

Big Things in the Works at WQA



Many important topics have been discussed lately. The EPA arsenic standard, California's SB1006, MTBE, desalination and dealer partnerships with small municipalities. As our industry develops further, many of our businesses—both small and large—will seek innovative and unique ideas for selling, technology, marketing and even developing partnerships.

At the threshold of all of this activity is the Water Quality Association (WQA) and its various committees. The WQA works diligently to further education and public awareness and to improve quality products and standards. Soon, the WQA will draw many of us out of these cold city winters to join it down in sunny Orlando, Fla., for its 27th Annual Conference & Exhibition taking place from March 27 to 31.

Last year's show in Long Beach, Calif., was a huge success with more than 4,200 attendees and 263 exhibitors. This year, preliminary numbers suggest that significant growth is expected. As a well-known and respected professional resource of the water quality improvement industry, the WQA offers meetings and seminars that target dealers, manufacturers, retailers and others serving the residential, commercial, industrial and small systems markets.

In fact, due to popular demand, this year is the first year a special commercial/industrial seminar is being offered. The four-day seminar offers educational presentations focusing on C/I issues, problem solving, technologies and system design. More specifically, it will include topics such as ion exchange, filtration, standards, membrane separation and desalination. This special seminar surely will be something worthwhile to attend.*

This issue of *Water Quality Products* focuses on products and topics surrounding the WQA show. Page 38 begins our guide to the show including a list of exhibitors and committee meetings, special events and conference times. Directly following on page 40 begins the listing of products you should look for on the trade show floor.

In addition, you can familiarize yourself with discussions that will be at WQA including POU/POE market partnerships with small systems on page 11, arsenic conversion on page 28 and desalination on page 30.

See you in Orlando!

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* Runs concurrently with WQA educational programming and requires a separate fee.

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