



FWEA

West Coast Chapter

3rd Quarter 2012

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UPCOMING EVENTS

USF Open House/Happy Hour

Thursday, September 13th
Embassy Suites USF Tampa Campus
More details to follow!

Operations Challenge 2013

Team registration begins January 2013.
For more information:

http://www.fwea.org/operations_challenge.php

CAREER CORNER

The *Career Corner* is a great place to post an opening for an **internship** or a **full-time position**. If any municipality or firm is interested in posting a position, please contact Mike Knowles mknowles@greeley-hansen.com

CONFERENCES

FWEA Biosolids Seminar

September 12 – 13, 2012

Gainesville, FL

http://www.fwea.org/biosolids_seminar.php

WEFTEC 2012

September 29 – October 3, 2012

New Orleans Morial Convention Center,
New Orleans, LA USA

www.weftec.org/

Florida Decides 2012 Election

<not that election>

By Karen Lowe, P.E., CDM-Smith



Paul Pinault

Paul Pinault has begun his term as president of the Florida Water Environment Association (FWEA), following his election at the Association's annual meeting on May 1. So who is Paul Pinault?

Pinault joined CDM Smith as an associate, client service manager, in Ft. Myers in 2007. Most recently, he was executive director and chief operating officer at the Narragansett Bay Commission in Providence, R.I. He started at the Commission in 1982, when he was hired as assistant

director for construction and grants after having worked for the U.S. EPA for eight years. He became deputy director in 1988, advancing to the executive director position in 1991, where he was responsible for the administration, management, and business activities of the state's largest wastewater utility, which is the second largest wastewater utility in New England.

Pinault has also served as president of the board of directors of the National Association of Clean Water Agencies in Washington, DC. He was named "Engineer of the Year" by the Rhode Island Society of Professional Engineers in 1995 and received the Chairman's Award from the Narragansett Bay Commission in 1988 and 1998.

At the 2012 FWEA annual meeting he noted that he was honored to have been selected to serve as the president of the Florida Water Environment Association for the 2012-2013 fiscal year. As the incoming FWEA president, he plans to focus his efforts during his term on a number of initiatives that will provide increased value to our members.

His first initiative is to engage and elevate the involvement of college students in FWEA. FWEA currently has ten student chapters in our Association, and our student members are the future of our profession and FWEA. He will be working with our chapters and committees to implement ideas that were developed during the 2012 FWEA Leadership Workshop to engage and involve students in FWEA.

His second initiative is to recruit new members and promote and encourage volunteerism for FWEA chapters and committees. An initiative was started in 2011 to increase membership and efforts will continue in this area. FWEA also need to continue to attract members who are willing to volunteer their time and talents to the organization. (continued on next page)

Florida Decides 2012 Election

<not that election>

(continued)

His third initiative is to maintain a high-value and low-cost FWEA membership. FWEA will continue to offer reasonably priced seminars addressing various topics of interest. FWEA is also working with chapters and committees to identify programs for their members by sharing best practices.

FWEA launched its new website in April. The new site includes improved content and more useable information, a volunteer resources section, easier event registration capabilities, a members-only section, and the ability for chapters and committees to send email blasts to their members to improve communications. The website will continue to evolve and improve as we get feedback from our members.

FWEA committees are developing their seminars for the upcoming year and details will be advertised in the near future on our website.

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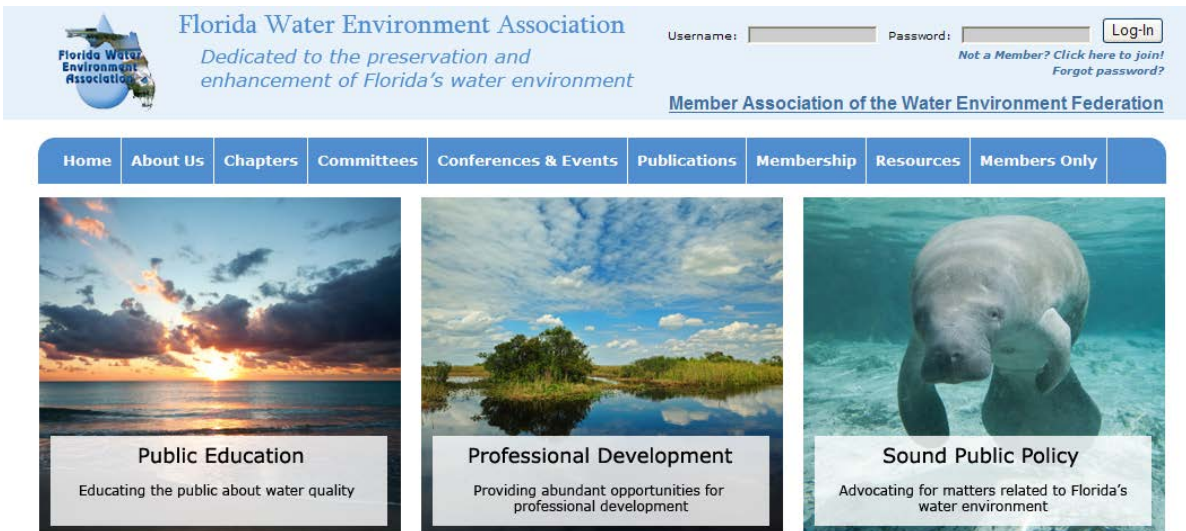
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FWEA's Fresh New Look with Plenty of New Features

by Matt Love, McKim and Creed & Larry Austin, Vieth Consulting



FWEA recently went live with a newly designed website with an easy to navigate, user-friendly feel that will be a benefit to the association. Each individual chapter and committee has their own webpage on the site, file archive, and many other resources for their use. The website is integrated with a new Membership Management System (MMS) which provides an online member's area where FWEA members can:

- Update contact information.
- Retrieve documents, videos, presentations, webinars, etc., from the File Archive.
- Participate in online message boards.
- Participate in surveys.
- Read news/blog articles.
- Participate in fundraising programs (donations/wish list items).
- Browse classified ads/job listings.
- Look for upcoming events on the FWEA Events Calendar.
- Register for events, seminars, trainings, and conferences online.
- View or post photos from events.
- Pay membership dues and membership fees online.

For more information on the website services offered by Vieth Consulting or about the Membership Management System you can visit their website at: www.viethconsulting.com or contact them at info@viethconsulting.com or by phone at 1-800-336-3008 ext. 108.



Luncheon Meeting

Luncheon Information

Columbia Restaurant

2117 East 7th Avenue
Tampa, Florida 33605-3903
Thursday, August 16, 2012

- Registration - 11:30 AM
- Lunch - 12:00 PM

Menu

1905 Salad - Crisp iceberg lettuce with julienne of baked ham, natural Swiss cheese, fresh tomato, olives, grated Romano cheese and garlic dressing.

Option 1 – Pollo “Champiñon”:
Chargrilled boneless breast of chicken topped with a grilled sliced portabella mushroom and a rich Spanish Amontillado sherry sauce. Served with “Good Rice”.

Option 2 – Ropa Vieja: Shredded beef sautéed with onions, green peppers, and tomatoes. Served with platanos and white rice.

Option 3 – Merluza “Russian Style”:
Premium Atlantic Merluza, a tropical white flaky fish, breaded with Cuban bread crumbs and grilled. Garnished with a Russian sauce of lemon butter, parsley and hard boiled eggs. Served with yellow rice.

Dessert – Flan

Hillsborough County’s Comprehensive Asset Management System Progresses to Implementation Phase

Richard C. Kirby IV, P.E., Hillsborough County Public Utilities Department

In 2004 the Hillsborough County Water Department initiated a program to transform its management style from reactive, or run-to-failure, into a proactive system. The utility began to develop a Comprehensive Asset Management System. Simultaneous efforts were initiated. Software was needed for a Computerized Maintenance Management System, or CMMS. To be successful, CMMS had to be populated with accurate information. Asset Inventory and Assessment projects were developed to gather all needed information including identifying, locating, and determining condition of assets. Initial inventory and assessment projects were completed. The ongoing challenge is to develop methods and systems to utilize the available information in predictive maintenance and Capital Improvement Program development. This presentation covers progress made, lessons learned, and dealing with challenges on the horizon.



Mr. Kirby is Section Manager of Project Management, Infrastructure Inspections, Utility Locates, and Utility Coordination for the Hillsborough County Public Utilities Department. He received a BSES in Environmental Engineering from the University of South Florida in 1985. He is a Florida Registered Professional Engineer in Civil/Environmental Engineering. Mr. Kirby’s experience includes Supervisor of Domestic Wastewater and Industrial Air Pollution Permitting Sections at the Environmental Protection Commission of Hillsborough County. At the Public Utilities Department he has served as Manager of Wastewater Operations and Design & Standards. As a private consultant, he designed water and wastewater treatment plants, as well as collection and distribution systems. Previous publications include Florida Environmental Expo, AWWA ACE, NASTT No-Dig, and Underground Infrastructure Management magazine.

Full Members: \$20 for those pre-registered, \$25 at the door * Student Members: \$15 for those pre-registered.

Registration Form

Pre-Registration Deadline: Friday, August 10th (Also Register through FWEA.org)

Please make checks payable to **FWEA West Coast Chapter**

Name: _____

Company/Affiliation: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Choice of Meal: _____

Send Check and Registration to:

Ricardo Borromeo

Atkins

4030 West Boy Scout Blvd., Suite 700,
Tampa, Florida 33607

Tel: (813) 282 7275 Ext. 8388

Fax: (813) 636 8583

E-mail:

Ricardo.borromeo@atkinsglobal.com

Register Online at <http://www.fwea.org/wcc.php>



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Water Industry Bodies Mull ACE/WEFTEC Merger

By Brady Porche, Editor, American Water Intelligence

<http://www.americanwaterintel.com/latest-news/>

Reprinted with permission from the July 2012 issue of American Water Intelligence

Attendance numbers for WEFTEC and ACE have been slow to recover in the wake of the recession, and many vendors are asking themselves if they can still afford to exhibit at two major annual events.

Attendance at major water and wastewater industry conferences has yet to fully recover from the effect of the recession. As a result, a number of suppliers are having a tough time justifying the expense of exhibiting at several key events in one year. Several vendors exhibiting at the American Water Works Association's (AWWA) ACE12 event in Dallas told AWI they believed the industry might be better served either through consolidation of large-scale events like ACE and WEFTEC, or by alternating the years in which they are held.

It isn't clear, however, if the two associations would be willing or able to pool their resources into one "mega-show" that would attract virtually the entire industry over the course of a week. AWWA and the Water Environment Federation (WEF) currently partner on the annual Utility Management Conference, which has been a success. AWWA also had success partnering with the American Membrane Technology Association on the first Membrane Technology Conference & Exposition, which was held in late February and early March in Glendale, Ariz. Those events, however, are small relative to a hypothetical ACE/WEFTEC merged conference. AWWA's director of communications Greg Kail told AWI there are ways in which the two organizations can work together to produce "high-quality" events, but acknowledged that there is no data available to suggest whether a combined show would be a positive or a negative.

Tom Mills, vice president of marketing and business development for Severn Trent Services, told AWI the two organizations were close to consolidating their events several years ago, but ACE "backed out." The discussions arose from meetings of the Water and Wastewater Equipment Manufacturers Association (WWEMA), for which Mills once served as chairman.

"That was really disturbing at the time because it's my feeling – and a lot of others believe – that if these two joined up, we would have a world-class show," Mills said.

An AWI analysis of the major water and wastewater industry associations' revenue sources revealed that while both AWWA and WEF earn significant amounts of revenue from conferences and seminars, the latter receives a

much greater share from its events (see chart). In 2010, for instance, WEF attributed 58 percent, or \$12 million, of its \$20.6 million in total revenue to conferences and seminars. AWWA's revenue that year totaled \$30.3 million, with \$7.5 million (approximately 25 percent) attributed to conferences and seminars.

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Water Industry Bodies Mull ACE/WEFTEC Merger (continued)

Both organizations saw their total revenues decline from 2008 to 2010, according to tax forms filed with the IRS (see chart). AWWA's total revenues fell 12 percent during that time period, with the biggest drop occurring between 2008 and 2009. The recession appears to have taken a toll on the major associations, so if there is any mutual financial incentive for both parties to consolidate their marquee events, it would appear to bear consideration.

Indeed, WEFTEC saw its attendance numbers fall significantly in the wake of the economic crisis. In 2008, WEFTEC attracted nearly 22,000 attendees to Chicago. Last year's event, held in Los Angeles, drew less than 17,000. WEF Executive Director Jeff Eger told AWI his organization is fully aware of the economic challenges vendors are facing, and that has played a role in WEF's decision to alternate between two cities – New Orleans and Chicago – beginning this year and lasting until 2018.

The attendance figures for ACE12 will not be available until July, but Kail expressed confidence that the numbers would be strong.

Even if attendance is beginning to stabilize and recover, vendors are looking at their own balance sheets and asking themselves how long they can afford to have a strong presence at both each year.

"These shows are getting very expensive," Sylvie Roy, communications and marketing manager for Degremont Technologies, told AWI. "The associations have been very good at keeping the cost of booth space relatively unchanged for the last few years, but related costs – travel, hotel, booth items, etc. – have increased, making show attendance more expensive for both exhibitors and attendees."

Roy noted that many engineering consulting firms and manufacturers appeared to send fewer personnel to ACE12 than they had in the past, although many of them were still represented by key decision-makers.

"For us it's certainly not about numbers," Roy said. "It's about who comes, and the 'who' still showed up."



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Water Industry Bodies Mull ACE/WEFTEC Merger (continued)

Roy stressed that while AWWA's annual conference and WEFTEC remain vital to the industry, the blurring of the line between water and wastewater service and equipment providers presents a dilemma to vendors who want to reach both sectors without stretching their marketing budgets too thinly.

Some suppliers, however, have divisions that do not serve both markets and enjoy the ability to exhibit at both shows annually. Aura Joyce, marketing communication manager for Aegion, told AWI that AWWA's annual conference allows divisions such as Corpro and Fyfe to reach an audience WEF does not serve. If the two events were to be held in alternating years, those companies' visibility in the drinking water market would be drastically reduced.

Other suppliers such as Trojan UV and Pentair favor the idea of a biennial "mega-show."

"I think WEF and ACE really need to find a way to improve attendance at both shows – which would be a challenge – or they need to come to a consolidation agreement," Tania Testa, marketing communications director for Trojan, told AWI.



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Pentair's commercial director Bill Musiak said there are enough suppliers offering both water and wastewater products and services to support a combined event.

"We do a lot of shows in Europe, and we see that when you stagger the shows more – when you have a longer time between them – people pay attention and they put more effort in," Musiak said. "They invest more money, they have better booths and they show off more innovations. When you're doing it every year, it almost feels like you're being there just to be there."

It does not appear that AWWA or WEF have polled their members on the subject of consolidating their respective events, but discussions related to that topic are still being held among members of WWEMA, Roy said.

If AWWA and WEF are willing to align their resources and merge their main events, it could grease the skids for a "one voice for water" campaign among the industry associations and top executives. Both organizations have shown openness to such an undertaking.

Water Industry Bodies Mull ACE/WEFTEC Merge (continued)

Eger said his organization is “all in” for a potential industrywide ad blitz designed to communicate the value of water to ratepayers. WEF has already made good strides with its new “Water’s Worth It!” campaign, which allows members access to downloadable advertisements and data to be shared with the public.

Eger said WEF has had conversations related to that topic with several industry leaders, and he expects a “strong, unified effort” to take shape as early as the end of the summer.

“I think all ears are open to the possibilities, and we’re hopeful that whatever the ultimate outcome of those kinds of discussions is will help the public, our elected leaders and the business community better recognize the value of water service in all its forms,” Kail said.



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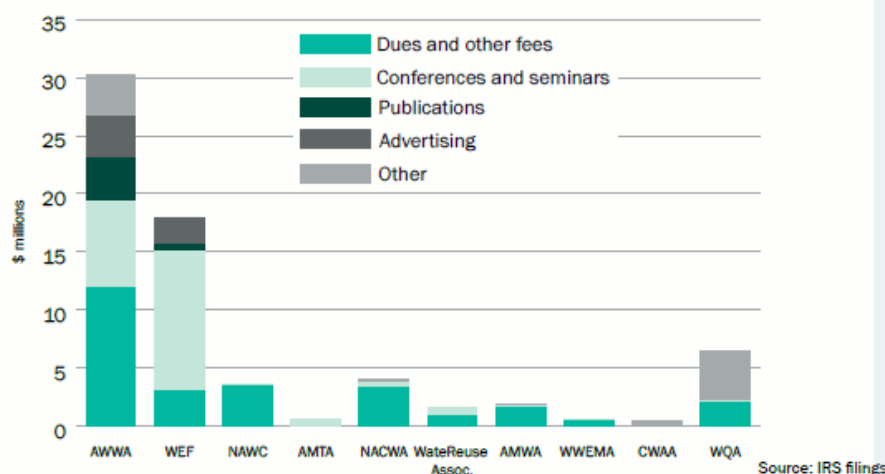
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