



editor's emphasis show preview

The Water Opportunity Show Arrives in **San Antonio**

What you can expect at WQA Aquatech USA 2011

Information from new studies, a focus on final barrier technologies and strategies to address new national opportunities will be among the highlights at WQA Aquatech USA 2011. The conference and exhibition will be held at the Henry B. Gonzalez Convention Center, San Antonio, Texas, March 8 to 11, 2011. Don't pass up this opportunity to learn and network with the rest of the water treatment industry.

By Peter J. Censky



Final barrier technologies are increasingly taking center stage in our industry, and the convention offers the perfect opportunity for us to further this reality. In recent months, the industry has opened up a dialogue with public officials on this new paradigm for water treatment. We will continue the process of outlining within the industry and among public officials how final barrier POU systems need to be integrated into the national water treatment approach.

WQA leadership will discuss ways to encourage officials to understand that the most practical solution to water related issues is to integrate POU and curbside systems into the current regulatory paradigm.

In addition to exploring final barrier issues, WQA Aquatech USA will continue to offer other great values to those attending. The exhibition/tradeshow will feature new products, services and suppliers. Industry-leading business services, suppliers and manufacturers will be featured.

The "WQA Primetime" Lineup—an overview of the industry's hot topics—will include keynote speakers.

The convention also will include an Industrial Forum/Networking Event, as well as education and training sessions and AquaStages, a series of exhibition floor education and product

demonstrations. Educational sessions on the tradeshow floor are open to all registered. Significant hands-on product training and user group sessions also will be offered.

WQA will also confront another national issue. Recently, the U.S. Environmental Protection Agency (EPA) evaluated thousands of chemicals and substances that warranted review for regulation in drinking water. Education sessions, meetings and talks at WQA Aquatech USA will explore the ways EPA confronts contaminants and how the industry can offer meaningful participation.

Registration and hotel reservations are now available. For more information and to register, go to www.wqa-aquatech.com. *wqp*

**Editor's note: Water Quality Products (WQP) will present its annual Dealer of the Year Award at the tradeshow. Watch www.wqpmag.com to see when and where the award presentation will take place.*

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For more information on this subject write in 1001 on the reader service card or visit www.wqpmag.com/lm.cfm/wq021101.

Scenes from WQA Aquatech USA 2010



WQP Managing Editor Rebecca Wilhelm with 2009 Dealer of the Year Ernie Wilmink.



The Water Quality Research Foundation (WQRF) exhibit detailed the results of the Battelle Study.



Close-up from the WQRF exhibit showing the fixtures used in the Battelle Study.



An educational session taking place on the tradeshow floor.