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## WQA AQUATECH USA PRESS RELEASE

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### **Final barrier issues to take center stage at WQA Aquatech USA**

Convention and hotel registration now open for San Antonio gathering

**Lisle, Illinois USA** — Planners of WQA Aquatech USA 2011 say issues surrounding final barrier systems will take center stage at the convention.

“The water treatment industry is in the first stages of what may be a major transformation that will affect how we do everything from manufacturing to sales to servicing,” said Peter Censky, executive director of WQA. “At WQA Aquatech USA 2011, we are going to spend a great amount of time and energy discussing how we can shape and respond to this new opportunity.”

In recent months, industry leaders have opened up a dialog with public officials on the new paradigm for water treatment.

The conference and exhibition will be held at the Henry B. Gonzalez Convention Center, San Antonio, Texas, March 8 - 11, 2011.

WQA leadership will discuss ways for us 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.

“Our goal is to advance the understanding of policy makers about final barrier treatment of drinking,” Censky said. “We begin with a premise that within 20 years the current paradigm – centrally treating water and doing essentially nothing more – will no longer work. Central treatment will not be able to cope with the demand for higher quality water.”

WQA staff and leadership met recently with top public officials in Congress to provide education on the issues and opportunities being faced. In sessions during early October and throughout the 2010 WQA Mid-Year Leadership conference, WQA staff and senior association members discussed how point-of-use technology should be included in long-term federal planning.

Industry representatives met with senior Congressional staff from committees charged with

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**WQA Aquatech USA**

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regulating environment and public works, science and technology, and energy and natural resources.

In San Antonio, we will continue that process.

In addition to exploring final barrier issues, WQA Aquatech USA will continue to offer other great value to those attending.

The exhibition/trade show 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 will also include an "Industrial Forum/Networking Event," as well as education/training sessions and AquaStages, a series of exhibition floor education/product demonstrations. Educational sessions on the trade-show floor are open to all registered. Significant hands-on product training and user group sessions will also be offered.

Registration and hotel reservations are now available. For more information and to register, go to [wqa-aquatech.com](http://wqa-aquatech.com).

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