



Association of Water Technologies 2009 Annual Convention and Exposition

**August 26 – 29, 2009**

The Westin Diplomat Resort & Spa • Hollywood, Florida



# Bridging the Gap

Technology, Sustainability and the Global Economy

# Bridging the Gap:

## Technology, Sustainability, and the Global Economy



Over the past few years society has witnessed incredible changes in technology, the green movement and the world economy. We all feel the effects, advances in technology have changed the way we communicate and do business. The green movement has taken hold and seems to have a permanent place in our society. Doing business is now a global affair where the ramifications of the world economy are felt close to home.

The Association of Water Technologies (AWT) Annual Convention and Exposition provides a unique opportunity for you to explore and discuss the forces driving society and how they impact water treatment today. By joining the top professionals in the water treatment industry, you will gain the insight necessary to grow your business. This is a great opportunity to meet other professionals, learn about the latest industry advances and discuss the issues impacting the water treatment business. Of all the meeting opportunities this year, you will not want to miss AWT's 2009 Annual Convention and Exposition!

### Why Attend

- **Invaluable Knowledge:** Stay on top of trends impacting your company. Learn technical information that will help your business expand.
- **Countless Networking Opportunities:** Take part in the single best networking opportunity that you can find in the water treatment industry. Develop long-term relationships with leading experts in the field.

- **Interfacing with Top Suppliers:** Learn about the latest advances in the industry. See what products and technologies are changing the water treatment business.
- **Participating in Leadership:** Help set the course for the industry and AWT's future. Attend the Annual Membership Meeting and/or join a committee.
- **Rest, Relaxation and Recognition:** Sign up for the Annual AWT Golf Tournament. Celebrate your peers who are moving the industry forward at the AWT Annual Reception and Awards Dinner. Enjoy the beach at the Diplomat.

### What You'll Take Away

- Learn Greater Efficiencies
- Gain Confidence
- Experience Fun Networking Opportunities
- Increase Productivity
- Realize Higher Sales, Commissions and Promotions
- Attain Greater Customer Satisfaction

	Registration Hours	Exposition Hours
Tuesday, August 25	11:00 am – 5:00 pm	–
Wednesday, August 26	9:00 am – 7:00 pm	4:00 pm – 7:00 pm
Thursday, August 27	7:00 am – 7:00 pm	11:00 am – 2:00 pm
		2:00 pm – 4:00 pm (by appointment only)
		4:00 pm – 7:00 pm
Friday, August 28	7:00 am – 5:00 pm	10:00 am – 2:00 pm
Saturday, August 29	7:00 am – 12 Noon	–

## History and Culture

The Association of Water Technologies has conducted an Annual Convention and Exposition since 1988. The event has grown steadily in size, professionalism and importance since that time, yet the culture we strive to create remains the same. The Annual Convention and Exposition is a forum where experts gather to network, attend educational presentations, and enjoy events. We seek to create a professional, well-managed and upscale environment that is conducive to engaging in the business of water treatment. Our attendees are committed to this cause and refrain from discussions that may violate antitrust policies, avoid slanderous statements or activities, refrain from hosting hospitality suites, and avoid religious or political discussions. The AWT Annual Convention and Exposition has a reputation for being a courteous, respectful and professional event. We hope you will join us to learn from, and network with, the best in the business!

## About The Westin Diplomat Resort & Spa

The Westin Diplomat Resort & Spa offers rejuvenating accommodations, magnificent views, and an experience sure to inspire renewal. From their infinity edged pool, with two waterfalls flowing into a 240-foot lagoon pool, to eight on-site dining options, poolside and beachfront cabanas to shopping and charter boats, along with championship golf, tennis and a full-service spa located at their sister property, they provide the opportunity to restore, relax and refresh.

## Things to Do at The Diplomat

The Westin Diplomat Resort & Spa offers the ultimate in resort services and features. Choose from a variety of endless activities, dining choices, and indulge in the comforts of their luxurious room appointments. At The Westin Diplomat Resort & Spa, they have thought of everything—all you need to do is arrive.

- Relax by the outdoor pool with infinity edge, see-through bottom and waterfalls.
- Enjoy a poolside cabana.
- Unwind<sup>SM</sup>... a Westin evening ritual—encourages you to reflect and rejuvenate as you make your journey from day to night.
- Join AWT attendees by the pool each evening for AWT's special drink of the night.
- Enjoy private label and fine resort wear shopping.
- Play a round of golf or enjoy a game of tennis.
- Arrive and experience the calming effects of water features and treatments at the spa.
- Eat at one of the many wonderful restaurants the Diplomat has to offer.
- Enjoy outdoor activities such as:
  - » Boat Rentals
  - » Beach Access
  - » Beach Volleyball
  - » Water Sports
  - » Outdoor Pools
  - » Westin Kids Club<sup>®</sup>

## About Hollywood, Florida

Hollywood, Florida is an intimate community located on the coast between Ft. Lauderdale and Miami, Florida. Founded in the 1920s, Hollywood has remained popular with sun-seekers. Its palm tree-lined streets, beautiful beaches, myriad diversions and trendy, redeveloped downtown combine to make Hollywood an ideal destination for visitors to South Florida. Hollywood, Florida was voted 2007's Best American City.

## Going Green at the Diplomat

The Westin Diplomat Resort & Spa is a proud participant in a variety of environmental sustainability practices, including:

- HVAC system sensors that turn off the air-conditioner when sliding glass doors to balconies are opened and restarts after doors are closed.
- Water conserving commodes and low-flow showerheads.
- Faucet aerators.
- Mineral Pool: saline generator for one of the swimming pools to reduce the use of chlorine.
- Programmable timers or sensors controlling air-conditioning in low-traffic and low occupancy areas.



# Exposition 2009



AWT members consistently rate the Exposition as one of the top benefits of attending the Annual Convention. Water Technologies Expo 2009 provides attendees with the best opportunity available to discuss the latest technologies and applications with the industry's leading suppliers. Where else can you meet face-to-face with such a diverse group of experienced suppliers—all under one roof? There simply is no other show that comes close to delivering the high-level supplier interaction you need to build business relationships that count. Some of this year's exhibitors (as of 4/24/09) include:

- Advantage Controls, Inc.
- Albemarle Corporation
- AquaPhoenix Scientific Inc.
- Bio-Systems International
- Biosan Laboratories, Inc.
- Buckman Laboratories, Inc.
- BWA Water Additives
- Dober Chemical Corp.
- Dripping Wet Water
- EBSOL, Inc./ Special Pathogens Laboratory
- Electric H2O, Inc.
- EMEC Americas
- EMLab P&K
- Enviro Tech Chemical Services
- Environmental Safety Technologies, Inc.
- French Creek Software, Inc.
- Global Treat, Inc.
- Griswold Filtration
- Grundfos Pumps
- H2trOnics
- Harmsco Filtration Products
- Houghton Chemical Corporation
- Hydro Systems
- Hygiene LLC
- J.L. Wingert Co.
- Jewel Tone Designs
- Kemira Water Solutions, Inc.
- Lakewood Instruments LLC
- LaMotte Company
- LMI Milton Roy
- Lonza, Inc.
- Lubrizol Advanced Materials, Inc.
- Myron L Company
- Neptune Chemical Pump Co., Inc.
- Niagara Blower Heat Transfer Solutions
- Peabody Engineering & Supply, Inc.
- PEP Filters, Inc. - Subsidiary of Arkal Filtration
- Process Engineered Water
- ProMinent Fluid Controls, Inc.
- Pulsafeeder, Inc.
- Pumps and Controls
- Pure Earth Environmental
- QualiChem, Inc.
- ResinTech, Inc.
- Rohm and Haas Company

Don't forget to stop by the AWT booth, where you can speak to staff and members of the AWT leadership, purchase bookstore items and more.

- Severn Trent Services
- Stenner Pump Company
- Taylor Technologies, Inc.
- The Murdock Co. Inc.
- U.S. Water Services, Inc.
- USA Blue Book
- VRTX Technologies
- Walchem
- Water Science Technologies
- Water Test Kits Direct
- Wincom, Inc.



# Sponsors

We couldn't do it without you! Enhance your visibility and contribute to the industry! A variety of sponsorship opportunities are still available. Please contact the AWT office at (240) 404-6477 to discuss sponsorships at the 2009 AWT Convention and Exposition. Some of this year's sponsors include (as of 4/24/09):



# Schedule at a Glance as of 4/24/09



## Tuesday, August 25

11:00 am – 5:00 pm	<b>Registration Open</b>
12 Noon – 5:00 pm	Exhibitor Move-In

## Wednesday, August 26

7:00 am – 2:00 pm	<b>Golf Tournament</b> <i>Shuttle departs at 6:45 am from the Lobby. Breakfast at 7:00 am, shotgun start at 8:00 am.</i>
8:00 am – 7:00 pm	<b>Registration Open</b>
8:00 am – 2:30 pm	Exhibitor Move-In
12 Noon – 4:00 pm	<b>General Session—Membrane System Design Seminar</b> Moderator: Eric Fraser, CWT Peter Cartwright, PE— <i>Cartwright Consulting Co.</i>
3:00 pm – 3:30 pm	<b>Moderator Training</b>
4:00 pm – 7:00 pm	<b>Opening Reception—Exhibit Hall Open</b> <i>Mixer &amp; CVB Raffle</i>
7:00 pm – 8:00 pm	<b>New Member, “First-Timer” and CWT Dessert Reception</b>

## Thursday, August 27

7:00 am – 7:00 pm	<b>Registration Open</b>
7:00 am – 8:00 am	Continental Breakfast and Roundtable Discussion
7:00 am – 9:30 am	Spouse/Guest Breakfast <i>Spouses and Guests are welcome to meet for breakfast at their own expense at The Cafe. Tables will be reserved for the group.</i>
7:00 am – 7:45 am	<b>Technical Subcommittees Breakfast Meetings</b> <i>Boiler Water Cooling Water Pretreatment Special Projects Wastewater</i>
8:00 am – 5:00 pm	Speaker Ready Room Open
8:00 am – 9:30 am	<b>General Session / Annual Membership Meeting</b>
9:30 am – 9:45 am	Break
9:45 am – 10:00 am	<b>General Session—AWT Volunteer Appreciation</b> <i>Board &amp; Committee Awards Presentation</i> Scott W. Olson, CWT
10:00 am – 11:00 am	<b>Keynote Address—Relationship Economics: The Art and Science of Relationships</b> Introduction: BWA Water Additives David Nour— <i>The Nour Group, Inc.</i>

## Thursday, August 27 continued

10:30 am – 2:30 pm	Spouse/Guest Tour – A Latin Combo: Ceviche and Mojito Making	
11:00 am – 2:00 pm	<b>Exhibit Hall Open</b>	
12:30 pm – 2:00 pm	<b>Past Presidents’ Luncheon</b>	Location TBD
2:00 pm – 4:00 pm	<b>Exhibit Hall Open</b> <i>by appointment only</i>	
2:00 pm – 4:00 pm	<b>Track I—Business</b> Moderator: Charles D. Hamrick, Jr., CWT	<b>Track II—Green Technologies and Marketing</b> Moderator: Matt Copthorne, CWT
2:00 pm – 2:30 pm	<b>Outstanding Options to Overcome Harvest Pressures for AWT Businesses</b> Mike Standish— <i>Formulate Online, LLC</i>	2:00 pm – 2:30 pm <b>Developing Water Treatment Programs with Low Environmental Impact</b> David Wilson— <i>BWA Water Additives</i>
2:30 pm – 3:00 pm	<b>Doing Business in China</b> Attila G. Relyeni, Ph.D.— <i>ASMA, Inc.</i>	2:30 pm – 3:00 pm <b>The Green Palm Award &amp; Green Marketing</b> Sharon Zamojski— <i>The Westin Diplomat Resort &amp; Spa</i>
3:00 pm – 3:30 pm	<b>Leveling the Playing Field: Websites for the \$250,000 – \$2 Million Business</b> Joe Levinger— <i>Jewel Tone Designs</i>	3:00 pm – 3:30 pm <b>Treatment Technologies for Water Reuse</b> Peter Cartwright, PE — <i>Cartwright Consulting Co.</i>
		3:30 pm – 4:00 pm <b>A New Environmentally Friendly Solution for Closed Loop Corrosion Control</b> Bill Stapp— <i>A S Inc.</i>
4:00 pm – 7:00 pm	Exhibit Hall Open — Reception	

# Schedule at a Glance

## Friday, August 28

7:00 am – 8:45 am	<b>Committee Breakfast Meetings</b> <i>Certification Convention Education Legislative/Regulatory Marketing/Communications Membership Technical</i>	
7:00 am – 8:00 am	Continental Breakfast and Roundtable Discussions	
7:00 am – 9:30 am	Spouse/Guest Breakfast <i>Spouses and Guests are welcome to meet for breakfast at their own expense at The Cafe. Tables will be reserved for the group.</i>	
7:00 am – 5:00 pm	<b>Registration Open</b>	
7:00 am – 5:00 pm	Speaker Ready Room Open	
9:00 am – 9:45 am	<b>General Session—Sell More – Sell More Easily</b> Moderator: Robert D. Lee, CWT Mark Fitzgerald— <i>Sales Training Institute, Inc.</i>	
9:00 am – 9:45 am	<b>Exhibitor Meeting</b>	
9:30 am – 3:00 pm	Spouse/Guest Tour – Las Olas Riverfront Cruise & Shopping Excursion	
10:00 am – 2:00 pm	<b>Exhibit Hall Open</b>	
2:00 pm – 7:00 pm	Exhibit Hall Teardown	
2:00 pm – 3:00 pm	<b>Track I – Technical</b> Moderator: Jack R. Walker, CWT	<b>Track II—Legionella</b> Moderator: Martin C. Stephens, CWT
2:00 pm – 2:30 pm	<b>Preserving Cooling Water</b> Jim VanCamp— <i>Dripping Wet Water, Inc.</i>	2:00 pm – 2:30 pm <b>The Ultimate Preventative Action Tool for Legionella Control</b> David R. Tracey — <i>LuminUltra Technologies, Ltd.</i>
2:30 pm – 3:00 pm	<b>Carbonate Scale Removal</b> George Collias— <i>Uniphos, Inc.</i>	2:30 pm – 3:00 pm <b>New Disinfection Options for Controlling Legionella in Building Water Systems</b> Janet E. Stout, Ph.D.— <i>EBSOL, Inc./ Special Pathogens Laboratory</i>

3:00 pm – 5:00 pm	<b>Track I—Sales Seminar</b> Moderator: Mike Standish	<b>Track II—Biocides</b> Moderator: Mark Juhl
3:00 pm – 5:00 pm	<b>Sales Seminar</b> Mark Fitzgerald— <i>Sales Training Institute, Inc</i>	3:00 pm – 3:30 pm <b>Control of Sulfate Reducing Biocides by Isothiazolone Biocide</b> Terry M. Williams, Ph.D. — <i>Rohm and Haas Company</i>
		3:30 pm – 4:00 pm <b>Economical Halogen Biocide Composed of Stabilized Chlorine and Unreacted Bromine</b> Sang-Hea (Justin) Shim— <i>Justeq LLC</i>
		4:00 pm – 4:30 pm <b>Aqueous-Based Liquid DBNPA: A New and Exciting Form of a Familiar Chemistry</b> Elizabeth A. Sutton— <i>Enviro Tech Chemical Services</i>
		4:30 pm – 5:00 pm <b>An Automated Feeder Allows for Safe, Convenient and Reproducible Addition of Aseptrol Chlorine Dioxide</b> Keith Hirsch— <i>BASF Corporation</i>
6:30 pm – 10:30 pm	<b>AWT Annual Reception and Awards Dinner</b>	

# Schedule at a Glance as of 4/24/09



## Saturday, August 29

7:00 am – 8:00 am	Continental Breakfast and Roundtable Discussion	
7:00 am – 9:30 am	Spouse/Guest Breakfast <i>Spouses/Guests are welcome to meet for breakfast at their own expense at The Cafe. Tables will be reserved for the group.</i>	
7:00 am – 12 Noon	<b>Registration Open</b>	
7:00 am – 3:30 pm	Speaker Ready Room Open	
8:30 am – 10:00 am	Spouse/Guest Tour—Water Treatment 201 and Facility Tour	
8:00 am – 10:00 am	<b>Track I—New Advances in Water Treatment</b> Moderator: Allan R. Bassett, CWT 8:00 am – 8:30 am <b>Water Conservation and Wastewater Reuse with Closed-Loop, Evaporative Cooling Systems</b> Peter G. Demakos, PE Rob Jenkinson— <i>Niagara Blower Heat Transfer Solutions</i>	<b>Track II—Business</b> Moderator: Earl Martens 8:00 am – 8:30 am <b>EPA Container Rule Requirements for the Industrial Water Treatment Industry</b> Ann Oxford— <i>Albermarle Corporation</i>
8:30 am – 9:00 am	<b>Silica Control in Industrial Water Systems with a New Polymeric Dispersant</b> Zahid Amjad, Ph.D. — <i>Lubrizol Advanced Materials, Inc.</i>	8:30 am – 9:00 am <b>TBD</b>
9:00 am – 9:30 am	<b>Ion Exchange Resin Performance Predictions</b> Michael C. Gottlieb— <i>ResinTech, Inc.</i>	9:00 am – 9:30 am <b>Surety Bonds</b> Donald W. Burke— <i>HUB International</i>
10:00 am – 10:15 am	Break	

10:15 am – 12:45 pm	<b>General Session—Non-Chemical Treatment Methods</b> Moderator: Mark T. Lewis, CWT 10:15 am – 10:45 am <b>Scale Control Using High Voltage PWT in Medium to Large Cooling Towers</b> David McLachlan— <i>Fluid Treatment Solutions, Inc.</i>
10:45 am – 11:15 am	<b>Chemical Free Bacteria and Legionella Control: Case Study Using Hydrodynamic Cavitation</b> Phil Vella— <i>VRTX Technologies</i>
11:15 am – 11:45 am	<b>Using Complex Electrical Fields as a Practical Biocide Alternative</b> Richard Escue— <i>Griswold Filtration</i>
11:45 am – 12:15 pm	<b>Advanced Technologies for Physical Cooling Water Treatment</b> Doreen Harris— <i>Electric H2O, Inc.</i>
12:15 pm – 12:45 pm	<b>A Comparative Field Evaluation of Chemical and Pulsed Power Water Treatment</b> David Alley— <i>Clearwater Systems Corporation</i>

## Sunday, August 30

9:00 am – 4:00 pm	<b>Board of Directors' Meeting</b>
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# Conference Highlights

## Relationship Economics: The Art and Science of Relationships

Keynote Address  
Thursday, August 27, 2009

10:00 am – 11:00 am

David Nour  
The Nour Group, Inc.



Your personal and professional success depends on the diversity and quality of your relationships with others. Yet most of us don't spend enough time building and nurturing the key relationships we need to achieve success.

That's where Relationship Economics®

comes into play. Relationship Economics® isn't about networking. It's about learning how to invest in people for an extraordinary return. David Nour, founder of Relationship Economics®, has developed a unique transformation process of individuals, teams, and corporations in the way they build, nurture, and leverage their personal, functional, and strategic relationships. This framework provides

a focused road map for individuals and organizations to:

- Develop new skill sets in building productive and value-based relationships towards achievement of quantifiable goals.
- Leverage personal relationships to convert strategies into execution.
- Build a disciplined follow up plan to nurture and grow lasting relationships.

The results from implementing these methodologies provide the participant with changed behavioral skills in seeking contacts aggressively, finding ways to help others and capitalizing on diverse relationships.

## Sell More— Sell More Easily

Sessions  
Friday, August 28, 2009

9:00 am – 9:45 am and 3:00 pm – 5:00 pm

Mark Fitzgerald  
Sales Training Institute, Inc.



If you want to survive in the new millennium, you need to have the "power tools" that work in today's economy; and Mark Fitzgerald can help! In these sessions, Mark will explore the traditional sales practices, attitudes, and beliefs that

lead to deal-closing problems. We will examine traditional features and benefits selling and show why it is inadequate in today's market and why needs-based selling doesn't go quite far enough. We'll take a look at what kinds of elements a really strong selling system would have. Lastly, we'll have lots of fun exploring actual sales techniques in an interactive, audience participation format that's both educational, and amusing.

## Membrane System Design Seminar

Wednesday, August 26, 2009

12 Noon – 4:00 pm  
Peter Cartwright, PE  
Cartwright Consulting Co.

This four-hour seminar will include an in-depth educational presentation of pressure-driven crossflow membrane technology. It will address the parameters that affect membrane system design. Following will be a workshop on the design of commercial and industrial reverse osmosis and nanofiltration systems. Attendees will work collaboratively in small groups to solve design problems, covering applications ranging from drinking water treatment to seawater desalination to wastewater reuse. This workshop will increase the understanding of these important technologies and provide skills to enable the water treatment professional to utilize this knowledge in virtually any application in water and wastewater treatment. **Attendees should have a basic understanding of the fundamentals of membrane technology, and should bring along a calculator.**

## AWT Committees

## REACH OUT—GET INVOLVED IN AWT!

AWT utilizes a committee structure to ensure that member interests are served. We encourage you to participate in one or more committees. If you have a particular talent, a special interest in a given subject, or if you just want to learn more, we want you to be part of charting AWT's course! Participating on a committee is easy, does not take a great deal of time, and is very rewarding. Attend a committee meeting at the Convention to find out how you can get involved!

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### AWT Standing Committee Meetings

Friday, August 28  
7:00 am – 8:45 am

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#### Certification Committee

**Chair: Andrew C. Kruck, CWT**

**MISSION:** The Certification Committee develops and evaluates certification criteria and standards. The Committee also recommends actions for enhancing the Certified Water Technologist (CWT) program. They work to define the CWT designation as the industry standard. In order to serve on this Committee, you must be a CWT.

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#### Convention Committee

**Chair: Robert D. Lee, CWT**

**MISSION:** The Convention Committee is charged with putting on a successful Convention every year. They begin by making recommendations to the Board about convention destinations. From there, they provide expertise during topic and speaker selection. They also assist in developing social events and spouse/guest programs. Finally, they work on event promotion strategies.

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#### Education Committee

**Chair: Bruce T. Ketrick, Sr., CWT**

**MISSION:** The Education Committee develops and ensures accuracy and completeness in AWT training materials, training seminars, and other AWT educational activities.

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#### Legislative/Regulatory Committee

**Chair: Earl Martens**

**MISSION:** The Legislative/Regulatory Committee monitors legislative and regulatory activities of interest to the water treatment industry and evaluates proposals for their impact on AWT members. They make recommendations related to public policy positions of AWT. Finally, the Committee keeps AWT members informed of relevant legislation via the monthly publication, *Industry Updates*.

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#### Marketing/Communications Committee

**Chair: R. Trace Blackmore, CWT**

**MISSION:** The Marketing/Communications Committee is charged with the overall responsibility of positioning AWT as the premier organization in the water treatment industry and providing quality and timely communication to the membership.

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#### Membership Committee

**Chair: Ellie Schroeder**

**MISSION:** The Membership Committee's role is two-fold: to promote membership in AWT to the appropriate domestic and international water treatment companies and industry suppliers, and to evaluate and recommend membership programs and benefits of interest to our members. They look at new products and services that will help enhance value to our current members.

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### AWT Technical Subcommittee Meetings

Thursday, August 27  
7:00 am – 7:45 am

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#### Technical Committee

**Chair: Allan R. Bassett, CWT**

**MISSION:** The Technical Committee is made up of five subcommittees: Boiler, Cooling Water, Pretreatment, Special Projects and Wastewater. These Subcommittees generate quality technical documents for publication and distribution to AWT members and the industry. They make recommendations to the Board regarding positions on technical issues and assist various other committees, the AWT Board and staff in reviewing technical literature for accuracy and completeness. The subcommittees also conduct needs analyses to identify technical issues of importance to AWT members. You may join one or more of the subcommittees. **The subcommittees will meet Thursday, August 27, 7:00 am – 7:45 am:**

- Boiler Subcommittee
- Cooling Water Subcommittee
- Pretreatment Subcommittee
- Special Projects Subcommittee
- Wastewater Subcommittee

# Conference Highlights *continued*

## AWT 19<sup>th</sup> Annual Golf Tournament

**Wednesday, August 26, 2009**

**The Diplomat Country Club Golf Course**  
7:00am - 2:00pm

### Entry Fee

\$140 per player / members  
\$175 per player / non-members

*Breakfast at 7:00am, shotgun start at 8:00am "Captain's Choice."*

**The Diplomat Country Club Golf Course** is the only 5-Star Rated Golf Course in South Florida. An ideal balance of mature Banyans and Royal Palm trees with manicured Tif Eagle greens and rolling Bermuda 419 awaits the seasoned player and welcomes the novice. The nearly 7,000-yards of championship golf course is managed by internationally renowned Troon Golf®. Every cart is equipped with Prolink GPS to offer game assistance and the lay of the course and also allows for food and beverage service delivery during play.

### Basic Entry Requirements

Team entries (four players per team) are welcome. You may handpick and enter your own team. All teams will be handicapped rated. Entries may also be made individually. All individual entries will be placed onto teams of four according to handicap. Any company or sponsor may enter as many players as desired. The entry fee includes breakfast, lunch, green fee and cart rental. In addition, mulligans will be sold prior to the start

of the tournament for \$20 each, with a maximum of two per golfer. The money collected from the sale of mulligans will be donated to a charity.

Transportation will depart the hotel for the golf course at 6:45am. A full breakfast buffet will be provided at the course.

If you need to rent clubs, please contact The Diplomat at (954) 883-4000. Club rentals are \$60 plus tax. In order to guarantee club rentals, be sure to contact the Diplomat two weeks prior to the golf outing.

### Golf Sponsorships

Sponsorships add immensely to the overall tournament experience of golfers, and to your visibility. **This year, AWT is offering various sponsorships including opportunities for members to win prizes ranging from \$150 to \$10,000!**

Please contact AWT at (240) 404-6477 or visit our web site at [www.awt.org](http://www.awt.org) for information on becoming a golf tournament sponsor.

## Casino Night!

**AWT Annual Reception and Awards Dinner**

**Friday, August 28, 2009**  
6:30pm – 10:30pm

Get ready to try your hand at "Casino Night" on Friday, August 28 during the Annual Reception, prior to the Awards Dinner. Join us for Texas-style black jack, poker, craps and roulette. Gaming not your cup of tea? Stop by to get a flavor of the tropics and hear some live, local entertainment. All bets are on that this evening is guaranteed to be fun!

After the reception, it's time to dine and celebrate the achievements of the recipients of the *Ray Baum Memorial Water Technologist of the Year* and the *Supplier of the Year* awards. Plan to attend the AWT Awards Dinner and enjoy a fabulous meal and networking opportunity with industry associates!

6:30pm – 7:30pm	Reception & Casino Night
7:30pm – 8:15pm	Dinner
8:15pm – 9:00pm	Awards Presentation
9:00pm – 10:30pm	Casino Night



## New Member, "First-Timer," & CWT Dessert Reception

*(by invitation only)*

**Wednesday, August 26, 2009**  
7:00pm - 8:00pm

There's a lot to celebrate! AWT will be hosting a dessert reception to welcome our new members and "first-timers," and to recognize the significant accomplishments of those who have achieved the status of Certified Water Technologist (CWT). Attendees will spend time networking, mingling and celebrating their work in the water treatment industry. This event is by invitation only.

# Session Highlights—Thursday, August 27, 2009

## General Session

8:00<sub>am</sub> – 9:30<sub>am</sub>

### **AWT Annual Membership Meeting**

The annual membership report and committee progress reports will be given. Issues requiring the input of the membership will be brought to the floor. Your attendance at this session is critical to the future direction of the Association.

9:45<sub>am</sub> – 10:00<sub>am</sub>

### **AWT Volunteer Appreciation—Board & Committee Awards Presentation**

*Scott W. Olson, CWT, AWT President*

Join us as we celebrate and recognize just a handful of the volunteers who help advance AWT.

10:00<sub>am</sub> – 11:00<sub>am</sub>

## Keynote Address

### **Relationship Economics: The Art and Science of Relationships**

*David Nour, The Nour Group, Inc.*

See page 9 for more information.

## Concurrent Sessions

### Track I – Business

2:00<sub>pm</sub> – 2:30<sub>pm</sub>

### **Outstanding Options to Overcome Harvest Pressures for AWT Businesses**

*Mike Standish, Formulate Online, LLC*

Currently, many AWT members find themselves with highly successful businesses. On scale, these businesses can often out perform their much larger peers with regard to profitability, customer loyalty, employee retention and other leading business indicators.

Based on these indicators, healthy AWT companies should be able to obtain a healthy return for their business if owners decide to sell. In reality, this is often not the case. The aim of this presentation is to communicate the business process around harvesting (selling) a business, detail some of the major issues that are specific to AWT members, and offer ideas for improving the process for the business owner.

2:30<sub>pm</sub> – 3:00<sub>pm</sub>

### **Doing Business in China**

*Attila G. Relyeni, Ph.D., ASMA, Inc.*

China is emerging within the water treatment industry. This presentation will let audience members understand how they do business in China and the challenges they face. In a place that makes up 20% of the world's population and 7% of the world's water supply, water treatment is a key issue in China.

3:00<sub>pm</sub> – 3:30<sub>pm</sub>

### **Leveling the Playing Field: Websites for the \$250,000-\$2 Million Business**

*Joe Levinger, Jewel Tone Designs*

We all know that web sites are an indispensable marketing tool for AWT members in the \$2-10 million range. They are just as critical, though, for AWT members in the \$250,000-\$2 million range (1-10 employees). In this presentation, you will learn why. We will then discuss ways to maximize your web site's effectiveness at improving your bottom line, as well as how to incorporate new technologies such as customer portals and e-commerce into your site, enabling you to turn suspects into prospects, prospects into hot prospects, hot prospects into customers, and one-time customers into loyal customers.

## Concurrent Sessions

### Track II – Green Technologies and Marketing

2:00<sub>pm</sub> – 2:30<sub>pm</sub>

### **Developing Water Treatment Programs with Low Environmental Impact**

*David Wilson, BWA Water Additives*

The demand for environmentally responsible water treatment programs is increasing each year. Traditional programs that rely heavily on phosphorus containing additives, heavy metals and toxic or non-biodegradable additives are coming under increased regulatory pressure and their use is being restricted. This session describes several newly developed additives which bridge the gap between traditional treatment programs and those with low environmental impact. The additives discussed include an antiscalant which eliminates the need for phosphonates, thus reducing phosphorus discharges, and a low toxicity, biodegradable maleic acid-based polymer which can be used in environmentally sensitive areas. Laboratory and field data will be presented which highlights the performance of these new additives.

2:30<sub>pm</sub> – 3:00<sub>pm</sub>

### **The Green Palm Award & Green Marketing**

*Sharon Zamojski*

*The Westin Diplomat Resort & Spa*

The "Green Queen" of The Westin Diplomat Resort & Spa will speak about the Green Palm award and how the hotel achieved this award. She will also discuss its importance to the property and the techniques they use to market it.

3:00<sub>pm</sub> – 3:30<sub>pm</sub>

### **Treatment Technologies for Water Reuse**

*Peter Cartwright, PE*

*Cartwright Consulting Co.*

As a result of the deteriorating quality of the fixed quantity of water on this planet, it is essential that we significantly increase our capabilities to reuse water from all activities: municipal, industrial and agricultural. This presentation defines the needs, describes technology choices, and details the testing and design processes necessary to accomplish reuse. Also, a case history is presented for recovery of treatment of municipal sewage to produce high quality drinking water.

3:30<sub>pm</sub> – 4:00<sub>pm</sub>

### **A New Environmentally Friendly Solution for Closed Loop Corrosion Control**

*Bill Stapp, A S Inc.*

Closed loop system water treatment represents some of the most challenging ways to treat from a corrosion control standpoint. Traditional treatments such as molybdates, borates, nitrates, and organics have worked pretty well, but have also left room for cost and toxicity or bio-problem improvement. Some inhibitors are food for bacteria, such as nitrites, while others are subject to severe environmental scrutiny, such as molybdates and borates/nitrites. This presentation provides lab testing results of a new environmentally friendly tin based corrosion inhibitor for use in closed loop systems. Case histories illustrate the performance in corrosion control and cost improvement. Treatment includes a non-nutritive and environmentally friendly new approach for effective closed system protection.

# Session Highlights—Friday, August 28, 2009

## General Session

9:00 am – 9:45 am

### Sell More – Sell More Easily

Mark Fitzgerald, Sales Training Institute, Inc.  
See page 9 for more information.

## Concurrent Sessions

### Track I – Technical

2:00 pm – 2:30 pm

#### Preserving Cooling Water

Jim VanCamp, Dripping Wet Water, Inc.

Water and energy conservation have been concerns for operators of building HVAC systems as part of their overall sustainability initiatives. Now managers are becoming much more knowledgeable about the role water plays. Water treatment suppliers and consultants can deliver cost-savings while conserving water. In addition, the LEED program for Green Building Initiative allows for certification points by saving water in cooling tower systems. This presentation explores the potential to save water through studying and modifying the chemistry of the makeup water: the pH, TDS, TH and the possible changes in the inhibitors and biocides used to treat the water.

2:30 pm – 3:00 pm

#### Carbonate Scale Removal

George Collias, Uniphos, Inc.

Besides effective scale removal, the company responsible must consider safety, effect on system metals, simplicity of chemical application and environmental requirements. This presentation will discuss these subjects in detail and communicate the benefits of scale solute descaling chemicals.

## Concurrent Sessions

### Track II – Legionella

2:00 pm – 2:30 pm

#### The Ultimate Preventative Action Tool for Legionella Control

David R. Tracey

LuminUltra Technologies, Ltd.

Despite being one of the most common pathogens found in water systems, *Legionella* can be effectively controlled by managing the entire microbial population. This can be done using the 2<sup>nd</sup> generation ATP monitoring technology. This monitoring technology provides an

accurate and reliable measure of total microbial content and an indication of the risk of pathogen growth in less than five minutes. While it does not eliminate the need for specific *Legionella* tests, ATP testing enables proactive measures to treat contaminated systems and remove both *Legionella* and the biofilms/protozoa that support its growth.

2:30 pm – 3:00 pm

#### New Disinfection Options for Controlling Legionella in Building Water Systems

Janet E. Stout, Ph.D., EBSOL, Inc./  
Special Pathogens Laboratory

When cases of Legionnaires' disease are identified or environmental testing results reveal the presence of *Legionella* in buildings, disinfection of the water system is often performed. Thermal disinfection (heat & flush) of hot water systems is temporarily effective if outlets are flushed with 160° F water for 30 minutes; however, it is labor intensive, costly, and difficult to implement. Shock chlorination is highly corrosive and the effects are short-lived. Recolonization of the treated system often occurs within a few weeks after these methods have been applied. The objective of this study was to explore temporary intermittent disinfection as a more effective, less damaging, and less intrusive approach to *Legionella* disinfection.



## Concurrent Sessions

### Track I – Sales Seminar

3:00 pm – 5:00 pm

#### Sales Seminar

Mark Fitzgerald, Sales Training Institute, Inc.

In this session we will explore the traditional sales practices, attitudes, and beliefs that lead to deal-closing problems. We will examine traditional features and benefits selling and show why it is inadequate in today's market and why needs-based selling doesn't go quite far enough. We'll take a look at what kinds of elements a really strong selling system would have. Lastly, we'll have lots of fun exploring actual sales techniques in an interactive, audience participation format that's both educational and amusing.

# Session Highlights—Friday, August 28, 2009 *continued*

## Concurrent Sessions

### Track II – Biocides

3:00<sub>pm</sub> – 3:30<sub>pm</sub>

#### **Control of Sulfate Reducing Biocides By Isothiazolone Biocide**

*Terry M. Williams, Ph.D.*

*Rohm and Haas Company*

Sulfate reducing bacteria (SRB) are of considerable interest for industrial water treatment due to their impact on biofouling and microbially influenced corrosion. Chloromethyl-methylisothiazolone (CMIT/MIT) biocide is widely used for microbial control in a variety of industrial water treatment applications. It has been shown to be effective versus various types of bacteria (including *Legionella*, algae and fungi). This presentation will provide a review of planktonic and biofilm efficacy studies with CMIT/MIT biocide versus strains of *Desulfovibrio*. Results show that low levels of isothiazolone biocide (1-5 ppm active) provide control of SRB in simple kill tests and recirculating biofilm systems.

3:30<sub>pm</sub> – 4:00<sub>pm</sub>

#### **Economical Halogen Biocide Composed of Stabilized Chlorine and Unreacted Bromine**

*Sang-Hea (Justin) Shim, Justeq LLC*

A new EPA registered cooling water biocide composed of stabilized chlorine and unreacted bromide was introduced in the US market in the beginning of 2008. A number of water treatment companies are using this product already. This presentation details the newly patented method to obtain better results at a much more affordable cost compared with the conventional biocide products. This presentation shows the theoretical and experimental explanations of these phenomena with the field results.

4:00<sub>pm</sub> – 4:30<sub>pm</sub>

#### **Aqueous-Based Liquid DBNPA: A New and Exciting Form of a Familiar Chemistry**

*Elizabeth A. Sutton*

*Envirotech Chemical Services*

DBNPA (Dibromonitropropionamide) is a biocide widely used for treatment of recirculating cooling water, pulp and paper process water and in enhanced

oil and gas recovery operations. As a non-oxidizing biocide, it is characterized as possessing rapid disinfection kinetics coupled with a favorable environmental profile due to its short persistence in water. The active ingredient has very limited aqueous solubility, therefore, liquid products contain 60% polyethylene glycol 200 as a cosolvent. Many users have expressed concern that the polyethylene glycol introduces undesirable Chemical Oxygen Demand and Biological Oxygen Demand to the DBNPA-treated water as the solvent serves as a nutrient upon which bacteria can flourish. A new DBNPA aqueous-based formulation has been developed that eliminates the environmental concerns of organic solvents and the escalating costs of all petrochemical based products.

4:30<sub>pm</sub> – 5:00<sub>pm</sub>

#### **An Automated Feeder Allows for Safe, Convenient and Reproducible Addition of Aseptrol Chlorine Dioxide**

*Keith Hirsch, BASF Corporation*

Chlorine dioxide (ClO<sub>2</sub>) is a powerful, broad-spectrum biocide with particular efficacy against biofilm and *Legionella*,

and is tolerant of high pH and water system contaminants. In the past, the use of ClO<sub>2</sub> was limited to larger systems due to the capital cost and complexity of on-site generators. This presentation reviews a new Aseptrol ClO<sub>2</sub> feeder that is capable of at least 45 days of unattended operation in systems with up to 30,000 gallons of cooling water capacity. Results will be reported from field trials in which Aseptrol biocide was dosed into cooling towers via this feeder, allowing for the effective control of microbiological (MB) growth, especially biofilm. Trial data showing MB counts, Aseptrol biocide feed rates, ClO<sub>2</sub> residuals, and corrosion rates will be presented. Furthermore, the implications of operating cooling towers with the Aseptrol feeder will be discussed through comparisons to baseline data collected with other oxidizing biocides.

# Session Highlights—Saturday, August 29, 2009

## Concurrent Sessions

### Track I—New Advances in Water Treatment

8:00<sub>am</sub> – 8:30<sub>am</sub>

#### Water Conservation and Wastewater Reuse with Closed-Loop, Evaporative Cooling Systems

*Peter G. Demakos, PE*

*Rob Jenkinson*

#### Niagara Blower Heat Transfer Solutions

Water availability and quality are becoming increasingly important in the design and operation of process facilities. Closed-loop, evaporative cooling systems (Wet Surface Air Coolers) are a cost-effective heat transfer technology (for cooling and condensing) that also optimize use of scarce water resources. In addition to providing lower outlet temperatures and requiring less space and HP, the WSAC can use poor quality water as spray makeup. Makeup water can be from a variety of sources including blowdown, FGD water and seawater. The WSAC can also be used as a first stage evaporator upstream of ZLD systems.

8:30<sub>am</sub> – 9:00<sub>am</sub>

#### Silica Control in Industrial Water Systems with a New Polymeric Dispersant

*Zahid Amjad, Ph.D.*

*Lubrizol Advanced Materials, Inc.*

Minimizing fouling caused by silica and silicate scales in industrial water systems has been a challenging problem for water technologists. At neutral pH, scaling can occur by monomeric silica polymerization resulting in colloidal silica deposition. Operating systems at high pH may reduce silica-based scaling problems because silica solubility increases. However, operating systems above pH 8.5 may increase the potential deposition of (a) magnesium silicate (if high levels of Mg<sup>2+</sup> ions are present) and/or (b) other scales (e.g., calcium carbonate whose solubility decreases as pH increases). Utilizing polymer structure versus performance knowledge, a new polymeric dispersant was developed to more effectively control silica and silicate scaling. This presentation offers new data comparing the new product(s) with competitive alternatives and addresses the interaction of various polymers containing different functional groups as silica control agents.

9:00<sub>am</sub> – 9:30<sub>am</sub>

#### Ion Exchange Resin Performance Predictions

*Michael C. Gottlieb, ResinTech, Inc.*

Ion exchange simulation software provides effluent profiles for almost any ion exchange reaction. The ability to look at the behavior of all the ions in a dynamic fashion provides new insight into how ion exchange systems really work. Simulators can show chromatographic peaking as well as subtle changes in leakage caused by interactions of the various ions in the liquid and resin phase. Models of ion exchange systems can be used as a tool in the process design of an ion exchange system and as a troubleshooting tool to examine behavior of systems already in operation.

## Concurrent Sessions

### Track II – Business

8:00<sub>am</sub> – 8:30<sub>am</sub>

#### EPA Container Rule Requirements for the Industrial Water Treatment Industry

*Ann Oxford, Albemarle Corporation*

EPA finalized the Pesticide Management

and Disposal Standards for Pesticide Containers and Containment Rule on August 16, 2006 to prescribe procedures and standards for container design and the removal of pesticides from containers prior to disposal. There are five sections to the Container Rule imposing new requirements. There are three compliance dates for the various sections. The first compliance deadline is August 17, 2009 for non-refillable containers. Additional compliance deadlines are August 17, 2010 for labels and August 17, 2011 for repackaging and refillable containers. Biocide manufacturers/registrants, distributors/repackagers and supplemental registrants will need to comply with two or more of these sections of the new rule.

9:00<sub>am</sub> – 9:30<sub>am</sub>

#### Surety Bonds

*Donald W. Burke, HUB International*

The objective of this presentation is to inform the audience of what it takes to secure surety bonds for your company. We will explain what a surety company looks for in a company's balance sheet. We'll also explain what it takes to secure higher limits for surety bonds. We are

# Session Highlights—Saturday, August 29, 2009 *continued*

confident that, after our presentation, the audience will understand the following: Where should I go to get a surety bond? What are the costs? Who are the companies that provide surety bonds? What are underwriters? What are indemnity agreements?

## General Session

### Non-Chemical Treatment Methods

10:15 am – 10:45 am

#### Scale Control Using High Voltage PWT in Medium to Large Cooling Towers

*David McLachlan*

*Fluid Treatment Solutions, Inc.*

This presentation reviews the design and installation of an electric field PWT-type system associated with three large cooling towers with capacities from 4,000 tons to 10,000 tons. These installations are connected with a hospital, a university, and a convention center and have operational durations of 2 to 3 seasonal cycles. These design concepts give great flexibility and can be implemented in industrial applications of 100,000's GPM for most scale control requirements. The design of these PWT systems, their installation, and the results will be delineated and supported by the proposed operational mechanism. Data on COC, conductivity, pH, with the resulting biological, corrosion and scale control results, will be presented. The elimination of chemicals, plus the water saving and the impact of this technology on ecology and economics, will be cited.

10:45 am – 11:15 am

#### Chemical Free Bacteria and Legionella Control: Case Study Using Hydrodynamic Cavitation

*Phil Vella, VRTX Technologies*

This presentation describes an alternative, non-chemical cooling water treatment system that has proven to be effective in controlling/eradicating bacteria and *Legionella*. The Controlled Hydrodynamic Cavitation (CHC) system eradicates bacteria by a combination of four synergistic actions: pressure, vacuum, cavitation and kinetic impact at the collision point. Field results will be presented to demonstrate the effectiveness of CHC system in controlling bacteria and *Legionella* in cooling water systems. Testing was conducted at a cooling tower of a Spanish hospital. Comparisons were made between their current chemical treatment and the CHC system. A significant improvement of CHC treatment over chemicals was observed. Data on water savings, improved heat transfer, calcium removal, and cost advantages will also be presented.

11:15 am – 11:45 am

#### Using Complex Electrical Fields as a Practical Biocide Alternative

*Richard Escue, Griswold Filtration*

This presentation provides a discussion of the effects of complex electrical fields upon bacteria populations in cooling tower waters. Excellent control of bacteria and biofilm by use of these electrical fields is demonstrated in very difficult environments. Practical engineering considerations that allow replacement of conventional biocides in cooling towers with physical water treatment are emphasized.

11:45 am – 12:15 pm

#### Advanced Technologies for Physical Cooling Water Treatment

*Doreen Harris, Electric H2O, Inc.*

There is a unique approach to physical cooling water treatment using a series of advanced proprietary treatment technologies. These technologies, along with a unique automatic self cleaning water filter, which when combined with monitoring and control offer significant water treatment advantages over traditional physical water treatment systems. This presentation will review these advantages both from a theoretical standpoint as well as using data from field case studies.

12:15 pm – 12:45 pm

#### A Comparative Field Evaluation of Chemical and Pulsed Power Water Treatment

*David Alley*

*Clearwater Systems Corporation*

A study was conducted comparing water treatment performance of traditional chemical water treatment, chemical water treatment with microfiltration and a pulsed power non chemical water treatment device. The independent study was conducted using three essentially identical cooling systems at the Woodruff Memorial Research Center on the campus of Emory University. Makeup for the towers was Atlanta city water. Parameters evaluated were scaling, total bacteria, and corrosion. The pulsed power water treatment device was found to perform as well as, or better than, chemical treatment when judged by the condition of the chiller and tower fill, total bacteria counts, corrosion coupons and cycles of concentration. Water, energy, manpower and safety issues are presented.



# Spouse/Guest Program

This year, the Spouse/Guest Registration fee includes all three tours, admittance into the Exposition, and one (1) Annual Reception and Awards Dinner ticket. Also, AWT will reserve several tables in *The Cafe* each day for a few hours at a specific time so that spouses/guests can get together.

## Cost

\$280/person Early Registration  
(received before Friday, June 12)

\$295/person Regular Registration  
(received after Friday, June 12)



## Spouse/Guest Excursions

Thursday, August 27, 2009

### A Latin Combo: Ceviche And Mojito Making 101

10:30 am – 11:00 am	Depart Hotel
11:00 am – 2:00 pm	Cooking Class at <i>OLA Restaurant</i>
2:00 pm – 2:30 pm	Return transfer to the hotel

Visit *OLA Restaurant*, where celebrated Chef Douglas Rodriguez & Executive Chef Jose Luis Flores will provide a fun filled afternoon of ceviche and cocktails, an experience geared to educate the palate of Latin flavors. You will be greeted with a refreshing mojito upon arrival. Executive Chef Jose Luis Flores will guide students through the traditional techniques of ceviche making. Guests will learn the proper way to cut and marinate fresh fish. Just as the last sip of the cocktail is taken, you will learn how to muddle your own mojitos. Each guest will leave with a muddler and recipe book to create the exotic cocktails at home. The ceviches will be plated and served along with a three course sit-down lunch.

Friday, August 28, 2009

### Las Olas Riverfront Cruise & Shopping Excursion

9:30 am – 10:00 am	Transfer to Las Olas Boulevard
10:30 am – 12 Noon	Riverfront Cruise
12 Noon – 2:30 pm	Free time on Las Olas Boulevard – Lunch on your own
2:30 pm – 3:00 pm	Return transfer to hotel

Las Olas Boulevard, in the heart of downtown Fort Lauderdale, is lined with chic boutiques, galleries and fine dining spots. The beautifully landscaped, gas-lighted street purveys a range of goods from European antiques to chic clothing.

The day will begin with a 90-minute Riverfront cruise aboard a luxurious yacht. The yacht offers the utmost in comfort, with leather couches, panoramic views and air-conditioned salons. The best way to view the beauty of South Florida is by a leisurely cruise along Ft. Lauderdale's popular Intracoastal Waterway. So, sit back and enjoy a narrated scenic cruise indulging in close up views of the millionaire's mansions and marinas.

Free time will be given for the group to peruse the magnificent shops along the Boulevard or at Las Olas Riverfront or have lunch in one of the many local restaurants.

Saturday, August 29, 2009

### Water Treatment 201 and Facility Tour

8:30 am – 10:00 am	Water Treatment 201 and Facility Tour
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Bill Pearson will once again conduct his Water Treatment Course, as well as a tour of the Chiller Facility at the Diplomat.

## Optional Event

Saturday, August 29, 2009

### Jewelry Making

Beading is a fun and stress free activity. Start at the beginning and learn the basic beading technique. Learn to crimp and make eye loops in this 1½ hour class. You'll leave with a bracelet and earrings. Supplies included. **If you are interested please let us know on the registration form.**

**What to Wear:** Please wear comfortable shoes and casual clothing for all tours.

# Travel & Accommodations

## Travel Schedule

If you are participating in the golf tournament, plan to arrive at the hotel the evening of Tuesday, August 25. The golf tournament will start at 8:00am on Wednesday, August 26. If you are not taking part in the golf tournament, plan to arrive on Wednesday, August 26. Don't miss out on the Opening Reception in the Exhibit Hall Wednesday evening. The Opening General Session will be held Thursday morning, August 27.

The Convention ends at 12:45pm on Saturday, August 29. Most attendees will want to stay over on Saturday night to take advantage of the Diplomat and lower airfares, although zone fares will be available for those who prefer to head home.

## Hotel Accommodations

### Remarkable Accommodations

The Westin Diplomat Resort & Spa is optimally located on the Atlantic Ocean close to two major airports, in vibrant Hollywood, Florida, whose historic palm-lined streets draw shoppers and diners. Their biggest pull is the beautiful surf and sand, just steps away.

#### The Westin Diplomat Resort & Spa

3555 South Ocean Drive  
Hollywood, Florida 33019

**Phone** (954) 602-6000  
(888) 627-9057

**Room Rate** \$189 Single/Double

*Please mention that you are with AWT to obtain the discounted group rate. The special room rate is available on a first-come, first-served basis until July 23, 2009, or until the block has sold out. AWT cannot guarantee the group rate if rooms are still available in the AWT block after July 23.*

**Reservation Deadline:**  
**Thursday, July 23, 2009**

### Reservation/Cancellation Policy:

One night's deposit will be required for all reservations. In case of cancellation, a deposit will be retained by the hotel if the reservation is not cancelled seven days prior to the arrival date.

### Airport

The resort is easily reached by flying into one of the two major international airports nearby. It is just 30 minutes by car north of Miami International (MIA) or a short 15-minute drive south from Fort Lauderdale/Hollywood International Airport (FLL).

### Airport Shuttle

Go Shuttle—Ft. Lauderdale/Hollywood International Airport: Go Shuttle offers a shuttle for \$13 one-way and \$26 round trip. To arrange for the shuttle, call (954) 561-8888.

Super Shuttle—Miami International Airport: Super Shuttle offers a shuttle for \$28 one-way and \$50 round trip. To arrange for the shuttle, call (305) 871-2000.

### Car Rental

Avis Rent-A-Car  
AVIS Worldwide Discount number:  
(800) 331-1600  
AWD discount code: J965598

### Taxi

Cost: Miami International \$65 one way.  
Ft. Lauderdale/Hollywood International Airport \$25 one way

### Parking

Guests: \$18/day Self-Parking  
\$23/day Valet Parking

*All prices subject to change.*

### Attire/Weather

It's summer time in Florida, so the dress code for all events at the 2009 AWT Annual Convention and Exposition is business casual. Expect to enjoy lots of time by the pool, when the average temperatures range from highs in the mid 80s to the low 60s in the evenings.

Trying to make your travel plans? See the chart below for the Convention Highlights.

	Exhibitors	Golfers	Attendees
Monday, August 24	Arrival Date		
Tuesday, August 25	Exhibitor Move In	Arrival Date	
Wednesday, August 26	Opening Reception	Golf Tournament Opening Reception	Arrival Date Opening Reception
Thursday, August 27	Keynote Speaker	Keynote Speaker	Keynote Speaker
Friday, August 28	2 <sup>nd</sup> Day Keynote Exhibitor Move Out Annual Reception and Awards Dinner	2 <sup>nd</sup> Day Keynote Annual Reception and Awards Dinner	2 <sup>nd</sup> Day Keynote Annual Reception and Awards Dinner
Saturday, August 29	Concurrent Sessions		General Session



# Registration Form

## 1 PLEASE CHECK YOUR MEMBER TYPE

Member  Non-Member

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_

Last Name \_\_\_\_\_ Suffix \_\_\_\_\_

Name on badge \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_  
*Confirmations & meeting notices will be sent to this email address*

Emergency Contact Name & Telephone \_\_\_\_\_

### Special Accommodations/Meals Requested

Vegetarian  Kosher  Low sodium  Low fat  
 Other \_\_\_\_\_

## 2 FULL CONVENTION REGISTRATION

	Early Registration (prior to 6/12/09)	Regular Registration (after 6/12/09)
Member	<input type="checkbox"/> \$485	<input type="checkbox"/> \$600
Non-Member	<input type="checkbox"/> \$695	<input type="checkbox"/> \$850

### Full Convention Registration includes:

- Continental breakfast each day
- One presentation CD
- Admittance into all educational sessions
- Admittance into the Exposition
- One ticket to the Annual Reception and Awards Dinner

Yes, I will attend the Membrane System Design Seminar on  
 Wednesday August 26, 2009 12:00 pm–4:00 pm.

### Please check below if you plan on attending the Annual Reception and Awards Dinner

Yes, I will attend the Annual Reception and Awards Dinner,  
 Friday, August 28, 2009 6:30 pm–10:30 pm (1 ticket is  
 included with full registration).

## 3 PARTIAL CONVENTION REGISTRATION

Member	<input type="checkbox"/> \$200 One-Day Pass
Non-Member	<input type="checkbox"/> \$300 One-Day Pass

### Please indicate day choice

Wed 8/26/09  Thurs 8/27/09  Fri 8/28/09  Sat 8/29/09

### One-Day pass includes:

- Continental breakfast each day
- One presentation CD
- Admittance into all educational sessions for that particular day
- Admittance into the Exposition for that particular day

**If you wish to purchase a ticket to attend the Annual Reception and Awards Dinner, please check below and add the fee to your registration total.**

Yes, I will attend the Annual Reception and Awards Dinner  
 Friday, August 28, 2009 6:30 pm – 10:30 pm

# \_\_\_\_\_ @ \$80 /ticket = \$ \_\_\_\_\_

## 4 ADDITIONAL TICKETS-AWARDS DINNER

*Full Convention & Spouse/Guest Registration each include one Awards Dinner ticket*

Annual Reception and Awards Dinner Friday, August 28, 2009  
 6:30 pm - 10:30 pm

# \_\_\_\_\_ @ \$80 /ticket = \$ \_\_\_\_\_

Name on Badge for additional attendee(s) \_\_\_\_\_

## 5 GOLF TOURNAMENT REGISTRATION

Golf registration includes a full breakfast, lunch and eligibility for several prizes.

Member	<input type="checkbox"/> \$140/player
Non-Member	<input type="checkbox"/> \$175/player

Mulligan(s) \_\_\_\_\_ \$20 each x \_\_\_\_\_ (max. 2) = \$ \_\_\_\_\_

Handicap or Average Score \_\_\_\_\_

**You must submit your handicap or an average score to participate.**

If you need to rent clubs, please contact The Diplomat Golf Resort and Spa at (954) 883-4000. Club rentals are \$60 plus tax. In order to guarantee club rentals, be sure to contact the Diplomat two weeks prior to the golf outing.

## 6 SPOUSE/GUEST REGISTRATION

Early Registration (received on or before 6/12/09)  \$280

Regular Registration (received after 6/12/09)  \$295

### Spouse/Guest Registration includes:

- Three Tours
- Admittance into the Exposition
- Admittance to the Opening General Session
- One ticket to the Annual Reception and Awards Dinner

Spouse/Guest Name \_\_\_\_\_

Spouse/Guest Email \_\_\_\_\_

Spouse/Guest Name on Badge \_\_\_\_\_

Yes, I will attend the Annual Reception and Awards Dinner,  
 Friday, August 28, 2009 6:30 pm – 10:30 pm.

Yes, I will attend the Water Treatment 201 Session and Facility  
 Tour, Saturday, August 29, 2009 8:30 am – 10:00 am.

I am interested in finding out more about the jewelry making class.

## 7 PAYMENT INFORMATION

Total Payment \_\_\_\_\_ \$

Check enclosed (made payable to AWT) Check # \_\_\_\_\_

### Credit Card

Visa  MasterCard  American Express

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Billing Address Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

### Payment Options

Email to: Angela Pike, Member Services Manager  
 apike@awt.org

Fax to: AWT (301) 990-9771

Mail payment to: Association of Water Technologies  
 9707 Key West Avenue, Suite 100  
 Rockville, MD 20850

### Cancellation Policy

All cancellations must be in writing and are subject to a \$50 processing fee. No refunds will be made after Friday, August 7, 2009.