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## WQA AQUATECH USA PRESS RELEASE

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### Daily keynotes to anchor upcoming WQA Aquatech USA

More trade floor education another feature, just two months away

**Lisle, Illinois USA** — Participants at WQA Aquatech USA 2008 will come away with practical advice from three keynote addresses on sales, technology, and advertising.

That is just one of the many reasons to attend the conference, held in Las Vegas, NV, March 25 - 28, the Water Quality Association said today. This will be the first year the conference is offering a keynote address each morning of the event.

The keynote addresses, open to all attendees, are:

- *Big Ideas That Are Changing Everything*, by Daniel Burrus. Burrus will discuss capitalizing on the next wave of technological change.
- *Making Ads Work*, by Tim Miles. In this energizing multimedia presentation, Miles will teach participants how to disconnect from tradition and learn what works, what doesn't, and why. You will learn practical, useful strategies to connect with consumers through principles demonstrated on reconstructions of WQA members' own ads.

— MORE —

**ADD ONE**

**WQA Aquatech USA expanded**

January 22, 2007 — FOR IMMEDIATE RELEASE

- *Teach Them NOT to Sell*, by David Scurlock. The focus is on training service people to recognize and follow through on sales opportunities without turning them into sales people. This presentation lays out 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.

The conference will also include more business education on topics such as marketing and hiring, and functional programs about vital and new techniques.

WQA Aquatech USA is the only residential, commercial, and industrial water show of its kind in North America and is growing every year. More than 5,000 individuals are expected to attend.

Organizers promise more interactive training on the conference's expansive trade show floor. More than 350 companies will be presenting new products and technologies, mingled with scores of sessions presented directly by WQA and by exhibitors. With a reworked schedule, programs will be more accessible, allowing attendees a "create your own menu" approach.

There will be a special program focus on fundamentals, more hands-on learning, and expanded business education. For those engaged in industrial water treatment, there will be a new networking event, "Industrial Speed Dating."

For WQA certified personnel, the show offers up to 2.55 CPD (Continuing Professional Development) credits. That is more than a full cycle-worth of credits for many of the certifications that are offered.

For more information or to register for the conference, visit [wqa-aquatech.com](http://wqa-aquatech.com), or call WQA's convention department at 630 505 0160. Hotel rooms and flights are booking up fast. Please note, the educational conference runs all four days; the trade show exhibition runs three days, March 26-28, 2008.