



# 2020 ANNUAL BUSINESS CONFERENCE

NOVEMBER 9-12 | VIRTUAL | [WWW.BOTTLEDWATER.ORG](http://WWW.BOTTLEDWATER.ORG)



## 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](mailto: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  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  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  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.