

# New Year, New Opportunities at WQA Aquatech 2008

By Rebecca Wilhelm

*It's show time again—with WQA Aquatech USA 2008 fast approaching, now is the time to sort through schedules and sessions and plan your itinerary. Along with the standard networking, industry education, training and product information available at WQA Aquatech USA 2008, this year's event also offers additional educational and networking opportunities.*

With all of the new events and opportunities at this year's show, keeping your schedule full will not be a problem. The conference will run Tuesday, March 25, to Friday, March 28, and the exhibition will run Wednesday, March 26, to Friday, March 28, both at the Mandalay Bay Convention Center in Las Vegas.

*Additional programs add value and education to this year's convention*

## Early Planning

It's not too early to start preparing for your time at WQA Aquatech USA 2008. To get as much as possible from the event, you need to invest time into researching all the available options.

"The convention is loaded with learning opportunities and it is all at your fingertips in one location. Your time is precious; to get the best value, reviewing the schedule and planning each day is a must," said Denise Nasternak of Stenner Pump Co.

Exploring WQA Aquatech USA 2008's website, [www.wqa-aquatech.com](http://www.wqa-aquatech.com), is a necessity for attendees to prepare for the show and conference. Using the website, attendees can create a must-see exhibitor list by searching the exhibitor directory and create a personal itinerary for the event. New features added to the website for the 2008 show allow attendees to view and print the floor plan, search for current exhibitors and see a full list of exhibitors.

## Education is Key

The conference and educational sessions begin March 25 and provide opportunities for all areas and levels of water professionals. Tradeshow floor education will also be offered, with "Meet the Expert" sessions, exhibitor in-booth sessions and hands-on product training and teardown sessions.

"The new in-booth education sessions on the exhibition floor are great," said David G. Miller, Cleanwater Corp. of American, Culligan Water Conditioning—Marlette. "They give a reason to stop at a booth you might not otherwise and allow you to take advantage of the presentation without feeling on the spot."

Educational sessions will cover hot topics in the industry, with sessions including: Sampling Protocol for Evaluating Effects of Softeners on Septic Systems, The Phoenix Salinity & Water Savings Challenge, Hiring Strategies and Commercial/Industrial RO Workshop. A highlight of Tuesday afternoon's session will be the program launch of WQA's commercial education and certification program.

The WQA's primetime lineup on Wednesday includes an Industry Issues report, State of the Industry report, Opening General Session with an address by WQA President Dennis Rupert and the WQA Leadership Awards.

For the first time, WQA Aquatech USA 2008 will offer keynote addresses every morning of the event. On Wednesday, Daniel Burrus will present "Technotrends: The Big Ideas that are Changing Everything." Burrus, CEO of Burrus Research Associates, Inc., is a leading technology forecaster, strategist and advisor to Fortune 500 companies.

On Thursday, Tim Miles will teach about advertising in "Making Ads Work." Through demonstrations using members' ads, Miles will teach attendees to objectively analyze what works, what doesn't and why.

On Friday, David Scurlock will speak on training with "Teach Them NOT to Sell." His address will cover a template

that business owners and managers can use to create their own training program to help their service people add to the bottom line.

## Network & Grow

A tradeshow the size of WQA Aquatech USA 2008 provides unprecedented opportunities for networking. This year, the WQA has added even more networking opportunities.

Everyone is welcome to attend the Welcome Reception and Industry Celebration on Wednesday. It provides a time to meet up with old friends, form new business relationships or just relax after your first day at the exhibition. "If you are new to WQA Aquatech USA 2008, this is a great place to start building industry contacts," WQA Executive Director Peter J. Censky said.

Industrial Speed Dating, one new networking forum featured at this year's show, will be held Thursday afternoon. It is a "networking forum created to provide companies involved in industrial water treatment an opportunity to show off their contracting, consulting and manufacturing/supplier capabilities in order to expand and gain new business by meeting and forming alliances with other industrial affiliates," Censky said.

The event aims to connect dealers, manufacturers and assemblers with mechanical contractors, groups, architects, bidding agencies and end users. According to Censky, "the goal is to create a 'perfect marriage' of qualified personnel for this underserved marketplace."

The WQA Section meetings provide the opportunity for networking and education on Thursday morning. And that evening, networking meets Las Vegas style with this year's annual networking event, "Walk on the Wild Side."

## Take-Home Value

Through careful preparation and planning, you can maximize the many educational and networking opportunities at WQA Aquatech USA 2008. Don't miss a final chance to exchange contact information on Friday morning with the "Farewell Las Vegas/Hello Rosemont" celebration. Enjoy a complimentary beverage and mark your calendar for next year's show at the Donald E. Stephens Convention Center in Rosemont, Ill. *wqp*

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