



PLAN TO ATTEND!

IBWA realizes that COVID-19 is impacting organizations and individuals on multiple levels. These challenging times mean it's even more critical for the bottled water industry to convene as a community to learn, engage, and share best practices.

As a result, IBWA is excited to invite you to attend this year's Annual Business Conference and Trade Show, which will be a virtual experience over the dates of November 9 – 12.

The focus of IBWA's 2020 Annual Business Conference and Trade Show is what it's always been: connection and collaboration. The only difference? It's virtual.

Join us November 9-12 for four days of quality education, fun networking, valuable engagement, and interactive discussions.

Here's what you can expect:

- 13 Education Sessions with interactive elements for Q&A, chat, and polling
- 15 continuing education units (CEUs)
- 35+ Exhibitors at the IBWA Trade Show with enhanced engagement features for showcasing products and services through face-to-face chat functions in real time
- IBWA General Session, with the "State of the Industry" presentation, and Annual Business Meeting
- IBWA Awards Ceremony
- Drinking Water Research Foundation (DWRF) 2020 Online Office Olympics Fundraiser
- Registration fees starting at \$199

The IBWA Annual Business Conference is the only national bottled water-centric event held in the United States. According to the Beverage Marketing Corporation, bottled water sales increased by 5.7% in 2019, now totaling \$19.4 billion (wholesale), and **bottled water is the No. 1 packaged beverage (by volume) in the United States for the fourth consecutive year**. Attendance at the IBWA conference will provide the networking and educational opportunities you need to leverage and ensure a return-on-investment for you and your company.

HOW A VIRTUAL CONFERENCE WORKS

IBWA will periodically send out emails that will educate you on the best methods for maximizing your participation in the conference on the selected virtual platform. Registered attendees and exhibitors will be sent a personal log-in code approximately 2 weeks prior to the conference. This will enable you to go onto the virtual platform to see who is registered and become familiar with how things operate and how to connect with others.

We realize this is new, but all you need to participate is a computer and Wi-Fi connection. Entering segments of the conference is as simple as logging in and then clicking on a button.

IBWA REGISTRATION INFORMATION

The Registration Form with participation fees accompanies this document. Registration rates begin at \$199 per person for IBWA member bottlers, distributors, and academic/government attendees, which is a great deal considering all the education and networking opportunities that are being offered! Non-member rates are also available and very affordable.

4 Ways to Register

Fax: 703-683-4074
Email: conventioninfo@bottledwater.org
Mail: IBWA Annual Business Conference
1700 Diagonal Road, #650, Alexandria, VA 22314
Online: <http://bit.ly/2020IBWAConferenceRegistration>
Username = your email; **Password** = MemberClicks code, reset if unknown

Registration Questions/Information

Email: conventioninfo@bottledwater.org.
Phone: 703-647-4610 or 703-647-4606; Monday to Friday, 9:00 am – 5:00 pm EST

Cancellation and Refund Policy

- Requests to cancel or have someone substitute must be in writing.
- Cancellation requests must be postmarked by **Thursday, October 15, 2020**.
- All cancellations received on or prior to **October 15, 2020** are subject to a \$50.00 administration/processing fee.
- No refunds are granted for cancellations after **October 15, 2020**.
- Substitutions for pre-registrants after **October 15, 2020** will be processed at the on-site registration counter. Please bring a copy of the registration form of the person you are substituting for.

SPECIAL EVENTS

IBWA General Session, Annual Business Meeting, and Awards Ceremony

Monday, November 9 12:30 pm – 2:30 pm

The work of the Association doesn't stop because of COVID-19. In fact, in many ways IBWA is busier than ever—helping the bottled water community navigate through these precarious times and also continuing our work on other important industry issues like recycling content mandates; bottled water sales bans; adding more water consumption references to the soon-to-be-published *Dietary Guidelines for Americans* (and seeking to add water, in addition to dairy, to the MyPlate food nutrition graphic); taxes; and more. We've tackled a lot in 2020—and there will surely be more challenges on the horizon.

Attend IBWA's General Session to hear IBWA President and CEO Joe Doss present his state of the association speech, which will update members on the many successes the association has earned this year—and review any anticipated obstacles in the months ahead.

Members will also vote on the slate of nominees for IBWA's board of directors, and IBWA Chairman Robert Smith (Grand Springs Distribution) will discuss what he has learned during his tenure.

This presentation will offer another IBWA first: the "Passing of the Gavel" ceremony will be held virtually, with 2020 Chairman Smith formally introducing the incoming 2021 Chair Tara Carraro (Nestlé Waters North America) to the IBWA membership.

IBWA will also hold our Awards Ceremony to celebrate the commitment of individuals and companies to the bottled water industry. Plan to join us as we pause to recognize the contributions and achievements of bottled water professionals.

Drinking Water Research Foundation (DWRF) Fundraiser: 2020 Online Office Olympics

Monday, November 9 7:00 pm – 8:30 pm (Ticketed Event - \$120)

The Drinking Water Research Foundation (DWRF) Board of Directors invites you to join us online for an evening of friendly competition! We will be playing a series of virtual office "Olympic" games hosted by Team Building, a virtual activity host. Attendees will break up into small teams to compete in events, such as trivia (including some DWRF-specific categories), a scavenger hunt, a "Pictionary"-esque game, and more!

The ticket price includes an hour and a half of fun, high-energy games. Ticketed event: \$120 per person; \$80 is tax deductible. On the conference registration form, note how many people you'd like to reserve a spot for in these Online Office Olympics. Please register no later than Monday, October 26, 2020.

Your participation in DWRF's Annual Fundraiser helps fund the vital research that impacts the bottled water industry now and in the future. Sponsorship opportunities are also available. For more information, contact IBWA Program Coordinator of Education, Science, and Technical Relations, Linda Alfakir: 703-647-4612, or via email at lalfakir@bottledwater.org.

IBWA Trade Show

Tuesday, November 10 1:00 pm – 4:00 pm

If ever there was a year for buyers and sellers to connect, it is this year. Products and services have been disrupted and reimagined as a result of many different factors including tariffs, COVID-19, and new technologies, just to name a few. Many associations, like IBWA, are turning to virtual exhibit platforms to ensure conference attendees can learn about all the new—and tried-and-true—products and services suppliers have to offer during these unprecedented times.

Trade show exhibitors and attendees will be able to meet in online exhibit booths for live conversations and exchange product information through links and videos. The platform will enable attendees to find exhibitors they want to meet by searching product categories. All registered individuals will be able to find the names of other registrants and the companies they represent, so appointments can be set up.

Yes, it will be different. However, it will also be productive. Plan to participate in this new and innovative opportunity. Who knows, you may end up liking it so much you will want to integrate this technology into your business model.



EDUCATION SESSIONS

We might not be able to meet in person this year for IBWA's annual conference, but through IBWA's virtual education program you can still learn about the latest bottled water industry news and innovations—and, if you are an IBWA Certified Plant Operator (CPO), you can earn CEU credits along the way! IBWA's online education sessions provide a diverse lineup of technical and business-related topics to choose from. By attending these educational sessions, you'll learn the key concepts, strategies, and practical skills that are necessary to run a successful bottled water business during these unprecedented times.

CPOs: Do You Have Enough CEUs?

The IBWA Bottled Water Code of Practice requires members to have at least one Certified Plant Operator (CPO) in each member facility. All IBWA education sessions at the 2020 IBWA Annual Business Conference will be eligible for CEUs. This makes the conference an ideal time to become certified, or to obtain CEUs to keep your certification current.

To keep certification current, CPOs may either retake the CPO exam every three years or accrue the required 21 CEUs (up to 6 CEUs can be from non-technical/business topics)—within each three-year period (which averages out to only 7 CEUs per year).

At this year's conference, 15 CEUs will be available. 7 technical CEUs  and 8 business CEUs 

For CPO Questions/Information: Contact Linda Alfakir, Education and Technical Program Coordinator at 703-647-4612 or via email LAlfakir@bottledwater.org.

Monday, November 9

11:00 am – 12:00 pm  **1.0**


The Impact of COVID-19 on Plastics Recycling and Building a Circular Supply Chain



Presenter: Bridget Croke, Closed Loop Partners

In spite of COVID-19 and market challenges in recent years, 2020 could be a year of major innovations in the recycling industry. Attend this session to learn about the most recent recycling innovations and the central role recycling plays in transitioning U.S. manufacturing to circular supply chains.

Monday, November 9 (continued)

11:00 am – 12:00 pm  CEU 1.0

EnergyStar 3.0: Specifications for Water Coolers Are Changing in 2021 – Are You Prepared?



Presenter: Cory Martin, IBWA

The U.S. Environmental Protection Agency (EPA) is moving forward with new energy-reduction specifications for water coolers, known as Energy Star 3.0. These changes will have a wide ranging impact on everyone who rents or sells water coolers in the United States. ENERGY STAR 3.0 specifications will be finalized in early 2021, so be sure to attend this session to receive an overview of how ENERGY STAR 3.0 specifications will differ from those currently in place.

3:00 pm – 4:00 pm  CEU 1.0

Marketing Matters: Five Things Every Great Website Needs



Presenter: Grant Price, ByRivers Tech, LLC

The landscape of the web is changing every minute. It is more important now than ever to make sure your web presence is meeting your current and potential customers' needs. Attend this session to learn about the five things you should be doing to make your website engaging for your customers and increase your search engine optimization (SEO).

4:30 pm – 5:30 pm  CEU 1.0

IBWA and FDA Audits: Looking Back at 2020 and Planning for the Future



Presenters: Glen Davis, IBWA Audit Program Evaluation Team; Bob Hirst, IBWA

Audits of food processing facilities are a critical piece of the nation's food safety objectives and regulations. The COVID-19 pandemic caused almost everyone to step back and reevaluate the safety of continuing with such audits, considering the safety of the auditors and the plant employees. The logistics of traveling to bottling facilities also became a challenge. This

session will cover how those challenges were faced and how the pandemic has changed the way audits will be completed for the foreseeable future. Attendees will also be updated on FDA and state regulatory audits and how they are changing to accommodate new challenges for keeping everyone safe and healthy. If the plan for reinstating the IBWA annual audit program is finalized by the time of this session, it will also be introduced to attendees.

Monday, November 9 (continued)

4:30 pm – 5:30 pm



Inclusivity in the Workplace



Presenter: Neil Mairs, Solutions Recruiting, Inc.

Diversity and inclusion (D&I) in the workplace is a term you've probably heard before—but it is more than just a buzzword. D&I needs to be taken seriously and understood in the workplace. This session will explore the current environment, identify some of the issues you may or may not be aware of, and offer some directions or solutions that will help you successfully nurture and develop D&I in your organization.

Tuesday, November 10

4:30 pm – 5:30 pm



What to Expect From the 2020 Federal and State Election Results



Presenters: Cory Martin, IBWA; JP Toner, IBWA; and Nancy McNally, Van Ness Feldman

The 2020 elections will have wide ranging impact on the political and policy climates in Congress and in most state legislatures in 2021. This election will impact your industry

and business in 2021. Start planning now to attend this session to learn how the election will impact policies in 2021 and what that means for your business. Join IBWA Government Relations staff Cory Martin and JP Toner, as well as longtime DC political operative Nancy McNally (Van Ness Feldman), to see what's in store for 2021 and how you can prepare to meet coming political and policy challenges.

Wednesday, November 11

11:00 am – 12:00 pm



Latest Bottled Water Sales Figures and Trends



Presenter: Gary Hemphill, Beverage Marketing Corporation

Bottled water widened its lead in 2019 as the most popular packaged beverage in the United States, and growth has continued into 2020. Category growth has been especially driven by PET single-serve and sparkling water segments. In this fast-paced session, learn how PET and HOD categories are performing in 2020, how the industry has been impacted by the pandemic, what the key trends are, and the outlook for the future. Also, get perspective on competitive categories like carbonated soft drinks, sports drinks and more.

Wednesday, November 11 (continued)

12:30 pm – 1:30 pm  1.0
Bottling in the Age of COVID-19



Presenters: Glen Davis, Absopure; Bob Hirst, IBWA; AL Lear, IBWA

The COVID-19 pandemic has impacted the entire U.S. economy, and the bottled water industry is no exception. During this session, we will review the issues that have affected the bottled water industry since the beginning of the pandemic in

early 2020. Panelists will discuss how they addressed and overcame new challenges created by COVID-19—and a public very alarmed by it, and attendees will be encouraged to contribute to the conversation by providing examples of how their companies coped with the rapidly evolving work landscape. We will review the impact on both home and office delivery and small package segments of the bottled water business. Topics include, but are not limited to meeting the demands of retail clients and the public during the “hoarding” weeks, protecting both clients and employees in delivery of water to businesses and private homes, policies on outsiders at the plant, suspension of IBWA and regulatory inspections/audits, and novel approaches to retaining business clients.

2:00 pm – 3:00 pm  1.0

“Diving Deeper”: How to Reduce Water and Energy Use at Bottled Water Plants



Presenter: Tim Wallisch, Antea Group

This session will provide attendees with practical examples of how to achieve resource and cost savings at bottled water facilities. The key issues that will be discussed include the true cost of water, water use reduction through reuse, and specific optimization opportunities for bottled water processors.

2:00 pm – 3:00 pm  1.0

Brand Marketing, Staying Relevant



Presenter: Damion Michaels, evamor

The power of storytelling can move your brand from a consumer’s mind, where the purchase consideration is based on cost, to a consumer’s heart, where the purchase is based on rationalized need. Such storytelling is key when your brand is in a crowded category. Finding your customer: Using consumer behavioral profiles for targeted, well-crafted content, when deployed in digital and social media, increases sales, creates cost savings, and finds/cultivates better customers who have more loyalty.

Wednesday, November 11 (cont.)

4:00 pm – 5:00 pm  1.0


Increasing the Supply of PET Post-Consumer Resin



Presenter: Steve Alexander, Association of Plastic Recyclers

This session will provide an overview of the plastics recycling industry efforts to increase supply and enhance the value of PET post-consumer resin (PCR), with a focus on design for recyclability, testing protocols, PCR certification, market demand programs, and federal and state regulatory efforts. An overview of broader industry coalition activities will also be presented.

Thursday, November 12

11:00 am – 12:00 pm  1


Drinking Water Research Foundation: Updates on Ozone and Hydration Research



Presenters: Jack C. West, DWRF Chairman; Ryan Schwaner, DWRF Trustee; Colleen Muñoz, PhD, University of Hartford; Michael F. Bergeron, PhD, SIVOTEC Analytics

Log on to this session to learn the important research role that the Drinking Water Research Foundation (DWRF) plays as a private, 501 (C) (3), not-for-profit, educational organization that sponsors peer-reviewed scientific research of interest to consumers and the drinking water industry, including bottled water. DWRF endorses research that further confirms the health benefits of water consumption and the safety of bottled water. DWRF Chairman, Jack West will discuss DWRF's history and mission and a panel of speakers will present an overview of current research activities: DWRF Trustee Ryan Schwaner will discuss his research on the "Efficacy of Residual Ozone on Surrogate Microorganisms for Waterborne Pathogens in Bottled Water" and Dr. Colleen Muñoz and Dr. Michael Bergeron will discuss the ongoing DWRF research project on "Machine Learning in Modeling the Elusive Daily Water Requirement."

Thursday, November 12 (continued)

3:15 pm – 4:15 pm  1.0

Topics in Water Stewardship: Conducting Community Stakeholder Engagement and Remote AWS Audits in our New Normal





Presenters: Rae Mindock, SCS Global Services, and Jillian Olsen, Cherry Ridge Consulting, LLC

Stakeholder Engagement is valuable during implementation of the Alliance for Water Stewardship International Water Stewardship Standard (AWS Standard) and is required by several steps of the AWS Standard. It is also the one aspect of the Standard that creates the most hesitation from implementors. Now, there's another consideration—

stakeholder engagement in the “new normal.” This session will walk you through how to achieve stakeholder engagement, including stakeholder identification, evaluation of the information obtained, and how to find value during the process. Finding value is especially important during times when conversations on water stewardship may not be a priority. Remote audits are another aspect of the new normal. We'll discuss conditions to be considered prior to the use of remote audits to avoid compromising the integrity of the assessment.

IBWA Schedule-at-a-Glance



(Current as of 09-15-20. Updates will occur and be posted at www.bottledwater.org/convention)

- Times are based on Eastern Standard Time (EST)
- IBWA membership required for attendance at meetings with an asterisk*
- 15 CEUs available for IBWA CPO attendees 7 Technical CEUs  and 8 Business CEUs 

Monday, November 9

- 11:00 am – 12:00 pm IBWA Education Committee Meeting*
- 11:00 am – 12:00 pm The Impact of COVID-19 on Plastics Recycling and Building a Circular Supply Chain – Presenter: Bridget Croke, Closed Loop Partners  1.0
- 11:00 am – 12:00 pm EnergyStar 3.0: Specifications for Water Coolers in 2021 - Are You Prepared? Presenter: Cory Martin, IBWA  1.0
- 12:30 pm – 2:30 pm IBWA General Session, Annual Business Meeting, Awards Ceremony Presentations by IBWA President Joe Doss, IBWA Chairman Robert Smith (Grand Springs) and Incoming IBWA Chair Tara Carraro (Nestlé Waters North America)  1.0
- 3:00 pm – 4:00 pm IBWA Environmental Sustainability Committee Meeting*
- 3:00 pm – 4:00 pm Marketing Matters: Five Things Every Great Website Needs – Presenter: Grant Price, ByRivers Tech, LLC  1.0
- 4:15 pm – 5:30 pm IBWA Communications Committee Meeting*
- 4:30 pm – 5:30 pm IBWA and FDA Audits: Looking Back at 2020 and Planning for the Future – Presenters: Glen Davis, IBWA Audit Program Evaluation Team; Bob Hirst, IBWA  1.0
- 4:30 pm – 5:30 pm Inclusivity in the Workplace – Presenter: Neil Mairs, Solutions Recruiting, Inc.  1.0
- 7:00 pm – 8:30 pm DWRF Fundraiser: 2020 Online Office Olympics (Ticketed Event)



Tuesday, November 10

- 10:00 am – 11:30 am IBWA Executive Committee Meeting (closed)
- 11:45 am – 12:45 pm Keynote Presentation  1.0 (speaker TBA)
- 1:00 pm – 4:00 pm IBWA Trade Show
- 4:30 pm – 5:30 pm DWRF Trustees Meeting*
- 4:30 pm – 5:30 pm What to Expect From the Federal and State 2020 Election Results – Presenters: Cory Martin and JP Toner, IBWA  1.0

Wednesday, November 11

- 11:00 am – 12:00 pm Latest Bottled Water Sales Figures and Trends – Presenter: Gary Hemphill, Beverage Marketing Corporation  1.0
- 11:00 am – 12:15 pm IBWA Membership Committee Meeting*
- 12:30 pm – 1:30 pm IBWA Supplier and Convention Committee Meeting*
- 12:30 pm – 1:30 pm Bottling in the Age of COVID-19 – Presenters: Glen Davis, Absopure; Bob Hirst, IBWA; AL Lear, IBWA  1.0
- 2:00 pm – 3:00 pm “Diving Deeper” How to Reduce Water and Energy Use at Bottled Water Plants – Presenter: Tim Wallisch, Antea Group  1.0
- 2:00 pm – 3:00 pm Brand Marketing, Staying Relevant – Presenter: Damion Michaels, evamor  1.0
- 2:00 pm – 3:30 pm IBWA Government Relations Committee Meeting*
- 4:00 pm – 5:00 pm Increasing the Supply of PET Post-Consumer Resin – Presenter: Steve Alexander, Association of Plastic Recyclers  1.0
- 4:00 pm – 5:30 pm IBWA Technical Committee Meeting*

Thursday, November 12

- 11:00 am – 12:00 pm Drinking Water Research Foundation: Updates on Ozone and Hydration Research – Presenters: Jack C West, DWRP Chairman; Ryan Schwaner, DWRP Trustee; Colleen Muñoz, PhD, University of Hartford; Michael F. Bergeron, PhD, SIVOTEC Analytics  1.0
- 11:00 am – 12:00 pm IBWA State Affairs Task Force Meeting *
- 12:00 pm – 12:30 pm IBWA State and Regional Associations Committee Meetings*
- 1:00 pm – 3:00 pm IBWA Board of Directors Meeting*
- 3:15 pm – 4:15 pm Topics in Water Stewardship: Conducting Community Stakeholder Engagement and Remote AWS Audits in our New Normal – Presenters: Rae Mindock, SCS Global Services, and Jillian Olsen, Cherry Ridge Consulting, LLC  1.0