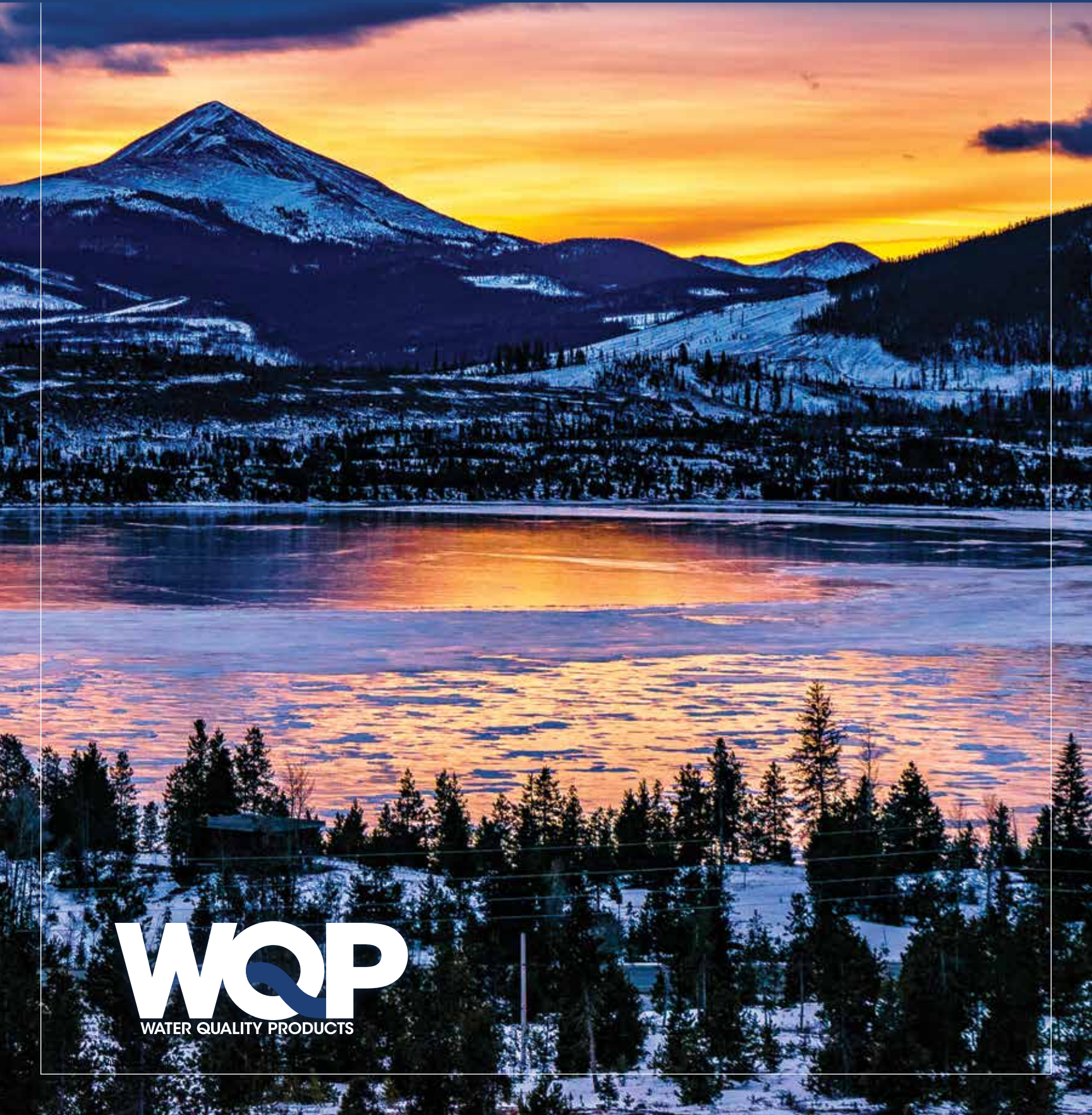


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- ➔ Royersford, PA: Tues., Feb. 27, 2018
- ➔ Carmel, IN: Tues., Mar. 13, 2018
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TABLE OF CONTENTS



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CONTENTS

Editorial	8
Schedule of Events	10
Special Events	12
Industry Q&A	14
Must-See Products	16

AD INDEX

Applied Membranes Inc.....	19
Bluewater.....	17
Canature WaterGroup	IFC
Carbon Activated Corp.....	IBC
Global Aqua Technology.....	7
Hydro-Flow.....	9
Industrial Test Systems.....	BC
KDF Fluid Treatment Inc.....	3
Myron L Co.	13
Parker Hannifin Corp.....	15
Tomlinson Ind.	21
United Filters Intl.	4
UVDynamics Inc.	5
Water-Right Inc.....	11



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EDITORIAL NOTE



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The Water Quality Assn. (WQA) Convention & Exposition has provided education, training and networking opportunities for more than 40 years. This year, the convention hits Denver, March 26 to 29. The 2018 convention boasts some new events, plus some old favorites.

On Sunday, March 25, WQA will hold its first Business Operations Boot Camp, where business experts will share advice on topics ranging from strategic planning to financing. At the opening general session, held Tuesday, March 27, WQA will present its new Excellence Award to two companies doing outstanding work in their businesses. The opening general session also will feature keynote speaker Ross Shafer, an Emmy Award-winning comedian, writer and TV host, sharing his wisdom about creating customer connections.

I asked Bob Maisner, WQA president, about some of the hot topics he expects to hear about this year. "There's so much, frankly," he said. "The regulatory climate for businesses, the impact of the new tax law, the door-to-door water treatment scams from this past summer and California's increasing regulations. Technical issues include everything from the impact of well construction to naturally occurring health hazards in private wells, from reducing chloride discharge to addressing [perfluorocarbons]." Check out the myriad education sessions that are sure to cover these topics and more. Some of our picks can be found on page 10.

Back by popular demand, the Water Quality Research Foundation's Spring 5K Challenge will be held the morning of Tuesday, March 27. Don't skip the Tuesday night Welcome Reception, which is a great opportunity to catch up with peers and make new connections. And don't forget to spend some time in the exhibit hall. We have a preview of some of the technologies you can find there, starting on page 16.

Be sure to stop by WQP's booth, #512, to say hello. See you on the show floor!

Amy McIntosh, managing editor
amcintosh@sgcmail.com

See you at WQA Convention 2018 in booth 224!

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SCHEDULE OF EVENTS



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With so much to do at the 2018 WQA Convention & Exposition, it can be tough to decide how to divide your time. WQP staff has put together a list of some of the most interesting and informative educational sessions, meetings and panel discussions that we feel will suit your needs. For a complete schedule of events, visit www.wqa.org/convention. Session times are subject to change.

MONDAY, MARCH 26

Hot Topics in Advocacy.....	8 - 8:50 a.m.
PFCs: An Overview.....	9 - 9:50 a.m.
Wells 101 - Location, Protection, Components.....	9 - 9:50 a.m.
Creative and Practical use of Reverse Osmosis Systems in Commercial Applications.....	10 - 10:50 a.m.
Homeowner Perception and Behavior Following an Elevated Arsenic Result.....	10:30 - 10:55 a.m.
Unintended Consequences of Ion Exchange Treatment.....	10:30 - 11:20 a.m.
Selling Your Salesperson.....	11 - 11:50 a.m.
Treatment Options for PFCs and Emergency Preparedness for Emerging Contaminants.....	11 - 11:50 a.m.
Well Operation and Water Quality Roundtables.....	11:30 - 11:55 a.m.
Master the Top Techniques of Marketing to the Health-Conscious Consumer.....	2 - 2:50 p.m.
Cleaning Wells and Treatment Equipment After a Flood.....	2 - 2:50 p.m.
Increased Use of Chloramines as Secondary Disinfectant.....	2:30 - 2:55 p.m.
The Three Wins in POU RO Sales.....	3 - 3:50 p.m.
Treatment Sizing Challenges in Water Treatment for Poultry.....	3 - 3:50 p.m.
Chlorides, Corrosion and Regulatory Environment...	3:30 - 3:55 p.m.

Water Systems Management: Let the Data Run the Show!.....	4 - 4:25 p.m.
Are Softeners and Corrosion Linked? Summary of Latest Research.....	4 - 4:25 p.m.
Positioning Your Company With Social Media as the Water Treatment Expert.....	4 - 4:50 p.m.

TUESDAY, MARCH 27

WQRF Emerging Technology Benchmarking Research Project Update.....	8 - 8:50 a.m.
Business Ethics.....	8 - 9:20 a.m.
Use of Electropositive Technology to Improve Water Quality and Safety.....	8:25 - 8:55 a.m.
How to use the WQA Consumer Study to Supercharge Your Marketing.....	2 - 2:25 p.m.
Social Responsibility: Giving and Finance.....	4 - 4:50 p.m.

WEDNESDAY, MARCH 28

The Case for Progressive Flow Systems in Commercial Applications.....	8 - 8:50 a.m.
Innovation in Residential RO Recovery.....	8 - 8:50 a.m.
Hollow Fiber Membranes for Bacteria and Legionella Removal.....	9 - 9:50 a.m.
The Water Quality Component in the New WELL Building Standard.....	9 - 9:50 a.m.
Dealer Section Meeting.....	9 - 10:30 a.m.
Content Marketing Using WQA Resources.....	11 - 11:25 a.m.
Quirky Treatment Applications.....	2:30 - 2:55 p.m.
State & Regionals Section Meeting.....	2:30 - 3:50 p.m.

THURSDAY, MARCH 29

Treating Water for Coffee.....	8 - 8:50 a.m.
Treating Water for Beer Brewing.....	9 - 9:50 a.m.

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SPECIAL EVENTS



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The Water Quality Assn. (WQA) has scheduled several events throughout the week aimed at bringing attendees closer to peers through panel discussions, presentations and networking opportunities. Below are a few notable events that will offer opportunities to learn, unwind, and make personal and professional connections.

BUSINESS OPERATIONS BOOT CAMP

Sunday, March 25 | 7:30 a.m. - 5 p.m. | Convention Center

This full-day pre-convention boot camp will cover topics including strategic planning, reducing overhead, employee coaching, coping with transitions and change, succession planning, and more. Registration is required.

STATE & REGIONAL GOVERNMENT AFFAIRS COMMITTEE

Monday, March 26 | 2 - 2:50 p.m. | Mile High Ballroom 4e

Committee members represent and advocate the interests of their respective state and regional associations regarding policy, regulations and law. Updates will be provided on state legislative and regulatory developments and collaboration with ally organizations to develop policy direction.

WQRF SPRING 5K CHALLENGE

Tuesday, March 27 | 6:30 - 7:30 a.m. | City Park

Join your fellow attendees and exhibitors at a walk/run benefitting the Water Quality Research Foundation (WQRF), sponsored by Amway and Seas Capital Partners LLC. The \$25 entry fee benefits WQRF. Participants will be bussed to the location from the Colorado Convention Center.

OPENING GENERAL SESSION KEYNOTE - ROSS SHAFER

Tuesday, March 27 | 9:30 - 11 a.m. | Mile High Ballroom 1

Keynote speaker Ross Shafer is a six-time Emmy Award-winning comedian and writer, bestselling author and former network TV host. Shafer has established himself as a modern-day renaissance man, offering valuable insights from his breadth of experiences on topics including personal motivation, reinvention, customer urgency and market relevance.

WELCOME RECEPTION

Tuesday, March 27 | 5:30 - 7:30 p.m. | Wynkoop Brewing Co.

Meet with colleagues old and new while enjoying drinks, hors d'oeuvres, entertainment and games while building your professional and social networks. Network with potential clients and customers, and catch up with old friends in a relaxed social setting. Admission is included in registration.

BLUE MOON BREWING CO. RINO TOUR

Thursday, March 29 | 10 - 11:30 a.m. | Room 502

Blue Moon beer originated in Denver in 1995 at the SandLot Brewery at Coors Field. The beer brand has now found a home in a 30,000-sq-ft building in Denver's RiNo neighborhood. This tour will showcase the importance of water treatment in the brewing process. Tour participants will enjoy cold samples in the VIP Room and receive a souvenir pint glass. Space is limited and advance registration is required.

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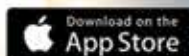
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INDUSTRY Q&A



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Bob Maisner
President, WQA

In anticipation of the Water Quality Assn. (WQA) Convention & Exposition, WQP Managing Editor Amy McIntosh asked Bob Maisner, president of WQA, what the association has in store for this year's event.

Q: What can attendees expect from the 2018 WQA Convention?

A: Well, I'm delighted to have the chance to let your readers know what an ideal opportunity the WQA Convention & Exposition is for attendees to connect with colleagues, learn about new trends and technologies, and engage with the challenges and the opportunities all of us in the water treatment industry are facing on a day-to-day basis. We'll have top-level industry speakers who can address these challenges from hands-on experience. ... The trade show floor promises to be one of the best, with a full array of products and services on display.

Q: What will be some of the hot topics this year?

A: There's so much, frankly. The regulatory climate for businesses, the impact of the new tax law, the door-to-door water treatment scams from this past summer and California's increasing regulations. Technical issues include everything from the impact of well construction to naturally occurring health hazards in private

wells, from reducing chloride discharge to addressing [perfluorocarbons].

Q: Can attendees expect to see anything new?

A: We'll have new research into consumer attitudes on water testing and treatment, and important treatment innovations in ultraviolet and reverse osmosis. At our opening general session, we'll be giving out a brand new award this year. Our Excellence Award will honor two of our member companies that went above and beyond when it comes to excellence in business operations, innovation or customer service. Our opening general session also features David LaFrance, CEO of the American Water Works Assn., and keynote speaker Ross Shafer, author and Emmy Award-winning TV host and comedian.

Q: What professional benefits can attendees expect to gain from a WQA Convention?

A: I mentioned the connections attendees will make, and I can't overstate that. The WQA Convention is a great opportunity to break out of our routine, raise our level of knowledge, get a first look at new products, get inspired to try new ideas and stay on top of the changing trends and new research in the industry. WQA membership is a fantastic bargain when you consider all the benefits that the association has to offer.



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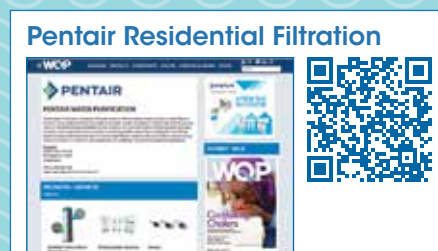
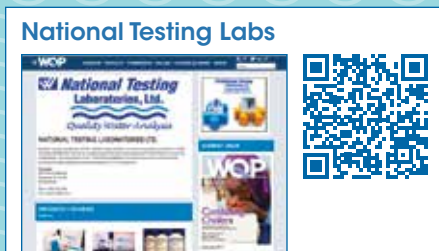
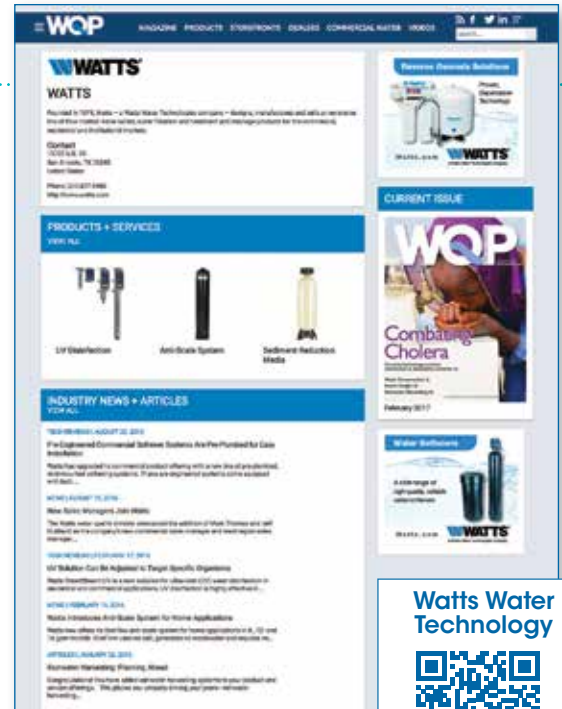
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World's #1 Arsenic Kits Provide Water Safety



Product & Part No. **Detection Levels (ppb)** **List Price** **# Of Tests**

Arsenic Quick™ Mini 481396-5 0, 5, 10, 20, 30, 40, 50, 60, 80, 100, 150, 200, 250, 300, 400, 500, >500 \$29.99 5
 Arsenic Quick™ 481396 \$175.99 100

Arsenic Quick™ II Mini 481303-5 <1, 2, 3, 4, 5, 6, 7, 8, 10, 13, 20, 25, 30, 40, >50, >80, >120, >160 \$49.99 5
 Arsenic Quick™ II 481303 \$229.99 50

Arsenic Low Range Quick™ Mini 481297-5 <2, 4, 10, 15, 20, 25, 30, 40, 50, 60, 70, 80, 100, >150, >300 \$39.99 5
 Arsenic Low Range Quick™ 481297-I \$185.99 50

Arsenic Low Range Quick™ II Mini 481301-5 <0.5, 1, 1.5, 2, 3, 4, 5, 6, 7, 8, 12, >20, >30, >50 \$59.99 5
 Arsenic Low Range Quick™ II 481301 \$365.99 50

Arsenic Ultra-Low Quick™ II Mini 481300-5 0, 0.3, 0.7, 1.0, 1.5, 2, 2.5, 3, 3.5, 4, 5, 6, 8, 10, 13, 20, >20 \$75.99 5
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- Used worldwide by Aid Organizations for well screening
- EPA / ETV verified for technical and non-technical operators
- Results in 14 minutes using convenient safe reagents
- Detects Inorganic Arsenic levels as low as 0.3 ppb
- Exceeds EPA / WHO detection requirements of 10 ppb (µg/L)
- U.S. patented method (6,696,300) rivals expensive lab quality results



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