

WaterWorld™

Serving the Municipal Water/Wastewater Industry

Equipment Manufacturers Group Works to Strengthen Water Industry

For nearly a century, the Water and Wastewater Equipment Manufacturers Association has been providing a critical link in the evolution of the water environment. From its early years of managing exhibitions showcasing the latest developments in technology, to its recent work on federal advisory boards providing direction on international trade policy, WWEMA has a history of service to the water and wastewater industry and the manufacturers it represents.

In 1908, a group of manufacturers belonging to the American Water Works Association decided to form their own organization for the sole purpose of managing the exhibits at AWWA regional and national conferences. They established the Water Works Manufacturers Association (WWMA).

For the next 30 years, WWMA was responsible for running the exhibition portion of water trade shows and for providing conference attendees transportation to and from the events. The favored mode of transportation was America's rail system. WWMA would contract with the railways to provide discount pricing for AWWA conferees, a service of particular importance during the time of the Great Depression.

In the 1940s WWMA changed its name to the Water and Sewage Works Association (WSWA) to reflect its expanded scope of trade show service to the newly formed Federation of Sewerage Works Association – known today as the Water Environment Federation. For the next 20 years,

WSWA's primary focus was to manage and help expand the regional and national exhibitions for the two premier drinking water and wastewater organizations.

1960s: A Decade In Transition

The 1960s witnessed a great deal of change for America, and WSWA was no exception. The member companies of WSWA joined forces to institute a \$1 million public relations campaign to educate the general population on the value of water as a life-giving "product" to be safeguarded and preserved. This campaign helped drive the nation's safe drinking water supply and water pollution abatement programs.

With the change in perception of water as a critical commodity came another – and final – change in WSWA's name. The organization was renamed the Water and Wastewater Equipment Manufacturers Association (WWEMA) in 1964 – a name that has come to be synonymous with the premier producers of technology used by municipal and industrial clients worldwide.

1970s: WWEMA Ascends on the Nation's Capital

By the early 1970s, with stories of rivers catching on fire and aquatic populations dying from pollution spills, Congress decided to take action by calling for a new national program to restore the nation's water resources. WWEMA members responded to the challenge, moving the organization's headquarters from Newark, NJ, to Washington, D.C. WWEMA became directly engaged in the legislative process, offering critical knowledge

of member companies' technological capabilities for treating municipal and industrial waste.

In part because of WWEMA's efforts, Congress enacted the Water Pollution Control Act of 1972 and the accompanying EPA Wastewater Treatment Construction Grants Program. Congress then quickly turned its attention to the state of the nation's deteriorating water supplies. WWEMA members again had a formidable voice in the creation of the Safe Drinking Water Act of 1974. These two landmark statutes were to dictate the future of the water and wastewater industry – and that of the equipment manufacturers – for decades to come.

WWEMA held its first annual Washington Forum in 1972 to provide its members an opportunity to interface with congressional and regulatory policymakers and obtain first-hand knowledge of the laws and regulations that drive the demand for their products and services by municipal and industrial clients. In 1973, WWEMA held its first of many Industrial Water and Pollution Control Conferences to acquaint industry with the latest technological advancements for treating water pollution discharges and providing their water purification needs.

It was in the late 1970s that WWEMA decided to relinquish control of the AWWA and WEF exhibits. Its leadership chose to focus the association's resources on public policy-related activities, recognizing that the industry had become a regulatory-driven market and that its members' future welfare depended on WWEMA being actively engaged in the development and implementation of these new national requirements.

1980s: Advocacy Efforts Take Center Stage

Throughout the 1980s, WWEMA championed a number of significant changes in the way water and wastewater treatment plants were to be financed. Through participation on federal advisory committees, WWEMA succeeded in obtaining multi-year funding for innovative and alternative technologies under the EPA Wastewater Treatment Construction Grants Program. Mandatory progress payments, equipment pre-qualification allowances and design/build delivery methods were also advocated by WWEMA and permitted on federally funded wastewater treatment projects.

By the late 1980s, the Grants Program was phased out and replaced with a state revolving loan program. WWEMA advocated this needed change as a means of ensuring access to a perpetual source of funding for future construction needs. At WWEMA's urging, a similar program was also established for drinking water utilities in the early 1990s to assist them in complying with new Safe Drinking Water Act regulations. WWEMA served on several federal advisory committees responsible for establishing new drinking water standards and determining best technologies for treating a host of contaminants regulated under this law.

WWEMA's breadth of influence extended beyond Washington, defending its members interests on a number of state initiatives, including defeat of a Wisconsin law which would have imposed standards governing the relationship between a representative and a manufacturer. A Louisiana statute that prohibited equipment manufacturers from limiting liability for consequential damages was also repealed through WWEMA's state advocacy efforts.

At the industry level, WWEMA prevented a monopoly in the offering of certification services for the Drinking Water Additives Program and ensured that material certifications would be acceptable as a means of streamlining

product approvals in a more cost-effective way. Manufacturers also attained significant savings in their product liability insurance costs through participation in WWEMA's captive insurance company. Attempts by the National Fire Protection Association to prohibit use of fiberglass and plastics in wastewater treatment plants were pushed back by WWEMA through its active involvement in this and other standards-making organizations.

1990s: Globalization of an Industry

The 1990s will be remembered as the decade when the U.S. water and wastewater industry went global. The Organization for Economic Cooperation and Development (OECD) estimated that the global market for environmental goods and services stood at \$200 billion in 1990 and would grow to \$400 billion by the end of the decade. The OECD also estimated that the market for water and wastewater services and equipment would increase from \$60 billion to \$83 billion, or by nearly 40 percent, during the decade. With the United States only exporting \$410 million in water-related equipment in 1990, it became readily apparent that the future viability of the industry depended on its ability to capture a greater share of the burgeoning export market.

WWEMA rose to the occasion and became actively involved in helping shape U.S. policies and programs to facilitate its members' competitiveness in the world market. WWEMA participated in White House strategy meetings and marched on Capitol Hill in support of the North American Free Trade Agreement. The association advocated the lifting of economic sanctions against South Africa in order to promote trade in environmental technology. It opposed U.S. Department of Commerce export license requirements governing production of biological and chemical weapons, which would have unduly restricted exports of water and wastewater equipment.

To encourage expansion into new markets overseas, WWEMA obtained funding for its members to introduce their products to Asia and the Middle East through financial assistance programs administered by the U.S. Agency for International Development.

WWEMA members serve on the prestigious Environmental Technologies Trade Advisory Committee which provides guidance to 19 federal department and agencies responsible for U.S. trade policy and programs involving the environmental technology industry sector. One such program of particular importance to WWEMA members is the Export Trade Certificate of Review program administered by the U.S. Department of Commerce, in concurrence with the Justice Department. WWEMA members are able to engage in joint export activities and compete more effectively, knowing that they are immune from federal anti-trust violations through the protections provided by WWEMA's Export Trade Certificate.

Another Century of Opportunity

As the association enters the next century and looks forward to its hundredth anniversary in 2008, WWEMA's membership is proud of its nearly hundred years of service to the water and wastewater industry. The association today represents America's leading manufacturers and representatives of environmental technologies used worldwide for treating wastewater and purifying drinking water, in both municipal and industrial applications.

Its member companies employ 43,000 workers with annual sales nearing \$6 billion. Its mission is to inform, educate and provide leadership on the issues that shape the future of the water and wastewater industry. No doubt the century which lies ahead will offer ample opportunity to be engaged in the issues of critical importance to the industry WWEMA serves, the environment it protects, and the world we live in. **WWW/**

WWEMA: A Member-Driven Organization

The success of any non-profit association is determined in large part by the willingness and commitment of its member volunteers to take part in the day-to-day operations of the organization. The Water and Wastewater Equipment Manufacturers Association can attribute its century-long history of service to the water and wastewater industry to the exemplary efforts of its members who take an active role in the association's committees and councils.

While WWEMA is governed by an 18-member Board of Directors, it is the responsibility of its eight committees and six councils to determine what issues are of paramount importance to the membership — and the industry at large — that need to be acted upon in compliance with WWEMA's mission.

WWEMA's mission is straightforward: *To benefit members by informing, educating and providing leadership on the issues that shape the future of the water and wastewater industry.* To carry out its mission, WWEMA has identified five strategic objectives that will guide its committee and council work in 2002. They are to:

- Champion value-based procurement practices.
- Create demand for member products and services.
- Provide market intelligence for competitive gain.
- Promote professional development of member personnel.
- Be the respected voice of the water and wastewater equipment manufacturers.

These strategic objectives are reflected in WWEMA's 2002 Committee/Council Work Plan. Highlights from this year's Work Plan represent a microcosm of the issues that challenge the industry today and occupy the attention of water and wastewater equipment manufacturers as a community.

Water Security

Securing the nation's water supplies

from acts of terrorism has taken center stage for the water utility industry. WWEMA is hosting two events in April that have water security as a primary topic of discussion. WWEMA members are re-evaluating their product offerings to determine how best to support their utility customers to achieve maximum security in a cost-effective manner. WWEMA's regulatory committees are forming positions on how federal resources could be directed to help utilities purchase high-priority security systems, develop contaminant detection technologies, and research the cause-and-effect relationships between the presence of threat agents and changes in drinking water chemistry and hydrology.

Infrastructure Financing

Debate on Capitol Hill is heating up this year on how to remedy the nation's decaying water and wastewater infrastructure. With estimates in the hundreds of billions, Congress is attempting to determine what role the federal government should play in restoring the physical integrity of this critical infrastructure. WWEMA, through its involvement in the H₂O Coalition, has been a vocal proponent for striking a reasonable balance between federal responsibility and sound fiscal policy.

WWEMA's regulatory committees have been championing the call for preserving and adequately capitalizing the state revolving fund (SRF) programs; encouraging self-sustainability on the part of utilities through rational rate structures and sound asset management practices; assisting disadvantaged consumers through rate subsidies; and encouraging use of value-based procurement methods as a means to obtain the best products at the lowest total cost of ownership to the end user.

The U.S. Senate is currently considering legislation that would fund the SRF programs at \$35 billion over the next five years. Similar legislation is expected to be introduced in the U.S. House of Representatives in the immediate future.

Regulatory Rulemaking

Beyond water security matters, WWEMA's Drinking Water Regulatory Committee will be actively engaged this year in commenting on regulations governing microbials and disinfection by-products. WWEMA served for two years on a U.S. Environmental Protection Agency federal advisory committee responsible for guiding the agency in developing these regulations, due to be released in proposed form in late summer or early fall. This Committee will also undertake a review of product verification programs funded by the agency to determine their effectiveness in advancing product innovations for water and wastewater applications.

In addition to water infrastructure financing legislation, WWEMA's Wastewater Regulatory Committee is monitoring and will be commenting this year on regulations governing animal feeding operations, combined and sanitary sewer overflows, total maximum daily loads, and industrial effluent guidelines.

Global Competitiveness

With the U.S. garnering less than five percent share of the global environmental technology market, the members of WWEMA's Global Competitiveness Committee have their work cut out for them. The Committee's focus this year will be to introduce WWEMA and its members' product offerings to engineering and construction industry interests, worldwide, in an effort to foster strategic alliances. Through its member involvement on the Environmental Technologies Trade Advisory Committee, WWEMA will continue to advise 19 federal departments and agencies on U.S. trade policy and promotion programs to enhance its members' competitiveness in its export markets.

Value-Based Procurement

WWEMA published a document, in partnership with the Association of Metropolitan Sewerage Agencies, titled "Optimizing Public Agency Purchasing Power." This year, through

the efforts of its Manufacturers Representatives Committee, WWEMA will promote use of this document by municipalities and consulting engineers as a way to obtain quality equipment at the lowest total cost of ownership through value-based procurement practices. This Committee will also investigate and challenge any federal or state policy which encumbers the ability of public officials from choosing the best procurement strategy for their needs.

Professional Development

The water and wastewater industry is unique, as are the skills of the professionals who serve it. WWEMA offers an extensive and valuable executive development program for its member companies through its Council structure. These Councils provide a unique forum for networking, benchmarking, and professional development. Members with similar job responsibilities meet, share infor-

mation, discuss problems unique to their positions, and seek solutions to the challenges they confront on a day-to-day basis.

WWEMA's Financial and Contract Administration Council will host its third annual event in April with a two-day program titled "Facing Today's Challenges in an Uncertain World." Topics include national water security, managing international transactions, negotiating contracts and collection strategies. WWEMA is in the process of launching councils for chief executive officers, human resource directors, quality assurance personnel, sales managers, and marketing / communication specialists.

Market Intelligence

To succeed in today's competitive business environment, companies need intelligence about where their industry and key markets are headed. WWEMA conducts two annual events which offer members an opportunity

to obtain this critical insight and interact with a cross section of participants in the industry. WWEMA will be hosting its 29th Washington Forum in April to explore domestic policies and international trade initiatives impacting the market for water and wastewater products and services (see related article). WWEMA's 93rd Annual Meeting in November offers members an opportunity to network with their peers and share insights into today's challenges and tomorrow's opportunities for water and wastewater equipment manufacturers.

This is but a sampling of the issues and scope of activities that WWEMA is engaged in on behalf of its member firms. The Association has stood the test of time through 93 years of changes in the industry. As it enters its second century of service, WWEMA will continue to articulate the views of its members and help steer the industry through the seas of change. \WW/



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