survey report, one time, to any member that is new to the survey. This will help you to see what the survey has to offer your company.

Please take a moment to review the information and complete by May 16, 2006. You will never look at your company the same way again.

Dave Putnam
Management Information Committee Chair

Publications Committee

Shortly after the Annual meeting in Scottsdale, the Publications committee will begin working on the paper version of our 2006-2007 WASDA Membership Directory. This is going to be our biggest Directory ever with our increased membership over the past year. We will be

contacting all of our members asking you to help us out with a company advertisement. We would like to remind you that this directory remains in the briefcases and on the desktops of all the top people in the Water, Sewer and Drainage industry for the full year. We think it is a great opportunity for your company to advertise to the people that make a difference in this industry. Please look for the advertising notice in the coming months.

We would like to also remind everyone of the resources available to you through our newly formed video library. We have not received any recommendations for videos to add to our collection. If you have a training video you have used or a video that your company is considering, let us know. We could add it to your library and save you money while adding value to everyone's WASDA membership.

We are always looking for any input or articles that you might want to add to the next issue of *Connections*. If you have something for us, please contact Lindsay or Sam Peirce. We would be glad to help you spread the word to all of our membership.

Thanks you for your support of WASDA,

Sam Peirce
Publications Committee Chair

Membership Committee

We would like to welcome all of our new members and say "Thank You" for joining WASDA.

The Membership Committee wants representatives from both distributor members and manufacturing 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.

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 Chair

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Committee Corner

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Government Relations Committee

The Government Relations Committee is focusing all our efforts on ensuring that our session at the Annual Meeting in Scottsdale will be both productive and memorable. If you have ever wanted to know how Washington really works and how organizations such as WASDA can make a difference, don't even think of playing golf on Tuesday morning. We are going to lock the doors and tell it like it is.

Peter Krainock
Government Relations Committee Co-Chair

Marketing Committee

The Marketing Committee has not met since our meeting in Chicago in October. We continue to enhance the evolving WASDA website so that it will be packed with fresh and useful information. We intend to start advertising in regional and state publications during the first half of 2006 to promote doing business with WASDA Members as well as WASDA itself. The "Power of D" brochures are at the printers and will be unveiled at the Annual Meeting in Arizona. I would like to thank all committee members who have helped get all the Marketing projects prioritized and moving forward.

Mike Dooley
Marketing Chair

Strategic Visioning Task Force

The Strategic Visioning Task Force (SVTF) has not met since our meeting in Chicago in October 2005. During our meeting in Chicago we identified four items to be WASDA's value proposition. These four items are:

- Access
- Education
- Networking
- Information/Communication

During our meeting in Arizona we will further define these four items and create action plans to insure WASDA's delivery of all four of these values to all WASDA Members. Feel free to contact me or any member of the SVTF with any ideas you may have.

Mike Dooley
SVTF Committee Chair

Associate Committee

I want to encourage all Associate Members to attend the Associate Member Committee meeting at the Annual Meeting in Scottsdale. The six members of the Associate Committee are very interested in hearing any ideas that an Associate Member may have that needs to be presented to the Board of Directors.

The terms of the members of the Associate Committee have been established as two years with two members rotating off each year starting next year. The term of the Associate Director is three years.

Please watch for the meeting date and time for our committee in the registration information for the Annual Meeting and I hope to see you in Scottsdale.

Walter Cooper
Associate Member Committee Chair

Program Committee

The Program Committee has planned an exciting schedule of events for the Annual Meeting at the Scottsdale Plaza Resort in Scottsdale, AZ. In addition to our business session and golf tournament, we will have three great speakers. Steve McClatchy, a highly regarded speaker within the Fortune 500 community will speak on time management on Monday afternoon. Jade West, VP of Government Relations for NAW, will be joining us on Tuesday. Our third speaker, Mac Fulfer, joins us at the cocktail reception on Monday night and will be speaking on Tuesday morning. Mac is a former attorney who specialized in selecting jurors, based in large part, by reading their faces and expressions to determine how and what they are thinking. Mac will share his technique to help us all become better negotiators, interviewers, and sales people.

Plans are being made for the Fall Meeting and Partnership Forum. Our recent meeting in Chicago was very successful and we aim to incorporate attendee input to make our next meeting even more successful. The tentative date is Oct. 22 – 24, 2006 and Denver and Memphis are being reviewed as possible locations.

Deron Johnson
Program Committee Chair

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