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WQA AQUATECH USA PRESS RELEASE

FOR IMMEDIATE RELEASE — APRIL 2, 2009

WQA Aquatech USA focuses on thriving during tough times

Networking, education, strategies emphasized for attendees

Lisle, Illinois USA — Last month, WQA Aquatech USA 2009 offered those attending the opportunity to keep up with innovative new products, hear about success strategies from those in the industry, and learn real-world business planning strategies.

The annual conference and trade show was held in Chicago (Rosemont), Illinois, in mid-March.

“We declared ourselves a ‘recession-free’ zone,” said WQA Executive Director Peter Censky. “We wanted to focus on the future and on what companies and individuals can do to come out ahead when these tough times are over.”

WQA Aquatech USA is the only residential, commercial, and industrial water show of its kind in North America.

A “best practices” peer-to-peer panel discussion let those in the industry discuss strategies for staying afloat during these challenging times. Owners of established water treatment businesses led interactive sessions and provided practical information. Topics included every aspect of the industry, from planning to operations. Four keynote addresses presented practical information. Among those included were Stuart Varney, long-time business and financial analyst and contributor to CNN and FOX News.

“The buzz we heard all around was very positive,” said Censky. “Many of those attending echoed the sentiment that the future of the industry looks very good for the long term. There was also appreciation that we focused many of the sessions on practical advice for running businesses. Clearly everyone is feeling the effects of the economy, but instead of worrying about the past, we all looked to the opportunities of tomorrow.”

New innovations and products were highlighted in a special display area, a presentation stage on the trade show floor, and a number of demonstrations.

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WQA Aquatech USA success

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Hands-on trade show floor education and business education was emphasized. This year also saw the second “Industrial Speed Dating” event, which brought together companies involved in industrial water treatment to show off their contracting, consulting and/or manufacturing/supplier capabilities in order to expand and gain new business by meeting and forming alliances with other industrial affiliates.

Leadership awards were also presented, as follows:

Award of Merit: Neil J. Desmond, CWS-IV, AMETEK, Chicago, Illinois.

Award of Merit: Douglas C. Haring, CWS-VI, CI, CSR, Atlantic Filter Corporation, West Palm Beach, Florida.

Award of Merit: Vincent M. Kent, MP, CWS-I, CI, Abendroth Water Conditioning Inc., Fort Atkinson, Wisconsin.

International Award of Merit: Govind Bommi, Filtrex Technologies Pvt Ltd., Bangalore, India.

Honorary Member Award: Kelly A. Reynolds MSPH, PhD, University of Arizona, Tucson, AZ.

Key Award: Douglas S. “Sam” Karge, Pentair Residential Filtration, Brookfield, Wisconsin.

Regents Award: Perry Ratcliff, Culligan Water Conditioning of Austin, TX, Driessen Water I, Inc.

Ray Cross Award: Michael S. Kopacz, Loves Park, Illinois.

Lifetime Member Award: Robert B. Ruhstorfer II, CWS-V, RBR Consulting LLC, Glen Ellyn, Illinois.

Hall of Fame: C.R. Hall, Wichita Water Conditioning Inc. dba Hall’s Culligan Water, Wichita, Kansas.

Photos of the event and leadership award winners are available at:
wqa.org/2009Convention/index.cfm#.