

President's Letter



Change is in the Air

2012 is starting off with a lot of changes and it is an exciting time to be the incoming President of WASDA. Our economy has visual signs of improvement; the National Home Builders Association (NAHB) is hinting 2012 will have a modest increase in housing starts and it is an election year where our industry is not at a standstill. Couple these dynamics with the fact that our industry

is undergoing changes in ways to communicate and market products and services, and 2012 is positioned to be a year full of changes.

Change is happening all around us. Some see it and embrace it, others just watch it go by, and some do not even know it is taking place. Over the past ten years change has been a constant business strategy, but in today's world, speed of change is downright scary. A primary example is this one simple fact: College students now are working on a degree that did not even exist five years ago - think Bachelor's of Science in Social Media / Communication. (Now, I don't know what ran through your mind but a degree in tweeting was what jumped into mine!) Yup, it is a degree in the art of using FaceBook, Twitter, LinkedIn, Four Square, Pinterest, and Google +. It is becoming necessary to have these platforms aligned to provide information in today's new business language. These communication methods are already, and will become, drivers for many businesses within this decade.

Just as technology changes the way we do business, WASDA as an organization is adapting to the changing needs of our members. Our vision, "To be a valued resource to distributors and manufacturers in North America" and our mission, "To strengthen and promote the distribution of water and wastewater product and services" seems simple, huh? Well, I don't have a crystal ball nor do I have all of the answers, but as an association it is apparent that as our members' business strategies shift, we too must be prepared to shift with them.

WASDA kicked off 2012 with our annual spring event in Las Vegas and the atmosphere of the meeting was more upbeat than I have felt in several years. I know everyone reading this understands the power of these events and realize they provide great opportunities for face-to-face time with the leaders of our industry. In fact, these are my

favorite meetings, which are more relaxed and allow for greater interaction. While the venue was a change from the traditional resort-type of atmosphere, the overall value of the meeting remained, offering important customer to vendor networking and educational sessions that make the spring meeting a must-attend for many members.

If you missed Vegas, then you missed out on this elevated pulse rate for our business environment. So, put next spring's meeting on your calendar right now, and mark it as an event you cannot afford to miss; it is absolutely the greatest place to catch up on industry news and build stronger business relationships with those you need most.

See you all in Indy for our Fall Forum and thank you for your continued support of WASDA

Jim Fuller

In This Issue

2012-2013 Board of Directors	p. 3
Committee Corner	p. 4
Future Meeting Dates	p. 2
Member News	p. 6
Membership Reminders	p. 3
Message From the President	p. 1
New WASDA Members	p. 5
WASDA Meeting News	p. 2

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

WASDA

100 North 20th Street
Suite 400
Philadelphia, PA 19103-1462
P 215.320.3882
F 215.564.2175
wasda@fernley.com
www.wasda.com



WASDA Meeting News

Annual Meeting Highlights

By Jason Harbonic, Associate Director

Attendees hit the jackpot with the 2012 Annual Meeting in Las Vegas! Attendance once again was up over the prior year and, despite many of the distractions Las Vegas provides, members made their way to WASDA functions to conduct business and learn. Here are a few highlights from the

"This meeting is more social in nature and, as such, the most value for me came in the ability to socialize and conduct business, to a certain extent, with multiple customers at one location."

meeting: discussion on "Why We Make Mistakes". Using examples from the medical, airline and other industries, Joe described common mistakes and how to prevent them. Attendees learned that sometimes we miss what is right in front of us which can lead to mistakes with serious consequences (for example, the wrong hip being replaced!).

Dr. Charles Petty delivered an engaging and humorous discussion entitled "Ambush at the Generation Gap". Going beyond the stereotypes of each generation, Dr. Petty explored the mind-set of each generation and how that mind-set impacts business and personal lives. While attendees laughed, they also learned valuable lessons.

Ed Nugent of Utility Supply Company asked the Brass Tsunami panel members to provide an update on the impact of the lead free law on their businesses and customers. The lunchtime crowd listened to panel members describe their efforts to

comply with the new law and urge attendees to educate their customers immediately.

Finally, I provided a brief overview of WASDA's many member benefits during the final session on Wednesday.

I think it's important for members to know what we offer as an association and how it can help members and support the industry. The presentation will be available to members on the WASDA website shortly.

"Having so many people present - that you want to see - at networking receptions is invaluable."

Networking is as important as the educational sessions during the Annual Meeting and this year was no exception. Attendees had access to multiple networking opportunities ranging from receptions and meal functions to the golf tournament to informal gatherings with colleagues in the hallway. And of course Las Vegas provided endless options for dinner and nightlife once the official business of the day was done.

We look forward to seeing you next year in Ft. Lauderdale!

No photo available

What happened in Vegas is staying in Vegas!

Upcoming Events

WASDA ACE Reception
(by invite only, stay tuned for more details)

June 11, 2012

[Hard Rock Café](#)

Dallas, Texas

2012 Fall Meeting & Partnership Forum

October 22 – 24, 2012

[JW Marriott Indianapolis](#)

Indianapolis, IN

2013 WASDA Annual Meeting

February 24 – 27, 2013

[Hyatt Regency Bonaventure](#)

Ft. Lauderdale, FL

2013 Fall Meeting & Partnership Forum

October 21 – 23, 2013

[Grand Hyatt Denver](#)

Denver, CO

January 2012 Housing Report

Check out a recent [housing report](#) provided by Delton Aldernam of the USDA Forest Service and Urs Buehlmann of the Department of Sustainable Biomaterials at Virginia Tech.



WASDA Welcomes 2012-2013 Board of Directors

Officers

President – Jim Fuller, *Coburn Supply Company, Inc.*
President-Elect – Ed Nugent, *Utility Supply Company*
Secretary/Treasurer – Justin Kohl, *MSC Waterworks*
Immediate Past President – Deron Johnson, *Dana Kepner Company, Inc.*

Directors

Tom Butler, *Underground Pipe & Valve*
Kevin Murphy, *Blair Supply Corp.*
Jack Schaller, *HD Supply Waterworks*
Bill Thees, *Ferguson Enterprises, Inc.*

New Directors

Richard Campbell, *Western Waterworks Supply Co.*
Edward Morrison III, *The C.I. Thornburg Co.*
Bill Zausch, *Utility Pipe Sales Co.*

Associate Directors

Mike Vore, *Clow Valve Company*
Mark Baum, *The Ford Meter Box Company (Associate Director Elect)*

The Board would like to thank Deron Johnson for his tenure as President and his years served as a Director as he moves into the Past President position. In addition, special thanks to Peter Krainock



of American Water Works International and Sam Peirce of H.R. Prescott & Sons for their tenure on the WASDA Board. Thank you for your hard work and service on behalf of WASDA!

There is one Director vacancy on the WASDA Board. This is a terrific opportunity to get involved and advance WASDA's mission. If you are interested in serving on the Board, please contact Sarah Hagy at WASDA Headquarters shagy@fernley.com.

Membership Reminders

WASDA Membership Directory Updates and Ads

WASDA Headquarters is hard at work on the production of the 2012-2013 Membership Directory. Watch your mail for your company's updated listing and last chance to make changes. We ask all members to be sure to include email addresses for all contacts as WASDA saves time and money by utilizing email communications. We're also asking for marketing contacts so we can target the right people in your company to receive information on advertising and other marketing information.

And don't forget to advertise in this highly rated member benefit. WASDA members use their directories and your company's ad could be in front of decision makers and purchasers. An advertising insertion order will be included in the update mailing.

Last Chance to Pay Your WASDA Dues!

If you haven't already paid your 2012 WASDA dues, time is running out. The final deadline to pay your dues is April 16, 2012. After April 16 your membership will be terminated and you will have to re-apply for membership and pay a \$350 reinstatement fee in addition to your dues. If you need a renewal invoice, please contact Jason Harbolic at jharbolic@fernley.com.

Stager Scholarship Deadline Approaching!

The Matt Stager Memorial Scholarship Fund was established in order to honor Mr. Stager, one of WASDA's past presidents, by providing assistance to children of employees of WASDA distributor member companies in order that they can be afforded an opportunity to achieve their higher education goals.

Applications may be obtained by calling WASDA, (215) 320-3882 or [online](#). Candidates must make certain that a transcript of their high school grades is sent to WASDA along with SAT or ACT test scores, two letters of recommendation, their personal statement and a Counselor's Report.

WASDA is also seeking contributions to the scholarship fund. If you'd like to make a donation, please visit the WASDA website or call WASDA to obtain the donation [form](#).

***All applications must be submitted
no later than April 2, 2012.***

Thank you to the following companies that have contributed to the scholarship fund:

**Hydrant Repair Parts
Water Works Supply**

Committee Corner

Associate Member Committee

Mike Vore, Chair



The Associate Member Committee was very happy to see the turnout for the 2012 Annual Meeting in Las Vegas. The opportunity to network with our distributor members was great and the speakers were beneficial and informational to all of us. I would like to remind all associate members that the Board of Directors requests help soliciting leads on distributor membership prospects that may be attending the ACE 2012 meeting in Dallas so they can be invited to attend the WASDA Reception on June 11th. Also a reminder to submit information on distributor membership prospects within an 8 hour driving radius of Indianapolis to Headquarters so they can be invited to attend the 2012 Fall Meeting & Partnership Forum. Any and all help is appreciated in these efforts. We look forward to seeing everyone at the ACE 2012 meeting in Dallas for the WASDA Reception.

Government Relations Committee

Jack Schaller, HD Supply
Peter Krainock, American Water Works International



For those of you that were not in attendance at the Annual Meeting in Las Vegas, we are pleased to report that WASDA has become a Steering Committee Member of the **Sustainable Water Infrastructure Coalition (SWIC)**. WASDA joins other Steering Committee Members such as DIPRA, UNIBELL, ASA, AWWA, AMERICAN WATER, GE CAPITAL, Associated General Contractors, Concrete Pipe Institute, NACWA, ACIPCO, McWane, Mueller and NUCA. The SWIC supports the Sustainable Water Infrastructure Investment Act (HR 1802/S 939), which seeks to remove the cap on private activity bonds that help fund water infrastructure projects. As a Steering Committee member, WASDA will have a seat at the table

and a vote on policy matters. A summary of the proposed Act, which is in the latest "jobs bill," is available [here](#).



Industry Marketing Committee

Richard Campbell, Western Water Works Supply, Inc.

I am pleased to assume the role of Chairman of the Marketing Committee in addition to my recent election as a Director to the Board. The Marketing Committee has several projects underway including: planning for the WASDA Executive Reception to be held in conjunction with AWWA's ACE; the annual Statistical Survey for distributor members; production of the 2012-2013 Membership Directory; and development of recruitment materials to assist the Membership Committee in their recruitment efforts.

We will be plugging away at these and other projects over the next few months. Specifically, we will be looking into social media avenues as a way to get more information out to members and also link members together. Like WASDA on [Facebook](#) and start some discussions!

We welcome the participation of any member interested in getting involved, even if for just a one-time project. The time commitment is not substantial and the value gained from the experience is unquantifiable. To learn more, email Sarah Hagy at shagy@fernley.com.

Membership Committee

Justin Kohl, MSC Waterworks



WASDA's current membership is comprised of 51 distributor and 81 associate members. These numbers are on track with the previous quarter. Remember, if you encounter a company that could benefit from membership, please encourage them to join by visiting the WASDA website at www.wasda.com or contact

Jason Harbonic at Headquarters jharbonic@fernley.com for detailed information. The membership committee is currently working on updating our prospect listing. Please also remember that the 2012 annual membership dues are due on or before April 16, 2012.

See you all at the Fall Meeting in Indianapolis!!!

continued on next page

Committee Corner



Program Committee
Ed Nugent, Utility Supply Company

Now that we are back to the grind from our meeting in Las Vegas, I hope this newsletter finds all of you well. The Program Committee has been trying very hard to format our meetings to give our members the maximum value for the time invested in the meeting. I believe the change to a Monday-

Wednesday format for the Fall Partnership Forum was very well received and we will continue that format in the future. We are always open to suggestions for the Annual Meeting format; so far, everyone is telling us the current format is the best we have had, so if you haven't attended an Annual Meeting in a while, mark your calendars for the next meeting in Fort Lauderdale, February 24-27, 2013.

Another change the Board of Directors has made is to host a reception during the AWWA ACE meeting instead of an exhibit booth. WASDA will host an Executive Reception by invitation at the Hard Rock Café in Dallas on Monday, June 11. Watch your email for additional details. Our hope is that the reception will prove to be a better venue for networking with your colleagues.

Check out the complete list of future meetings in this newsletter. The 2014 Annual Meeting will be WASDA's 35th anniversary meeting, and we will try to "blow the top" off of that meeting.

The Program Committee is going to start moving the Fall Meeting & Partnership Forum around the country and will work with the Membership Committee to use this valuable meeting to recruit new members. While we are aware that moving the meeting to the four corners of the country will extend some of our travel time to and from the meetings, moving it to the different regions will make it much easier to let prospective members in those areas try it out at minimal expense. Remember, we will be allowing prospective distributor members two free registrations for their first Fall Meeting & Partnership Forum. I am convinced that if we can get prospective distributors to attend the meeting, they will see the value and join our organization.

We are also searching for relevant topics for upcoming meetings. While the Brass Tsunami update is certainly timely, we're seeking other topics the industry would like us to tackle. Please send any suggestions to Headquarters at wasda@fernley.com.

I would like to thank the Program Committee members for their hard work and welcome anyone who would like to join our group. See you at the Hard Rock in June!!!

Welcome to the Following New Associate Members!

[Active Screw and Fastener](#)

[Pipelife Jet Stream](#)



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

Jim Fuller
Ed Nugent
Justin Kohl
Sarah Hagy
Jason Harbonic
Trish Keppler
Trudie Bruner

President
President-Elect
Treasurer
Executive Director
Associate Director
Meeting Manager
Management Liaison

Copyright 2012 by Water and Sewer Distributors of America, Philadelphia, PA. All rights reserved. This publication or its contents may not be reproduced in any form without written permission from the publisher. For permission to reprint articles or to send correspondence, write to:

WASDA, 100 North 20th Street, Suite 400, Philadelphia, PA 19103-1462
Phone: (215) 320-3882, Fax: (215) 564-2175, or E-mail: wasda@fernley.com.

American Flow Control

BIRMINGHAM, Ala. – John Hagelskamp has been named division sales manager of AMERICAN Flow Control, a division of AMERICAN Cast Iron Pipe Company (AMERICAN), headquartered in Birmingham, Ala. Walter L. Cooper, current sales manager, will retire the first quarter of 2013.

“Along with other assignments, Walter will work together with John over the next year to ensure that this transition is seamless for our customers, AFC manufacturing facilities and employees,” said Mike O’Brien, vice president of sales for AMERICAN.

“John is an experienced and knowledgeable industry veteran with a thorough understanding of the markets we serve,” said Cooper. “His engineering expertise and leadership capabilities will serve us well.”

Hagelskamp holds an industrial engineering degree from Purdue University. His professional affiliations and honors are many including serving as chairman of the Florida Section of the American Water Works Association (AWWA) in 2005. From 1997 to 2003 he served on the national AWWA Manufacturers/Associates Council (MAC) representing the manufacturers, distributors, and other associate members of the association. He also served from 2000

to 2003 as a member of the national AWWA Standards Council, which writes the standards used throughout the water and waterworks industry.

AMERICAN Flow Control manufactures and distributes products for the water and wastewater, fire protection and industrial markets.

Hagelskamp joined AMERICAN in 1986 as a sales engineer for AMERICAN’s Ductile Iron Pipe Division, serving in the Chicago and Orlando District Sales Offices prior to his promotion to manager of the Pittsburgh District Sales Office in 1992. He served as manager of the division’s Orlando District Sales Office from 1995 until his promotion to assistant sales manager of the AMERICAN Flow Control Division in 2005.

Founded in 1905, AMERICAN is a manufacturer of ductile iron pipe, fire hydrants and valves for the waterworks industry and electric-resistance steel pipe for the oil and natural gas industry. AMERICAN’s diversified product line also includes spiral-welded steel pipe and fire pumps.

www.american-usa.com

Reed Manufacturing Company

New Products

DEB1 Deburr and Chamfer Plastic Pipe

These tools not only deburr, but also produce a chamfer to manufacturers’ standards in seconds. DEB1 creates a smooth, chamfered pipe end so solvent spreads evenly as pipe is joined. For deburring 1/2”, 3/4” and 1” PVC, CPVC, ABS, PE and PP pipe calibrated in iron pipe size and copper tube size, chose DEB1IPS or DEB1CTS, respectively. DEB1 deburring tools have knurled grips for slip-resistance. They feature reversible, sharpenable, hardened steel blade for two cutting edges.

Rapid Cut & Bevel Machine

Rapid Cut & Bevel™ Machines safely and efficiently cut and bevel up to 24” nominal (610 mm actual) PVC or PE pipe in one pass. Faster than manual cutters and safer than chop saws, these lightweight, pneumatic powered machines are

portable to the jobsite and are used aboveground, in water or in trenches. It takes about one minute per pipe diameter inch for set-up, cut and bevel. Companies working with larger diameter PVC and PE pipe find Reed’s Rapid Cut and Bevel machines to be a great help on the jobsite as it will save them time and money.

Reed Website

www.reedmfgco.com got a facelift and Reed wants you to see the reveal! To modernize Reed product pages, the layout of all product family pages was enhanced. Easily navigate a product page to find operator’s manuals, parts, accessories, and related products. Additionally, the photo library was overhauled. To the webpage visitor, it means more photos - WITH CAPTIONS! Find and download or email Reed product photos right from the product page. Reed believes the new layout better organizes all the data and demonstrates Reed’s commitment to ongoing improvements in Reed tools and in reaching tool users.

Corix Utilities to Acquire Utilities, Inc. from Highstar Capital

NORTHBROOK, IL – February 20, 2012 – Corix Utilities (“Corix”) announced today that it has entered into a definitive agreement to acquire 100% of the membership interests in Hydro Star, LLC (“Hydro Star”) from Highstar Capital Fund II, L.P. and certain of its affiliates and co-investors (“Highstar”). Hydro Star, through its wholly owned subsidiary, Hydro Star Holdings Corporation, is the sole shareholder of Utilities, Inc., a privately held regulated water and wastewater company headquartered in Northbrook, IL.

Utilities, Inc. is one of the largest privately owned U.S. water and wastewater companies, serving over 290,000 customers across 15 states. Utilities, Inc. has five regional offices and employs 435 professionals in its 76 subsidiaries in the states of Arizona, Florida, Georgia, Illinois, Indiana, Kentucky, Louisiana, Maryland, Nevada, New Jersey, North Carolina, Pennsylvania, South Carolina, Tennessee and Virginia.

“Corix’s vision is to be the leading North American multi-utility infrastructure provider and this acquisition continues the successful execution of our growth strategy,” said Brett Hodson, President and Chief Executive Officer of Corix. “These assets come with an exceptional management team and employee group with a proven track record of delivering safe and reliable service. These values align well with Corix’s commitment to working closely with local communities in providing sustainable utility infrastructure solutions across North America. We look forward to welcoming the Utilities, Inc. management and employees to Corix.” said Mr. Hodson.

“We are pleased to support Corix and their management team in executing on their growth strategy,” said Lincoln Webb, Vice President at British Columbia Investment Management Corporation (“bcIMC”). “This acquisition aligns with bcIMC’s strategy of building and supporting a long term investment portfolio of companies that provide essential infrastructure to local communities.” “We believe that Utilities, Inc. is a best-in-class water utility with a strong management team and a dedicated and highly professional group of employees,” said Christopher H. Lee, Highstar’s Founder and Managing Partner. “Under our ownership, Utilities Inc. has been customer focused and committed to providing safe and reliable service. We are pleased that Corix is also a leader in the North American water sector and shares these values.”

The transaction is subject to customary approvals including state regulatory approvals, expiration of the waiting period under the Hart-Scott-Rodino Antitrust Improvements Act (“HSR”) and review by the Committee of Foreign Investment in the United States (“CFIUS”).

Corix was advised by Wells Fargo Securities, LLC and Skadden, Arps, Slate, Meagher & Flom, LLP and TD Securities is the arranger on a financing to support the transaction. Citi and RBC Capital Markets served as financial advisors to Highstar along with Morgan, Lewis & Bockius, LLP as legal counsel.

About Corix:

The Corix Group of Companies, with corporate offices located in Wauwatosa, WI, and Vancouver, BC, Canada, is a leader in the implementation of sustainable water, wastewater and energy infrastructure solutions for small to mid-sized communities across North America. Corix is a private company whose primary owners are BC Investment Management Corporation and CAI Capital Management Inc., two large and stable members of the North American investment community. Please visit www.corix.com for more information.

About bcIMC:

bcIMC is an independent investment management corporation that manages a globally diversified investment portfolio of \$91.1 billion as at December 31, 2011. Based in Victoria, British Columbia and supported by industry-leading expertise, bcIMC invests in all major asset classes including infrastructure and other strategic investments. bcIMC’s clients include public sector pension plans, public trusts, and insurance funds. bcIMC’s infrastructure program, with over \$4 billion in investments, is a long-term investor in leading utilities such as Corix, Puget Energy in Washington State, Thames Water Utilities Limited, Britain’s largest water and wastewater company, and Transelec S.A., Chile’s largest transmission utility. For more information, visit www.bcimc.com.

About Highstar Capital:

Highstar Capital is an independently owned and operated private equity firm with an operationally focused, value added strategy. The firm, based in New York, was founded in 1998 and currently manages over \$5 billion of investments on behalf of its managed funds and co-investment vehicles in a diversified portfolio of energy, transportation and environmental/waste management assets and businesses. For more information please visit Highstar Capital’s website at www.highstarcapital.com.

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