

# SCHEDULE OF EVENTS

- Registration Desk ■ Exhibition/WQA Primetime ■ Trade Show/Hands-On Training  
■ Education ■ Meetings ■ Networking ■ Certification Exams

Subject to change (as of 2/8/10)

## Tuesday, March 9

■ Registration Desk  
**7:00 am - 6:00 pm**  
South Hall B

■ Exhibit Set-up  
**7:00 am - 5:00 pm**  
South Hall B

**Membership Center**  
**7:00 am - 5:00 pm**  
South Hall B

■ Education: C/I Applications  
of UV & Ozone (0.6 CPD)  
**8:00 am - 2:50 pm**  
S320 A

■ Task Force: Salinity  
**11:00 am - 11:50 am**  
S220 B

■ Task Force: Onsite Wastewater  
Issues  
**12:00 pm - 12:50 pm**  
S230 H

■ Bookstore  
**12:00 pm - 5:00 pm**  
South Hall B

■ Committee: Water Sciences &  
Government Relations  
**1:00 pm - 2:50 pm**  
S230 H

■ Education: Evaluating Industrial  
System Performance [User Group]  
(0.1 CPD)  
**2:00 pm - 2:50 pm**  
S230 A

■ Education: Commercial Sizing  
Calculations Workshop (0.2 CPD)  
**2:00 pm - 3:50 pm**  
S220 E

■ Education: Residential System  
Design Workshop – Compensating  
for Pitfalls of Residential Water  
Supplies (0.2 CPD)  
**2:00 pm - 3:50 pm**  
S220 F

■ Education: EDI and Single Pass  
RO – The Untold Story (0.1 CPD)  
**3:00 pm - 3:50 pm**  
S230 A

■ Task Force: Convention  
**3:00 pm - 3:50 pm**  
S220 A

■ Forum: Gold Seal Product  
Certification  
**3:00 pm - 6:00 pm**  
S220 B

### MUST ATTEND

■ Education: “Making Ads Work”  
Workshop  
**4:00 pm - 5:50 pm**  
S220 C

■ Reception: President’s Club/  
New Member  
**6:30 pm - 8:00 pm**  
By Invitation Only  
Rosen Shingle Creek – Conway Room

## Wednesday, March 10

■ Registration Desk/Membership  
Center/Bookstore  
**7:00 am - 5:00 pm**  
South Hall B

■ Exhibit Set-up (exhibitors only)  
**7:00 am - 10:00 am**  
(final touchup only)  
(hall must be cleared by 10:00 am)  
South Hall B

## Wednesday continued

■ **Education: Softener Discharge vs. Aerobic Wastewater Treatment Units – New Research (0.1 CPD)**

**8:00 am - 8:50 am**

S220 F

■ **Task Force: Membership Marketing**

**8:00 am - 8:50 am**

S220 A

■ **Education: Industrial Reverse Osmosis System Design – Advanced Problem Solving Workshop (0.2 CPD)**

**8:00 am - 9:50 am**

S230 B

■ **Education: My Business is Worth What? – Planning Business Growth**

**8:00 am - 9:50 am**

S230 E

■ **Education: Basics of Water Treatment Seminar (CWS Review Session) (0.3 CPD)**

**8:00 am - 10:50 am**

S220 C

■ **Education: Benefits of Removal of Water Hardness – Study Parameters and Results (0.1 CPD)**

**9:00 am - 9:50 am**

S220 F

OPEN  
TO ALL!

## MUST ATTEND

■ **State of the Industry**

**10:00 am - 10:45 am**

S330 E

OPEN  
TO ALL!

■ **Opening General Session**

**11:00 am - 12:30 pm**

Keynote: The Pendulum –  
“Marketing in 2010 and Beyond”

S320 E

OPEN  
TO ALL!

## EXHIBITION (0.2 CPD)

**12:30 pm - 5:00 pm**

South Hall B

## TRADE SHOW FLOOR EDUCATION

OPEN  
TO ALL!

■ **Education: Getting the Most From Your WQA Membership**

**2:00 pm - 2:25 pm**

AquaStage 1 WQA Booth #855

■ **Education: How to Sell For More**

**2:00 pm - 2:25 pm**

Hydrotech Booth #509

■ **Education: Industrial Treatment Technology Changes and Effect on System Operation [User Group] (0.1 CPD)**

**2:00 pm - 2:55 pm**

AquaStage 2 Industrial

■ **Education: Hands-On Control Valve Teardown and Rebuild Session – Pentair Fleck 7000 Valve (0.1 CPD)**

**2:00 pm - 3:00 pm**

AquaStage 4

■ **Education: Water Treatment Certification Standards – Which is Which?**

**2:30 pm - 2:45 pm**

AquaStage 3

■ **Education: Arsenic Testing**

**2:30 pm - 2:55 pm**

Industrial Test Systems, Inc. Booth #823

■ **Education: Bottled Water Market Updates from the International Bottled Water Association**

**2:30 pm - 3:15 pm**

AquaStage 1 WQA Booth #855

# SCHEDULE OF EVENTS continued

## Wednesday continued

■ **Education: International Standards, Regulations, and Approvals: Navigating the Uncharted Waters (0.05 CPD)**

**3:00 pm - 3:25 pm**

NSF International Booth #107

■ **Education: Membrane Technologies for Manufacturing Wastewater Treatment – A Case History (0.05 CPD)**

**3:00 pm - 3:25 pm**

AquaStage 2 Industrial

■ **Education: Electrodeposition Technology: NF Filtration Efficiency at Nonwoven Flow Rate and Pressure Drop (0.05 CPD)**

**3:30 pm - 3:55 pm**

AquaStage 3

■ **Education: Emanation of Radon from Radium Removal POU Units (0.05 CPD)**

**3:30 pm - 3:55 pm**

AquaStage 1 WQA Booth #855

■ **Education: Stop Selling Equipment and Start Selling Solutions**

**3:30 pm - 3:55 pm**

Hydrotech Booth #509

■ **Education: Servicing RO (0.1 CPD)**

**3:30 pm - 4:20 pm**

AquaStage 4

■ **Education: CWS Exam Prep Q&A (0.05 CPD)**

**4:00 pm - 4:25 pm**

AquaStage 1 WQA Booth #855

■ **Education: AWT 101 Session (0.4 CPD)**

**1:00 pm - 4:50 pm**

S320 A

■ **Committee: Member Services**

**2:00 pm - 3:20 pm**

S220 B

■ **Task Force: Commercial Education**

**4:00 pm - 4:50 pm**

S220 A

■ **Reception: Welcome Reception/Industry Celebration**

**5:00 pm - 6:30 pm**

South Concourse Lobby

OPEN TO ALL!

## Thursday, March 11

■ **Registration Desk/Bookstore**

**7:00 am - 5:00 pm**

South Hall B

■ **Membership Center**

**7:30 am - 5:00 pm**

South Hall B

■ **Section Meeting: Dealer –**

**7:30 am - 8:50 am**

Regents Report

■ **Education: How to Motivate Your Entire Staff Through Incentives**

S220 F

OPEN TO ALL!

■ **Section Meeting: Manufacturer/Supplier & Retail Channel**

**7:30 am - 8:50 am**

S230 C

OPEN TO ALL!

■ **Education: Accurate Water Testing: Sampling Technique and Analysis (0.1 CPD)**

**8:00 am - 8:50 am**

S220 C

■ **Education: Sustainable Industrial Design Workshop (0.2 CPD)**

**8:00 am - 9:50 am**

S220 E

## Thursday continued MUST ATTEND

■ **Keynote: How to Effectively Market the Softened Water Energy Efficiency Study (aka Battelle Study)**

**9:00 am - 9:50 am**

S230 E

■ **Review Board: Public Health**

**10:00 am - 2:00 pm**

By Invitation Only – S329

**EXHIBITION (0.2 CPD)**

**10:00 am - 5:00 pm**

South Hall B

## TRADE SHOW FLOOR EDUCATION

■ **Education: Chlorine Testing**

**10:30 am - 10:55 am**

Industrial Test Systems, Inc. Booth #823

■ **Education: Enhanced and Accelerated Biological Monitoring (0.05 CPD)**

**10:30 am - 10:55 am**

AquaStage 3

■ **Education: Ultrafiltration Membranes for Improved Sustainability (0.05 CPD)**

**10:30 am - 10:55 am**

AquaStage1 WQA Booth #855

■ **Education: Diagnosis/Prevention of Ion Exchange Problems in Commercial and Light Industrial Systems (0.05 CPD)**

**11:00 am - 11:25 am**

Dow Water & Process Solutions Booth #123

■ **Education: Generating Qualified Leads Without Cold Calling**

**11:00 am - 11:25 am**

Hydrotech Booth #509

OPEN  
TO ALL!

OPEN  
TO ALL!

■ **Education: Succeeding in the Water Business**

**11:00 am - 11:25 am**

AquaStage 1 WQA Booth #855

■ **Education: New Photo Purification Process Eliminates Organics, Metals, & Pathogens (0.05 CPD)**

**11:00 am - 11:30 am**

AquaStage 3

■ **Education: Secrets of Successfully Exhibiting at Home Shows**

**11:30 am - 11:55 am**

AquaStage 1 WQA Booth #855

■ **Education: Problem Prevention in Industrial Systems: Sampling, Monitoring, and Trending [User Group] (0.1 CPD)**

**11:30 am - 12:25 pm**

AquaStage 2 Industrial

■ **Education: Comparing RO Element Data Sheets (0.05 CPD)**

**1:00 pm - 1:25 pm**

Dow Water & Process Solutions Booth #123

■ **Education: Green Chemistry for C/I Water Treatment (0.05 CPD)**

**1:00 pm - 1:25 pm**

AquaStage 2 Industrial

■ **Education: Water Conservation in Cooling Towers: Controlled Hydrodynamic Cavitation (0.05 CPD)**

**1:30 pm - 1:55 pm**

AquaStage 3

■ **Education: Win-Win with Green Marketing**

**1:30 pm - 1:55 pm**

AquaStage 1 WQA Booth #855

■ **Education: Are You Working In Your Business or On Your Business?**

**2:00 pm - 2:25 pm**

Hydrotech Booth #509

# SCHEDULE OF EVENTS continued

## Thursday continued

■ **Education: International Standards, Regulations, and Approvals: Navigating the Uncharted Waters (Repeat) (0.05 CPD)**

**2:00 pm - 2:25 pm**  
NSF International Booth #107

■ **Education: Testing for Metals in Water**

**2:00 pm - 2:25 pm**  
Industrial Test Systems, Inc. Booth #823

■ **Education: Which Technology When? [User Group] – Ultrapure Water Production (0.1 CPD)**

**2:00 pm - 2:55 pm**  
AquaStage 2 Industrial

■ **Education: 5 Key Points of Effective Marketing**

**2:30 pm - 2:45 pm**  
AquaStage 3

■ **Education: "Push-to-Connect" Fittings - Everything Should Be This Easy (0.1 CPD)**

**2:30 pm - 3:20 pm**  
AquaStage 4

■ **Education: Residential Reverse Osmosis Element Construction (0.05 CPD)**

**3:30 pm - 3:55 pm**  
Dow Water & Process Solutions Booth #123

■ **Education: Pipe Joining Demo (0.1 CPD)**

**4:00 pm - 4:50 pm**  
AquaStage 1 WQA Booth #855

■ **Committee: Market Development**

**10:15 am - 11:45 am**  
S220 B

■ **Meeting: WQA Regional Associations**

**1:00 pm - 2:00 pm**  
S220 A

■ **Certification Exams**

**1:00 pm - 4:00 pm**  
S320 C

■ **Section Meeting & Task Force: International & International Standards & Regs**

**2:00 pm - 3:30 pm**  
S230 H

■ **Meeting: WQRF/Past Presidents**

**2:30 pm - 3:30 pm**  
By Invitation Only  
S220 B

■ **Reception: Industrial Water – Speed Networking Reception (separate registration required)**

**3:00 pm - 5:00 pm**  
South Hall B – Industrial Gallery

■ **Task Force: History**

**3:00 pm - 4:00 pm**  
By Invitation Only  
S322

■ **Reception: Networking Reception**

**5:00 pm - 6:00 pm**  
South Concourse Lobby

## Friday, March 12

■ **Registration Desk/Membership Center /Bookstore**

**7:30 am - 2:00 pm**  
South Hall B

■ **Section Meeting: Industrial**

**7:30 am - 8:00 am**  
S230 B

OPEN TO ALL!

OPEN TO ALL!

OPEN TO ALL!

## Friday continued

### ■ Education: DI Water Reuse and ZLD Applications (0.05 CPD)

8:00 am - 8:25 am

S220 C

### ■ Meeting: Board of Directors

8:00 am - 10:00 am

S230 H

### ■ Education: Corrosion: Causes and Control (0.1 CPD)

8:30 am - 9:20 am

S230 C

### ■ Education: POU Technologies for Removal of PFCs (0.1 CPD)

8:30 am - 9:20 am

S220 E

### ■ Education: Sizing Industrial Systems Workshop (0.15 CPD)

8:30 am - 9:50 am

S220 C

## MUST ATTEND

### ■ Technical Keynote: Hidden Dangers of Residential Plumbing (0.1 CPD)

9:30 am - 10:20 am

S220 F

OPEN TO ALL!

## EXHIBITION (0.2 CPD)

10:00 am - 2:00 pm

South Hall B

## TRADE SHOW FLOOR EDUCATION

OPEN TO ALL!

### ■ Education: New Iron Test (0.05 CPD)

10:30 am - 10:55 am

Industrial Test Systems, Inc. Booth #823

### ■ Education: Ultrafiltration Roles for Water Purification (0.05 CPD)

10:30 am - 10:55 am

Dow Water & Process Solutions Booth #123

### ■ Education: Hands-On Control Valve Teardown and Rebuild Session – Clack WS1 Valve (0.1 CPD)

10:45 am - 11:40 am

AquaStage 4

OPEN TO ALL!

### ■ Education: Effective Marketing Techniques for Water Quality Dealers

11:00 am - 11:25 am

AquaStage 1 WQA Booth #855

### ■ Education: Secrets to Closing More Sales

11:00 am - 11:25 am

Hydrotech Booth #509

### ■ Education: Which Technology When? – RO Pretreatment in Industrial Systems [User Group] (0.1 CPD)

11:00 am - 11:55 am

AquaStage 2 Industrial

### ■ Education: Grow an Office Water Business by Providing Ice

11:30 am - 11:55 am

AquaStage 1 WQA Booth #855

### ■ Education: Chat with the Experts – Treatment Challenges (0.1 CPD)

12:00 pm - 12:50 pm

AquaStage 4

### ■ Education: Working with an Incomplete Water Analysis for DI Sizing (0.05 CPD)

1:00 pm - 1:25 pm

AquaStage 2 Industrial

### ■ Certification Exams

1:00 pm - 4:00 pm

S320 C