



WQA Aquatech

The industry is getting ready to gather for the WQA Aquatech USA 2012 tradeshow, March 6 to 9 at the Las Vegas Convention Center, and the event promises to provide valuable networking and business opportunities, as well as educational sessions on a variety of important topics. This year's show is putting more focus on interaction, with exhibitor presentations and extra educational sessions on the exhibit floor, in addition to the traditional exhibitor booths.

Be sure to stop by the *Water Quality Products* booth (#133) to meet the editorial staff and pick up a copy of the magazine. We look forward to seeing you there!

Events Calendar

With so much to do and see at WQA Aquatech USA 2012, the *WQP* editorial staff has done some planning for you. The following is a daily schedule of events that includes meetings, special events and education sessions we feel will fit your interests and needs. This schedule is subject to change. For more information and a complete schedule of events, visit www.wqa-aquatech.com.

Tuesday, March 6

8 – 11:50 a.m.

Basics of Water Treatment

This session provides an overview of the basics of water chemistry, contaminants and treatment technology in residential and commercial applications. Attend to learn the fundamentals of water treatment, or as a review for the CWS-I exam.

11 a.m. – 12:50 p.m.

Final Barrier Presentation Series

Get a complete overview of the implications and challenges of final barrier in two sessions focusing on global and small systems perspectives. The sessions will culminate in a panel discussion on implementing final barrier technology.

1 – 5 p.m.

Wastewater Treatment Plant Tour: Application of UV

Visit an operational wastewater treatment plant to learn about the treatment methods applied to wastewater before it is returned to drinking water sources. *(Separate registration and fee required.)*

2 – 3:50 p.m.

Creative Marketing, Advertising and Lead Generation

Discover creative ways to generate leads and ensure that your company is visible to prospective clients. The session also will cover industry ethics and the importance of a good reputation.

2:30 – 2:55 p.m.

Written and Unwritten Water Standards in Commercial and Industrial Applications

Knowing the standards is key to success in this industry. Learn how to find the standards that will help you break into these market segments.

3:30 – 3:55 p.m.

Onsite Water Reuse in Hotels: Case Study

A look at a local hotel's water reuse system spotlights how the treatment system, system operator and maintenance costs impact a system's success.

4:30 – 6 p.m.

International Section Meeting & International Standards & Regulations Task Force

6:30 – 8 p.m.

President's Club/New Member Reception (by invitation)

USA 2012



Wednesday, March 7

7:30 – 8:50 a.m.

Commercial Site Visit

Visit a local commercial site for a lesson on asking the questions that will help you determine the proper treatment system for a site. Use what you learned to specify a system during the Commercial Sizing session, 3 to 3:55 p.m. on Wednesday. (Separate registration and fee required for site visit.)

8 – 8:50 a.m.

Environmental Impact Study: Water Softening Effects on Septic Tank Performance

Research into the effects of softeners on septic tanks is underway, lead by Dr. John T. Novak of Virginia Tech. The session will provide an update on this Water Quality Research Foundation (WQRF)-funded study.

10 – 11 a.m.

Opening General Session

Open to all attendees, the "Primetime" session includes the Future of the Industry from WQA Board of Governors members Dar Watts and Sam Karge; the President's Address from Denise Urbans; the WQA Leadership Awards presentation; and a keynote address from Warren Greshes, "Make My Life Easier: What the 21st-Century Customer Really Wants."

11 a.m. – 5 p.m.

Exhibition

12:30 – 1:15 p.m.

Getting Results When Exhibiting at Home Shows

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Learn more at the A.J. Antunes & Co. – VIZION Booth #112 at the WQA Show, March 6-9 in Las Vegas, Nevada, or visit us online at www.vizionwater.com.

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2 – 2:25 p.m.
Innovation Trends in Membrane Technologies

In the world of water treatment, technologies are ever changing. This presentation addresses improvements in pressure-driven technologies, such as RO and ultrafiltration, and electrical-driven technologies, such as electrodeionization and electro dialysis reversal.

2:30 – 3:25 p.m.
Using the Softened Water Research to Grow Sales

WQRF research has demonstrated the many benefits of softened water. Find out how dealers are using this information to benefit their businesses.

5 – 6 p.m.
Welcome Reception/ Industry Celebration

Thursday, March 8
8 – 9:30 a.m.

Keynote Address: The Inner Secrets of Outrageous Marketing: How to Dominate Your Market Niche
Ron Rosenberg, QualityTalk Inc.

9:45 – 10:45 a.m.
Dealer Section Meeting
This meeting includes the Regents Report and a presentation on the final barrier method for POU applications.

10 a.m. – 5 p.m.
Exhibition

11 – 11:25 a.m.
In-Field Water Testing: When You Have to Use a Lab
When contaminants could impact health, proper testing is a necessity. This presentation will cover the legal aspects of testing, including laboratory certification, chain of custody and proper sample collection.

11:30 a.m. – 12:20 p.m.
Ask the Experts: Residential Problem Water
A panel of experts will answer audience questions on addressing problem water in residential applications.

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1 – 3 p.m.
**Industrial Water Forum/
Networking Event**

The new event format includes the Industrial Section meeting; two roundtable discussions, “What Went Wrong and What I Learned” and “New Media—What’s Available, Advantages and Applications;” and a 30-minute networking event.

1 – 1:50 p.m.
WQA Regional Associations Meeting

1 – 1:55 p.m.
**Succeeding in the Growing Health
& Wellness Market for POE/POU**

Consumers today are more knowledgeable than ever about water quality concerns, but they may not know how to tell the hype from the facts. Help them understand water treatment terminology and how various treatment technologies work.

3:30 – 3:55 p.m.
**Boiler Water Treatment:
Understanding Cycles of
Concentration & Makeup Water**

Get the basics on boiler water treatment terminology, what boiler owners are looking for, and how to calculate cycles and makeup water needs.

Friday, March 9
8 – 9:50 a.m.
Board of Directors Meeting

8 a.m. – 12 p.m.
Industrial RO Workshop

Review the design factors for commercial and industrial RO systems and get practice solving system design problems and related calculations.

10 a.m. – 12 p.m.
**How to Create Outrageously
Effective Marketing Materials**

This interactive session will teach you how to incorporate marketing strategies into your business plan. Bring along your company’s marketing materials to get feedback from presenter Ron Rosenberg. *wqp*

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