



WWEMA

Water & Wastewater Equipment Manufacturers Association Inc.

2014 ANNUAL REPORT



MISSION STATEMENT

The Water and Wastewater Equipment Manufacturers Association (WWEMA), as the respected voice for water and wastewater technology providers, has as its mission to advance the industry to ensure a future sustainable environment and improve its members' economic viability.

WWEMA will:

1. **Advocate and Influence**—Communicate our members' positions to Congress, Federal and state agencies, and industry stakeholders to directly impact the legislative and regulatory environment.
2. **Inform and Educate**—Members and industry stakeholders regarding products, technology, market conditions, and business opportunities.
3. **Connect and Create Opportunity**—For networking with fellow members, topic-area experts, and clients for mutual understanding and economic growth.

CODE OF ETHICS

The Water and Wastewater Equipment Manufacturers Association (WWEMA) and its member companies voluntarily pledge to conduct themselves according to the highest professional standards and laws of society.

We shall strive to provide products and services of quality and value.

We shall conduct our business with honesty and integrity.

We shall make truthful representations as to the performance of our products.

We shall work to maintain our professional skills – and those of our employees – at the state of the art.

We shall hold paramount the health and safety of the public in the performance of our business.

Adopted by the WWEMA Board of Directors on May 6, 1991.

Water and Wastewater Equipment Manufacturers Association

540 Fort Evans Road, Suite 304

Leesburg, VA 20176-3379

703.444.1777

www.wwema.org

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“The data WWEMA provides with regard to market and funding conditions keeps us up to speed. It helps us know what to expect and where to direct our resources.”

— *Vince Baldasare*
Gorman-Rupp Company

“If you want to check the pulse of our industry and get a good reading on potential business in the future, membership in WWEMA is a must.”

— *Ron Culp*
Hartwell Environmental

“There’s something about being part of an organization where you call in and someone you know picks up the phone ... and you’ve got a question and they answer it. WWEMA has the right contacts, and they will reach out to them and get back to you before the end of the day. That’s an amazing reach.”

— *George Vorsheim*
Environment One Corp.

LETTER FROM 2014 CHAIRMAN CHUCK POWERS



As any leader who has ever produced an Annual Report for their business knows, recording a year's worth of activities, tasks, challenges, and accomplishments serves to sum up the report card, so to speak. As I review the *WWEMA 2014 Annual Report*, I am gratified to see the work that has been done by the Association staff and leadership, as well as by all the members who have served on committees, attended events, and otherwise participated in the life of the organization. This year, we faced some additional challenges with the office move and made considerable policy improvements, as well as continuing to monitor the industry, thanks in large part to our talented and dedicated WWEMA staff.

Together, we are making solid progress. It is remarkable to think that through WWEMA, dozens of companies with varying interests, goals, and agendas continue to focus on a common market and future to produce mutually beneficial advocacy messages and member programs. The *Annual Report* includes 20 bullet points under "Strategies and Accomplishments." The amount of effort and collaboration that has gone into each of those bullet points is understated. Strategically, each has current and future potential and offers positive benefits to our Association, our industry, and our collective businesses.

I thank each of you for your part in making those bullet points the right steps forward in 2014. I gained many new relationships and strengthened many existing ones. It was my pleasure to serve as your Chairman, and I look forward to continued success for WWEMA and its members.

LETTER FROM EXECUTIVE DIRECTOR VANESSA LEIBY



I would like to extend my heartfelt thanks to the leadership and members of WWEMA for your support and encouragement in my first year as WWEMA's new Executive Director. It was an exciting and challenging year, but one that brought both growth and increased visibility to the Association.

In addition to a new Executive Director, we moved into a new Headquarters office, updated our Strategic Plan, and created a new Investment Policy. Thanks to the vision and commitment of the WWEMA Board and members, the Association is well positioned to meet the future needs of our members and the industry.

While we continued to lead in our legislative and regulatory initiatives, we turned our attention squarely on our members' issues, concerns, and priorities. All of this year's change was designed to create a platform where we can grow our members' connections and opportunities, leading to stronger economic positions, and ensuring that WWEMA continues to speak as "the voice of the industry."

This year we produced the *WWEMA Leading Market Index* report to provide insight into funding for municipal water and wastewater projects, we added a weekly *Member Bulletin* to our communications that includes a "Market Watch" segment that highlights upcoming business opportunities, we increased our outreach to technology accelerator initiatives across the country and around the world to promote the more rapid transfer of technology to the marketplace, we connected more intentionally with state regulators and engineering firms, and we reached out beyond the municipal markets to explore business opportunities in the industrial sector and water reuse.

I am excited about the future direction of WWEMA and the new tools and programs that we have planned to add value to your membership in YOUR Association in 2015 and beyond.

ABOUT WWEMA

WWEMA was established in 1908 as a 501(c)(6) non-profit national trade association. Today, it is the leading organization of equipment manufacturers serving all the related industries in the water and wastewater sector.

WWEMA members supply the most sophisticated leading-edge products and technology, offering solutions to every water-related environmental problem and need facing today's society.

WWEMA's aim is to enhance and promote its members' businesses by providing a unique range of essential services, and by altering the paradigm of treating water issues by segment or region to one that leverages the water industry into one integrated system of water management.



KEY TO SUCCESS

Inscribed "WSWMA" (Water and Sewage Works Manufacturers Association), this historic key is passed from year to year at the Annual Meeting of Members to each incoming WWEMA Chairman.

What's in a Name?

1908

Water Works Manufacturers Association forms to manage the exhibits of the American Water Works Association (AWWA).

1940

Association changes its name to the **Water and Sewage Works Manufacturers Association** to reflect its expanded scope of trade show services to both AWWA and the Federation of Sewerage Works Association (now known as the Water Environment Federation).

1964

Association changes its name to the **Water and Wastewater Equipment Manufacturers Association**; within the next 20 years, WWEMA transitions from an organization focused primarily on trade show services to an advocacy and educational organization located in the Washington, D.C., area.

2014 WWEMA EVENTS

41st Washington Forum

April 15-17, 2014

Washington, D.C.

Program Chairman

Tammy Bernier, Duperon Corporation

107th Annual Meeting

November 6-8, 2014

Tucson, Arizona

Program Chairman

Chuck Powers, Flowserve Corporation

WWEMA Finance & Contract Administration Council

May 8-9, 2014

Indianapolis, Indiana

Program Planning Committee

Jim Brown, Infilco Degremont Inc.

Susan Button, Xylem Inc.

Jon Forrest, Fortech Inc.

Brian Harrell, Hydro International

Marcia Reuben, Severn Trent Services

WWEMA Presidents Council

September 9, 2014

Chicago, Illinois

Program Chairman

Chuck Powers, Flowserve Corporation

2014 WWEMA LEADERSHIP**Executive Committee***Chairman*

Chuck Powers, Flowserve Corp.

Chairman-Elect

Frank Rebori, Smith & Loveless Inc.

Vice Chairman

Ron Port, SPX Corporation

Treasurer

Tammy Bernier, Duperon Corporation

Immediate Past Chairman

Deb LaVelle, Bestt Consulting LLC

Board of Directors

Jack Adams, Calgon Carbon Corporation

Vince Baldasare, The Gorman-Rupp Company

Tammy Bernier, Duperon Corporation

John Collins, JCM Industries Inc.

* Ron Culp, Hartwell Environmental Corporation

Bill Decker, Aqua-Aerobic Systems

Mike Dimitriou, WRT

Anthony Dusovic, Ozonia North America

John Dyson, Severn Trent Services

Fritz Egger, JWC Environmental

Deb LaVelle, Bestt Consulting LLC

Michelle McNish, E&I Corporation

Ron Port, SPX Corporation

Chuck Powers, Flowserve Corp.

Frank Rebori, Smith & Loveless Inc.

Leelon Scott, Revere Control Systems

Mark Turpin, Parkson Corporation

Kurt Tyler, Hach Company

Thacher Worthen, Schreiber LLC

* *Ex-officio member (Manufacturers Representatives Committee Liaison to the Board)*

2014 WWEMA COMMITTEES**Executive Committee**

Chairman: Chuck Powers

Flowserve Corp.

Strategic Planning Committee

Chairman: Frank Rebori

Smith & Loveless Inc.

Legislative/Regulatory Committee

Chairman: John Dyson

Severn Trent Services

Vice Chairman: Jack Adams

Calgon Carbon Corporation

Marketing & Member Services Committee

Chairman: Mike Pruitt

Pruitt Humphress Powers Munroe

Vice Chairman: Bill Decker

Aqua-Aerobic Systems Inc.

Investment Committee

Chairman: Mike Dimitriou

WRT

Manufacturers Representatives Committee

Chairman: Ron Culp

Hartwell Environmental Corporation

Buy American Committee

Chairman: Mark Meyer

Metalfit Inc.

Vice Chairman: John Dyson

Severn Trent Services

Dues Restructuring Committee (Ad Hoc)

Chairman: Tammy Bernier

Duperon Corporation

WWEMA HEADQUARTERS STAFF

Vanessa Leiby, Executive Director

Linda Budzinski, Director of Membership & Marketing

Sharon Nye, Research Assistant

2014 WWEMA MEMBERSHIP

Full Members

Aeration Industries International
Aerzen USA
Alfa Laval Inc.
APGN Inc. (dba APG-Neuros)
Aqua-Aerobic Systems
Aquarius Technologies Inc.
Aquionics Inc.
BlueInGreen
Calgon Carbon Corporation
Duperon Corporation
E & I Corporation
Environment One Corporation
Flowserve Corporation
Fortech Inc.
GA Industries LLC
Gorman-Rupp Company
Hach Company
Huber Technology Inc.
Hydro International
Infilco Degremont Inc.
INVENT Environmental Technologies Inc.
JCM Industries Inc.
Jim Myers & Sons Inc.
JWC Environmental
KLa Systems
Komline-Sanderson
KSB Inc.
Medora Corporation
Metalfit Inc.
OCV Control Valves LLC
Orica Watercare Inc.
Ozonia North America LLC
Parkson Corporation
Pentair
Pinnacle Ozone Solutions
Revere Control Systems
Schreiber LLC
Severn Trent Services
SIGMA Corporation
Smith & Loveless Inc.
SPX Corporation
Sulzer Pumps/ABS USA
Trojan Technologies
WRT
Xylem Inc.

Associate Members

Aqua Solutions Inc.
Bestt Consulting LLC
Boenning & Scattergood Inc.
Coombs-Hopkins Company
Drydon Equipment Inc.
Eco-Tech Inc.
Envirep/TLC Environmental Inc.
Environmental Operating Solutions Inc.
Environmental Technical Sales Inc.
Hartwell Environmental Corp.
Heyward Incorporated
Instrument & Supply Inc.
Janney Montgomery Scott LLC
Jim House and Associates Inc.
Kappe Associates Inc.
MISCOwater
Newman Regency Group
Pruitt Humphress Powers & Munroe Inc.
Riordan Materials Corp.
Scully Capital
Sherwood-Logan and Associates
Smith, Currie & Hancock LLP
Templeton & Associates Engineering Sales
Tencarva Municipal
Troup Environmental Alternatives LLC
Water & Wastes Digest
Water Online
WaterWorld
W.C. Weil
Wet-Tek LLC
Wharton MidMarket Advisors LLC
William H. Reilly & Co.
XPV Capital Corporation



For information
on WWEMA membership,
visit www.wwema.org
or call 703.444.1777.

WWEMA OUTREACH

WWEMA staff and members serve as liaisons and provide input on behalf of the water and wastewater equipment manufacturing community to numerous regulatory, professional, and trade organizations, including:

Liaison Activities

American Council of Engineering Companies
 American Water Works Association
 American Water Works Association Research Foundation
 Associated General Contractors of America
 Association of Clean Water Administrators
 Association of Metropolitan Water Agencies
 Association of State Drinking Water Administrators
 Canadian Manufacturers & Exporters
 Clean Water America Alliance
 ConsensusDocs
 Environmental Council of the States
 Federal Water Quality Association
 National Association of Clean Water Agencies
 National Rural Water Association
 National Sanitation Foundation
 Submersible Wastewater Pump Association
 Sustainable Water Infrastructure Coalition
 U.S. Chamber of Commerce
 U.S. Department of Commerce
 U.S. Environmental Protection Agency
 U.S. Water Alliance
 Water Environment Federation
 Water Environment Research Foundation
 Water Quality Association
 WaterReuse Association

External Committees

American Water Works Association
 (Innovation Initiative Steering Committee Member
 and Manufacturers Associates Council Member)
 Sustainable Water Infrastructure Coalition
 (Steering Committee Member)
 U.S. Department of Commerce
 (Environmental Technologies Trade Advisory
 Committee Member)
 Water Environment Federation
 (Manufacturers & Representatives Committee
 Member)

Memoranda of Understanding and Partnering Agreements

American Water Works Association
 ConsensusDocs
 U.S. Department of Commerce,
 International Trade Administration
 Water Environment Federation
 Water Quality Association

WWEMA POSITION PAPERS

WWEMA members, though often competitors, work together to develop position papers that present the manufacturers' perspective on areas of common ground and concern within the water and wastewater industry. To date, the Association has published position papers on:

Buy American/American Iron and Steel
 Chemical/Facility and Water Security
 Drinking Water Contaminants
 Funding for Sustaining and Improving
 |Publicly-Owned Treatment Works
 Green Technologies

Impact of Regulations on Publicly-Owned
 Treatment Works
 Nutrient Control
 Sanitary Sewer Overflow
 Water/Energy Nexus
 Water Reuse

WWEMA: PROVIDING A STRATEGIC ADVANTAGE

The only Association within the water and wastewater industry addressing the needs of technology providers, WWEMA offers members a strategic advantage using a three-pronged approach:

ADVOCATE AND INFLUENCE

WWEMA's connections on Capitol Hill and within the Administration as well as among other industry organizations ensure members a "seat at the table" when new legislation, regulations, and policies are being developed. Among our 2014 advocacy activities and accomplishments:

- **Exemptions for WWEMA members' products from "Buy American" restrictions**—WWEMA and its members worked closely with the U.S. Environmental Protection Agency (EPA) during the development of the Agency's guidance related to American Iron and Steel (AIS) requirements for the state revolving loan funds for water and wastewater projects. WWEMA advocated for a very clear and concise interpretation of the legislative intent and succeeded in securing permanent exemptions for an extensive list of member products.
- **Inclusion of WWEMA members' products in trade negotiations**—As a member of the U.S. Department of Commerce Environmental Technologies Trade Advisory Committee, WWEMA played a major role in developing a list of water and wastewater products for inclusion in trade talks aimed at reducing or eliminating export tariffs.
- **Support for funding legislation**—As a member of the Sustainable Water Infrastructure Coalition Steering Committee, WWEMA was a leading supporter of the proposed federal Sustainable Water Infrastructure Act to boost private-sector investment in water and wastewater projects by removing caps on private activity bond issuances.
- **Capitol Hill "fly in"**—WWEMA's Buy American Committee organized an advocacy day in Washington, D.C., in which members visited key legislators' offices, EPA officials, industry trade associations, and the U.S. Chamber of Commerce to explain their concerns regarding AIS restrictions and their stifling effects on business.
- **"Buy American" portal at www.wwema.org**—WWEMA developed the world's most extensive web portal for information on AIS restrictions. The site offers links to the legislation and EPA's interpretation and guidance on it; articles and documentation describing the negative response from our international trade partners; legal cases related to enforcement of the requirements; and details of WWEMA's position on the issue and our efforts to combat and mitigate its effects.
- **Industry stakeholder meetings with EPA**—WWEMA has a seat at the table for bi-monthly meetings with high-ranking officials within the Office of Water to discuss regulations impacting the water industry.

INFORM AND EDUCATE

WWEMA keeps members up to date on the regulatory, legislative, and market conditions affecting their businesses and provides training specific to the needs and concerns of manufacturers:

- **Member Bulletin**—WWEMA’s email newsletter provides members with timely national industry and Association news. In 2014, this publication was redesigned and placed on a formal weekly schedule, and a new “Market Watch” section was added to alert members to water and wastewater funding initiatives at the state and local levels.
- **Washington Analysis newsletter**—The Association’s bimonthly print newsletter provides more in-depth coverage of state, national, and international news of concern to members. In its semi-annual “Frontline News” column, WWEMA’s manufacturers representative members provide regional market outlooks and analyses.
- **WWEMA Leading Indicators Index**—Based on the work of the WWEMA Membership & Marketing Services Committee, the Association contracted with a national financial services firm to create an exclusive “Leading Indicators Index” that provides members with insight into current and near-term funding conditions for water and wastewater projects.
- **WWEMA Market Indicators Survey**—The annual WWEMA Market Indicators Survey helps members to gauge the state of the water and wastewater equipment manufacturing market, offering member-reported data on trends in domestic and international sales, orders, design work, employment, and more.
- **“Members Only” section of website**—With a growing library of resources, the “Members Only” section of the WWEMA website provides access to reports, studies, and presentations available nowhere else.
- **“Buy American” webinar**—WWEMA this year offered a two-hour webinar on the AIS requirement for the EPA State Revolving Fund program, including opportunities for members to ask EPA staff questions and provide input from the manufacturers’ perspective with regard to the Agency’s guidance.
- **Articles in industry publications**—Members and staff contribute each month to the three leading water/wastewater trade publications, through the “WWEMA Window” column at *Water Online*, the “WWEMA Corner” column in *Water World*, and the “WWEMA Connection” blog at *Water & Wastes Digest*.

CONNECT AND CREATE OPPORTUNITIES

WWEMA offers members powerful connections—with each other as well as with industry experts, policy makers, potential customers, and other key stakeholders—allowing them to explore business opportunities and placing them in the best possible position for success:

- **Washington Forum and Annual Meeting of Members**—WWEMA's two annual conferences bring members together to hear from top experts and officials on the regulations, technologies, and market forces that most affect them. Receptions and luncheons provide opportunities for informal networking among manufacturers, manufacturer representatives, and guest speakers.
- **WWEMA Councils**—The WWEMA Presidents Council brings top manufacturing executives together in a small-group setting to take a 30,000-foot view of the industry and to share C-level challenges and strategies. The WWEMA Finance & Contract Administration Council offers members a unique opportunity to share strategies and techniques related to business management and contract negotiations.
- **WWEMA Online Catalog**—WWEMA's online catalog provides members exposure for their products and services. In 2014, with the exception of the home page, the catalog was the most viewed section of the site, with nearly 23,000 views.
- **AWWA Innovation Initiative**—Based in part on a WWEMA member survey and roundtable session on the most significant barriers to innovation in the water industry, the American Water Works Association (AWWA) developed an "Innovation Initiative." At the AWWA's ACE13 and ACE14 events, WWEMA co-chaired technical sessions to address the top five barriers identified and to discuss ways to overcome them. As a Steering Committee member, WWEMA remains active in ensuring the manufacturers' perspective is well represented in this initiative.
- **LIFT Program**—WWEMA has supported the Water Environment Federation's Leaders Innovation Forum for Technology (LIFT) program.
- **Technology Acceleration**—WWEMA has worked together with the EPA Office of Research and Development's Environmental Technology Innovation Cluster Development and Support Program, the newly formed Design of Risk Reducing, Innovative Implementable Small System Knowledge (DeRISK) Center, and other innovative technology centers to explore common areas of interest and to keep members informed of their activities and potential strategic opportunities.
- **Trade Show Exhibits**—WWEMA this year participated in three industry exhibitions: ACE14, WEFTEC, and the Association of State Drinking Water Administrators' Annual Conference.



Water and Wastewater Equipment Manufacturers Association
Serving as the voice of the technology provider since 1908.

