

industry insight



Peter J. Censky

Compiled by Neda Simeonova

WQA Aquatech Surpasses Expectations

Water Quality Products asked Peter J. Censky, executive director of the Water Quality Association, to review this year's WQA Aquatech USA event and give us a glimpse of what's to come at next year's WQA Aquatech USA 2006.

WQP: Could you provide a review of the outcome of this year's WQA Aquatech USA event, exhibitors and attendees?

Peter J. Censky: The numbers are outstanding—we broke records in every category. We had 4,467 attendees and 331 companies in 599 booth spaces. In other words, each group got what they came for, attendees were able to visit a record number of vendors—some showing for the first time at our show—and the exhibitors had record numbers of attendees shopping for products.

WQP: Did the show meet WQA's expectations and what surprised you most about it?

Censky: Our expectations were met perfectly; in fact, the biggest surprise was how closely we met—exceeded really—our own optimistic projections for the show outcome in Las Vegas. It's important to realize that we aren't growing this event just to have a bigger and better show; it's all about unifying the household, commercial, industrial and the high-purity sectors of the industry. If we do that, then the show will naturally grow into what both attendees and exhibitors want and need.

WQP: What are some changes that you would like to make for WQA Aquatech USA 2006?

Censky: Quite frankly, there isn't much we need to change. What we will

be doing is growing our target sectors' participation in the show; it will take at least three years to set this new "brand" in the minds of the industry. To succeed at this, people will have to participate in the show. This kind of trade show is considerably different from other big trade shows; neither attendees nor exhibitors will understand that difference unless they are there and actively participating in the event. We believe the great experience of our Las Vegas exhibitors will generate a "viral" enthusiasm across all sectors.

WQP: What can we expect to see different in terms of educational sessions, exhibitors?

Censky: Actually, you'll see a further expansion of things we developed for Las Vegas. For example, we worked hard at integrating truly useful educational experiences right on the show floor. This part of the show exceeded my wildest expectations. Many of the vendor-booth sessions and the Meet The Expert sessions at the WQA booth were standing room only. You'll see even more of them at the show in Chicago in 2006.

You'll see even more exhibitors in Chicago representing a broader range of industry sectors. This year was a "trial balloon" that really succeeded, so many of the vendors who took a wait-and-see attitude missed a great show; they won't make the same mistake in 2006.

WQP: Could you please tell us

more about the partnership between WQA and RAI after your first show together. Can exhibitors, attendees expect to see more of RAI's participation next year and in what way?

Censky: Actually, every single aspect of this year's show was a joint production of the Amsterdam RAI and WQA. From budgeting to venue issues to publicity—it was all a team effort that involved both organizations. And, I'm happy to say, it worked out better than either of us had a right to expect. WQA is certainly delighted.

The Aquatech Amsterdam Show is fundamentally different than our North American show because the European environment is different. As time goes on, there will be more similarities in the shows—particularly in the types of exhibitors.

It is important to realize also that in the U.S., WEF and AWWA have large, very successful shows that cover the municipal clean water and waste water markets. The WQA Aquatech USA show will focus on the industrial, household, high purity, chemical treatment, and a variety of other sectors that serve end use customers. *wqp*

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CALENDAR

June 2005

2-4 Florida WQA Convention & Trade Show

Radisson WorldGate, Kissimmee, FL
tel: 863.688.6286

12-16 ACE05—AWWA Annual Conference & Exposition

Moscone Center, San Francisco, CA
tel: 800.926.7337
www.awwa.org/ace2005

16-17 WQA Great Lakes Annual Convention

Kings Island Resort & Conference Center
Mason, OH
tel: 513.895.0695

July 2005

13-26 XI Convention LABWA

Coral Beach Cancun, Zona Hotelera
Cancun, Quintana Roo, Mexico
info@labwa.org
www.labwa.org

20-24 Texas Water Quality Assn. Convention & Exhibition

The Woodlands Resort & Conference Center
The Woodlands, TX
tel: 361.573.6707

30-Aug. 2 50th Anniversary Well Drillers Jubilee

Myrtle Beach Convention Center
Myrtle Beach, SC
tel: 540.740.3329
www.well-drillers.com

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Industry news

Bottled Water Update

Newly released statistics by Beverage Marketing Corporation show U.S. bottled water sales and consumption continues to rise, as consumers increasingly choose bottled water over other commercial beverages. This upward trend was reflected in 2004 bottled water volume of nearly 6.8 billion gal., an 8.6% increase over 2003, and a 2004 bottled water per capita consumption level of 23.8 gal., compared to 22.1 gal. per capita the previous year. These statistics demonstrate continued consumer demand and appreciation for the convenience and good taste of bottled water brands consumed on-the-go, the International Bottled Water Association reported.

New Certification Guide for Drinking Water Treatment Systems and Components Available

NSF International announced the availability of a new Certification Guide for Drinking Water Treatment Systems and Components. The guide provides a complete overview of the NSF certification process, from detailed steps required to achieve specific certifications to the many options available in approaching certification.

"The purpose of the guide is to simplify the process for treatment system and component manufacturers, as well as to advise them on ways to save time and money while also getting the most from their investment," said Tom Bruursema, general

manager of NSF's Drinking Water Treatment Unit program. "We wanted to offer companies a quick reference guide to help understand key steps in the program along with best practices, which we've designed based on 33 years of experience in testing drinking water treatment units."

WQRF Receives Generous Donation from the Wayne and Mary Packard Foundation

The Water Quality Research Foundation (WQRF) recently received a donation in the amount of \$50,000 from the Wayne and Mary Packard Foundation, Minnetonka, Minn. Mr. F. Wayne Packard, CWS-III, was a longtime member and ardent supporter of

the WQA, and was awarded the WQA Hall of Fame Award in 1980. His son John Packard, CWS-V, followed his father into the water treatment industry. John and sisters Martha Packard Ross and Betsy Packard, as trustees of the Foundation, made the award to the WQRF prior to the WQA Aquatech USA 2005 International Exhibition and Educational Conference in Las Vegas. John Packard is past president of the WQA and has been awarded both the WQA Key and Hall of Fame Awards, and has served on numerous committees and task forces. He is currently vice-president of the WQRF and president of Culligan Water Conditioning in Minnetonka. *wqp*