

President's Letter



I hope everyone is having an enjoyable summer and has the opportunity to spend time with family and friends.

While the summer tends to be the quiet time between our two big meetings, there are a few things that we are working on. The data is now being compiled from the Statistical Survey, the final preparations are being completed for the Fall Partnership Forum, and the Executive Committee met in

Philadelphia to discuss the 2012 budget and ideas for the future of WASDA.

One area that is critical to the future of WASDA is leadership. We are always looking for new talent from within our membership to participate in and lead our committees or join the Board of Directors. You will find that the time commitment is not burdensome and that the opportunity to help shape WASDA is very fulfilling. If you are interested in volunteering, please email our Executive Director, Sarah Hagy at shagy@fernley.com.

I look forward to seeing everyone in Dallas for the Fall Meeting & Partnership Forum, October 24 – 26, 2011. Please note that this year's Fall Meeting begins on a Monday in response to member feedback for less weekend related travel. Registration is now open and I encourage you all to attend this high-value meeting. Where else would you have the opportunity to have face-to-face business meetings and networking events in a day and a half? For more information on the meeting, please visit www.wasda.com and download the meeting brochure. You can also register online or download the registration form.

I hope you have a successful and productive summer.

Sincerely,

Deron Johnson
WASDA President

**Welcome to the
Following
New Members!**

[Agave Wire](#)

Brewco Pipe & Supply, Inc.

[NEPTCO](#)

In This Issue

Committee Corner	p. 2
Future Meeting Dates	p. 7
Matt Stager Memorial Scholarship Update	p. 4
2011 Membership Directory Sponsors	p. 6
2011 Membership Directory Errata	p. 6
Message From the President	p. 1
New Members	p. 1
WASDA at AWWA ACE 2011	p. 3

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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Committee Corner

Associate Committee

Mike Vore, Chair



The WASDA Fall Forum is coming up soon; please remember to make your appointments with the Distributor Members well in advance to make sure you get to see everyone in Dallas that you want to see. The Program Committee is working on some suggestions given by the Associate Committee to enhance

the Distributor/Associate networking for the 2012 Spring Meeting in Las Vegas. Associate members are encouraged to attend the 2012 Spring Meeting and support the WASDA program.

The Associate Members would also like to thank WASDA and all of the volunteers that worked the WASDA booth at ACE11. Traffic through the Exhibit Hall was brisk and it certainly does help to have WASDA directing attendees to the Associate Member's booths.

Marketing Committee

Jim Fuller, Co-Chair



Our spring was very busy working with vendors to prepare articles for our monthly column in WaterWorld Magazine and planning for the ACE 2011 in Washington DC. Now that all of the rush is behind us, it is time to prepare for the article in Waterworld October magazine and our Fall Forum in Dallas.

WaterWorld Monthly Article - This venue has really allowed us, both our vendors and WASDA as an association, to stay in front of over 60,000+ subscribers per month. The May article on hydrants was published at the perfect time. Not only did WaterWorld use the picture submitted with the article as their cover for the ACE 2011 issue, but in the north east there was an issue that made this article relevant to a local situation. We think this is an awesome opportunity as a vendor member to talk about products in your line-up regarding features, values, O&M requirements, testing or simply benefit to using this type of product in certain applications. The only limitation is that the article not be about your brand but focused on product specifics. This offers huge visibility and a great format to tell your story.

ACE 2011 – We had a super event and our vendors seemed to really enjoy more WASDA distributors partici-

pating. Traffic was good to our booth and we had many opportunities to explain who and what WASDA is all about. Many vendors volunteered to work time slots during the show and even helped with tear down. Thanks to all that worked our WASDA booth. This continues to be of value to the vendor members and we look forward to all networking opportunities. We did give away an iPad to one of the lucky people that stopped by our booth to hear our story. This year's winner is: Deon Wilner from ISL Engineering. Congratulations to our winner and thanks again to all that made this event another great success

Annual Statistical Survey – Final submissions are in for the 2011 Annual Statistical Survey. Industry Insights will now analyze, process, and compile the data to send back out to the participating member companies. We look forward to getting this information back into your hands and hope it can be useful immediately in your business operations. Thanks to all who participated this year. Please contact a committee member if you would like more information on this exclusive distributor member benefit.

Committee Plan – Please plan to join us in Dallas for our committee meeting, we need your ideas and support. If you have any thoughts or suggestions prior to our meeting in Dallas please send via email to Jason and/or Sarah at wasda@fernley.com – See you all in Dallas!

Membership Committee

Tom Butler, Co-Chair

Justin Kohl, Co-Chair



WASDA's current membership is comprised of 52 distributor and 79 associate members. These numbers are consistent with the previous month. Remember, if you encounter a company that could benefit from membership, please encourage them to join or visit www.wasda.com or contact Jason Harbonic at Headquarters - jharbonic@fernley.com for detailed information. The Membership Committee is currently working on a member survey to try and better understand the goals of our newest members. The committee is also going to work on a flier that will explain the benefits of distribution and joining WASDA. Please join us at our next meeting in Dallas!!!

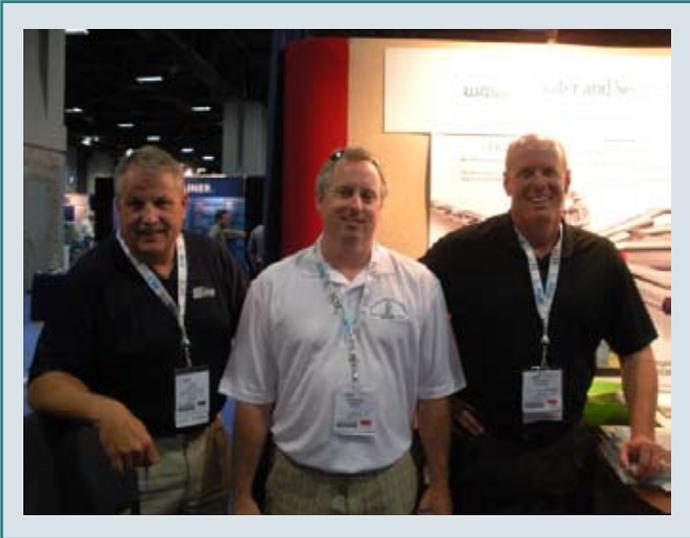


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WASDA at AWWA ACE 2011

WASDA Exhibits at AWWA's ACE '11 – Washington, DC, June 12-15

By Jason Harbonic, Associate Director



WASDA once again exhibited at the AWWA ACE Meeting. Washington, DC proved to be a perfect setting for the ACE Meeting. Members and non-members alike appreciated the water and coffee refreshments provided in the booth. The LCD TV kept attendees and exhibitors up-to-date on world events outside the convention center. WASDA's prime

booth location and welcoming atmosphere proved to be a popular destination in the exhibit hall.

As in previous years, WASDA members answered the call to volunteer in the booth and helped answer questions from members and prospective members as only colleagues can. Thank you to all of our volunteers! Booth traffic was boosted by the stamp card program where attendees were required to visit at least ten WASDA member booths and obtain a signature or stamp and then return the card for a chance to win an iPad 2. This year's winner is Deon Wilner of ISL Engineering.

There was a lot of interest in the WASDA meetings and membership from prospective manufacturer and distributor members. Staff and volunteers were able to answer their questions and provide valuable information on all that WASDA has to offer.

Headquarters has sent additional information via email to all prospective members in hopes of converting them to members and meeting attendees. If you have any suggestions or comments regarding the ACE exhibit, please contact me at WASDA Headquarters: jharbonic@fernley.com.

Committee Corner *(continued from page 2)*



Program Committee Ed Nugent, Chair

I hope this article finds you all knee deep in profitable sales. Your Program Committee has been working hard to plan and tweak the upcoming meetings. Our next meeting will be our Fall Partnership Forum in Dallas at the Fairmount Hotel on Monday, October 24 through Wednesday, October 26, 2011. We

have changed the dates of the meeting from a Sunday – Tuesday format to a Monday – Wednesday format to help eliminate some weekend travel. This change was requested by the surveys the group fills out after the meetings and we try to accommodate as many requests as we can.

The 2012 Annual meeting is in February at the Caesar's Palace complex in Las Vegas. We are participating in conference calls to finalize the program for this meeting. Las Vegas will be an interesting place for a WASDA Annual meeting. There will be many distractions and challenges, but the surveys a few years back asked us to find cheaper venues and easy flights. It doesn't get much easier or cheaper than Vegas. Caesar's has given us an excellent room rate and we are tweaking the meeting schedule to address those challenges. Having to plan meetings three years out forces us to implement changes slowly.

The 2012 Fall Partnership Forum will be held in Indianapolis on October 22, 2012 at the JW Marriott Hotel in Downtown Indianapolis. This will be after the Super Bowl is hopefully hosted in February, so all of the changes in Downtown Indianapolis will still be fresh.

As you can see your program committee works year around to plan these meeting. I would like to thank all of the committee for their time and effort.

Matt Stager Memorial Scholarship

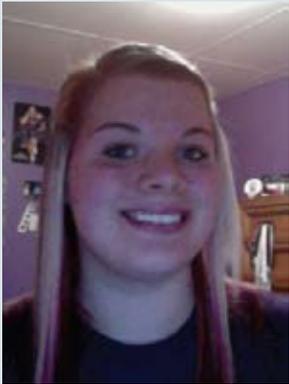
Matt Stager Memorial Scholarship Fund Update

The Scholarship Fund would not exist without the support of our generous donors. A special thank you to the following companies and individuals for their generous contributions!

Ferguson Enterprises, Inc.
Schulte Supply, Inc.

J&J Municipal Supply, Inc.
Water Works Supply Corp.

2011 Matt Stager Memorial Scholarship Winners



Alexandra Beane, Trumbull Industries

My name is Alix Beane and I am a graduate of Woodridge High School in Peninsula, Ohio. I will be attending Ursuline College in Pepper Pike, Ohio in the fall. This scholarship is making it a little easier to pay for college. I am very grateful that I was able to win this scholarship. I am planning on majoring in pre-medicine and eventually going to medical school. My dream is to become a sports medicine physician in the future. Along with majoring in pre-medicine I will also play basketball and throw shot put at Ursuline college. I played basketball and threw the shot put all four years of high school.

Noelle Clower, HD Supply Waterworks

My name is Noelle Clower and I am a recent graduate of Pinewood Prep in Summerville, SC, where I was involved in volleyball, soccer, student government, BETA club, and The Blue Crew, the best fans in SCISA! I will be attending The University of South Carolina in the fall, majoring in Public Health with a minor in Spanish. My goal is to become a Physician's Assistant or Dentist and provide services to the Hispanic Community. It is a blessing to receive the WASDA scholarship and I am grateful for the generosity of the WASDA members and your belief in me as a student. Thank you for your support! Go Gamecocks!



Emily Steltenpohl, ISCO Industries, LLC

Hi, my name is Emily Steltenpohl and I recently graduated from Assumption High School, an all-girls Catholic school in Louisville, Kentucky. Graduating in the top five percent of my class, I maintained a 4.0 during my four years in the advanced program. I served as Student Council President, competed on the Varsity Swim Team, and worked with the Mary Byron Project to raise awareness about dating violence, amongst other extracurricular activities.

Next year I will be attending the University of Pittsburgh, where I received conditional acceptance to their Pharmacy School. I am currently working as a pharmacy technician at a local Kroger to start exploring my future career field. I hope to continue to make strong grades and also become involved in some of the clubs and organiza-

tions Pitt has to offer. I think it will be a great learning experience to live in and explore a new city, and I cannot wait to get there!

continued on next page

Matt Stager Memorial Scholarship

Cortney Ewald, *Groeniger & Co.*

Hello my name is Cortney Ewald. I just graduated from Modesto High School as a full IB Diploma Candidate and a CSF Lifetime member. I am an incoming freshman at CSU Stanislaus. I plan to major in Cognitive Studies and minor in Agricultural Studies. After achieving my bachelors, I plan to attend Washington State or Pacific University of Oregon for their Masters programs in Occupational Therapy. Ultimately I want to become an Occupational Therapist with a side ranch of my own.

I have a variety of interests from trap shooting to raising meat goats. I have been a part of many different clubs like 4-H and clubs through my high school including: Panther for Christ, Panthers for the Cure and Book-it Panthers. I have volunteered for the Stanislaus Health Service Agency in the Occupational Therapy department for over a year now and absolutely love it. My volunteering is what helped me really decide on what career I wanted. I am excited to be going to school to hopefully become as good of a therapist as the one for which I work. I am an optimistic person that has difficulty not smiling and loves spending time with my friends, family and goats! I am truly looking forward to what God has in store for my future.



Danielle Soar

I will be attending Massachusetts's Maritime Academy in the fall with the intended license major of Marine Engineering. In high school I was a varsity cheerleader, basketball player, and track runner. I plan on running for MMA's Women's Buccaneers track team running various events and throwing shot put. I also am very active in the arts where I play trumpet and ukulele and love acting on stage within the theater. I am an active member of the Salvation Army where I vol-

unteer and attend regularly. I have high hopes of being accepted into MMA's SIP (Student Incentive Payment) Program where I will learn how to be an officer for the United States Navy which I intend to be a part of after I graduate. I cannot wait to start classes at MMA because of their well known lab facilities. I absolutely love the subject of physics and am extremely excited to apply the principles I have learned to context. I have every intention to take advantage of every opportunity MMA offers me and have a plan of nothing but excellence for my future. "Success is the progressive realization of predetermined, worthwhile, personal goals."- Paul J. Meyer

Update from Prior Winner

Ellen Moore, *Groeniger and Company*

My name is Ellen Moore and I was a recipient of the Matt Stager Scholarship Award in 2008. I am now renewing my scholarship for the 2011-2012 academic year. I am still attending Cal Poly in San Luis Obispo, majoring in City and Regional Planning. I am doing well in school and I have been on the Dean's List for the past six quarters. I am officially done taking General Education courses and I am now working towards a minor in English. I also have a volunteer planning internship in place this summer at the City of Modesto and I am greatly looking forward to it. I am still very enthusiastic about my future career path and my current college experience!



Hilary Hargrave

Hilary will be attending the University of Southern Indiana. She is appreciative of the support that the Matt Stager Memorial

Scholarship Fund will provide for her education.

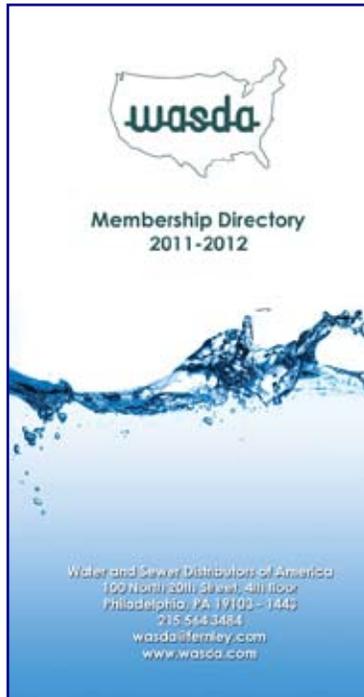
WASDA Membership Directory

WASDA Membership Directory

The 2011-2012 Directories are now available! Each member has been sent one complimentary copy of the latest directory featuring the key contacts for distributor and manufacturer members alike. The production of this directory was made possible thanks to the support of the following advertisers:

Associate Members

A.Y. McDonald
Advanced Drainage Systems
American Flow Control
Bingham & Taylor
Clow
East Jordan Iron Works, Inc.
Fast Fabricators
Ford Meter Box Company
Griffin Pipe Products, Inc.
HARCO
Henry Pratt Company
JCM Industries
JM Eagle
Mueller Company
Multi Fittings Corp.
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Reed Manufacturing
ROMAC Industries
SIGMA
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Val-Matic Valve



Distributor Members

Act Pipe and Supply, Inc.
Corix Water Products
EJ Prescott
HD Supply Waterworks
MJ Pipe & Supply
Michigan Pipe & Valve Co. –
Saginaw
MSC Waterworks
Pipelines, Inc.
United Pipe and Supply

WASDA Membership Directory Errata

Please note that the WASDA Membership Directory entry for manufacturer member **Bingham & Taylor** was incorrect. The following information is correct:

Bingham & Taylor Corp.

601 Nalle Place
PO Box 939
Culpeper, VA 22701
Phone: (540) 825-8334
Fax: (540) 825-2173

www.binghamandtaylor.com

John Marshall, General Manager

Email: jmarshall@binghamandtaylor.com

Company Description:

Founded in 1849, Bingham & Taylor has proudly served the water industry for more than 160 years. We provide a broad product line including cast iron and plastic curb and valve boxes, meter frames and covers, cathodic protection boxes, tools and line markers.

Bingham & Taylor is founded in a rich history of service and quality. As the original manufacturer and patent holder of the "Buffalo-style" valve box, we believe in providing prod-

ucts and service that meet our customers' high demands. People are key to our success and the success of our customers. Highly skilled craftsmen, technicians and sales and office personnel are credited with the consistently high quality of our diverse product line and customer service and work closely with our customers to determine and satisfy their needs to make them more successful. We provide standard and custom products to solve specific application challenges.

Additionally, **The C.I. Thornburg Company's** listing was inadvertently listed out of alphabetical order. Please find their listing on page 36 of the directory.

We also inadvertently omitted the contact information for this **Corix Water Products, Inc.** Branch:

Barrie, ON
Phone: 705-722-6199

We regret these errors but strive to make this publication as accurate as possible. If you have found an error, please make sure to update WASDA Headquarters at wasda@fernley.com.

Member Reminders & News

Water & Sewer Distributors of America Facebook Page



Don't forget to become a fan of WASDA's Facebook Page (WASDA is spelled out)! Does your company have a Facebook page? If you answered yes and you don't see it added to WASDA's favorite pages, please send the link of your company's Facebook page to be added to WASDA's favorites! wasda@fernley.com

Clean Water Council - Today's Water News



Today's Water News provides updates of water infrastructure issues that arise daily. This site serves as a reminder of the need for federal investment in the nations aging underground infrastructure. This site is produced by the Clean Water Council of NUCA, of which WASDA is a Silver Sponsor. To subscribe, visit <http://waternewsupdate.com/>.

WASDA Lending Library

Don't forget to take advantage of WASDA's Lending Library. The Library is full of business related books that cost hundreds of dollars each. Instead, loan them from WASDA and save your company and employees the cost. To learn more, login to the Members Only Section of the WASDA website and visit the Forms and Logo's section to obtain a library listing and a loan form.

Future WASDA Meetings

2011 WASDA Fall Meeting

October 24 – 26, 2011
[The Fairmont Dallas](#)
Dallas, TX

2012 WASDA Annual Meeting

February 26 – 29, 2012
[Caesar's Palace](#)
Las Vegas, NV

2012 WASDA Fall Meeting

October 22 – 24, 2012
[JW Marriott Indianapolis](#)
Indianapolis, IN

2013 WASDA Annual Meeting

February 24 – 27, 2013
[Hyatt Regency Bonaventure](#)
Ft. Lauderdale, FL

2013 WASDA Fall Meeting

October 21 – 23, 2013
[Grand Hyatt Denver](#)
Denver, CO



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

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Sarah Hagy
Jason Harbonic
Trish Keppler
Lindsay Groff

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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 • Sarah Hagy • 215-564-2175