November 8-11 | 2021 IBWA Virtual Annual Business Conference

*Exploration of new ideas is a critical element to navigating the times we are in.*

The work of IBWA 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 continuing our work on other important industry issues.

IBWA has an exciting lineup of education sessions planned for the 2021 Annual Business Conference, which is being held virtually. Each session addresses an issue that is at the forefront of these times of evolving priorities for consumers and businesses. Topics covered include the following:

- Supply Chain Issues in the Bottled Water Industry
- Cybersecurity for the Bottled Water Industry and Small Businesses
- Extended Producer Responsibility Legislation for Packaging
- Bottled Water Sales Trends
- Understanding Diversity, Equity, and Inclusion
- Microplastics and Emerging Contaminants
- … and many more!

Be sure to check out the entire list of sessions and descriptions that are provided on the following pages. Updates will be added to IBWA’s website as they become available: [www.bottledwater.org/convention](http://www.bottledwater.org/convention).

Another critical component of the virtual Annual Business Conference is the opportunity for IBWA members to attend committee meetings to gain a further understanding of the work that is being done on behalf of our members—and give members the opportunity to provide input on areas such as government relations, environmental sustainability, science and technical, education, communications, membership, and the annual conference.

**WHAT TO DO NOW?**

- Hold the date!
- Watch your email for future announcements!
- Register!
- Attend and participate!
Safe drinking water is vital to our existence. It provides us with the hydration that every one of our organs needs to function. Bottled water offers a portable water source that can be very safe if prepared correctly. All potable water should be checked for four major impurity categories. These are (1) metal contents, (2) organic contaminants, (3) solid particulates, and (4) living organisms. The removal of those contaminants to a safe level is critical, and several technologies can help reduce those contaminants to provide water that is potable. Bacterial contamination is the most critical issue because detection usually takes 24 to 48 hours after the product is shipped or consumed by the end-user. Because of its associated risk level, prevention strategies are of prime interest. Final filtration will be discussed as a last line of defense.

Supply Chain Issues in the Bottled Water Industry

Presenter: Jarrod Goentzel, PhD; Humanitarian Supply Chain Lab, Massachusetts Institute of Technology

Resilient supply chains are crucial in providing essential goods and services to the public. In the past year, we have realized how interconnected and fragile supply chains can be during crisis. This session will share recommendations for increasing supply chain resilience and highlight opportunities for public-private partnership to ensure business continuity in the next crisis.
review the components of EPR and how this policy is being shaped at the state and federal level (e.g., Break Free From Plastic Pollution Act).

Cybersecurity for the Bottled Water Industry and Small Businesses
Presenter: TBD

This presentation will cover different types of electronic/cyber-attacks, including Insider Threat, Corporate Account Take Over, Business Email Compromise, Ransomware, and Mobile Malware. You’ll also learn to identify the indications or clues that you may be experiencing an attack, what to do if you are being attacked, and how to protect yourself from an attack. Attendees will find this protection information useful for not only their organizations (i.e., corporate IT infrastructure) but also their families (personal protection).

TUESDAY, NOVEMBER 9
11:00 am – 12:00 pm
How to Employ and Manage Next Generation (Gen Z) Employees
Presenter: Neil Mairs, Solutions Recruiting

How do you manage a generation that doesn’t know a world without Facebook, doesn’t remember 9/11 or Enron, and would rather not work for a world-renowned company that makes products they don’t believe in? This session will define Gen Z, discuss what makes them tick, take account of the attributes that can make them excellent employees, and review management styles that have a positive impact on this important population of the workforce.

Understanding Diversity, Equity, and Inclusion
Presenter: Deanna Samaha, BlueTriton Brands

Diversity, Equity, and Inclusion deserves a seat at the table in any organization, no matter the size. Based on the favorable impact DE&I can have in an organization, it should be embraced, supported, and provided the opportunity to thrive as opposed to being treated or introduced as a special project or initiative.
Presenters: Cory Martin, IBWA, and J.P. Toner, IBWA

Trade leapt to the forefront under the Trump Administration, and those trade issues continue to be a top priority for the Biden Administration. Attend this session to learn more about the Biden Administration’s view and strategy to resolve ongoing trade disputes—and what actions to expect from Congress in the coming year. Specifically, this session will focus not only on the Biden Administration’s overall trade agenda but also on what to expect regarding exclusions from Section 301 tariffs on water coolers and component parts imported from China. Presenters will also discuss efforts to reauthorize the Generalized System of Preferences program, which ended in December 2020.

12:30 pm – 1:30 pm
An Update on Microplastics and Emerging Contaminants
Presenter: Rick Zimmer, Eurofins Eaton Analytical

In today’s world, there is a heightened focus on public health, environmental stewardship, water conservation, and recycling. Those trends, coupled with advances in analytical instrumentation, are fostering an increase in the scope and pace of publications broadcasting the occurrence of new contaminants and detection of regulated contaminants at lower levels. Technology and occurrence are outpacing the Federal regulatory process. States are left to develop their own strategy for addressing CECs occurrence and potential health concerns for contaminants such as poly- and perfluoroalkyl (PFAS) compounds, brominated haloacetic acids (brHAAs), nitrosamines, lithium, microplastics, and 6-ppb quinone. This presentation will provide a comprehensive summary of the most prevalent contaminants of emerging concern to support an assessment of CECs occurrence on your current products and source water, and implications for your water quality and communications strategy.

TUESDAY, NOVEMBER 9... CONT.

This discussion will help provide insight to better understanding diversity, equity, and inclusion; the differences between each; and how they complement one another. Additionally, attendees should expect to walk away with some tangible ideas as to how you, as a leader, can be more deliberate about—and identify ways to improve—DE&I in your organization in an effort to attract and retain the best talent, as well as seeing an improvement in your business results due to the creation of a more diverse business environment.

2:30 pm – 3:30 pm
What to Expect With Evolving State and Federal Minimum Recycling Content Mandates
Presenter: Kate Eagles, Association of Plastics Recyclers

The Association of Plastic Recyclers (APR) will provide an overview to bottlers of current and pending minimum plastic recycling content mandates at both the state (e.g., CA, WA, and ME) and federal level. The session will include discussion of the impact of those requirements on recycling collection, Post Consumer Resin (PCR) capacity, and PCR quality, as well as the compliance requirements for the existing or proposed content mandates.

4:00 pm – 5:00 pm
The Biden Administration’s Trade Agenda: What to Expect in 2022 and Beyond, and How Will It (Continue to) Impact Your Business

Providing an introduction to the concept of Water Circularity, this session will present an in-depth review of the key metrics for circular water sourcing, use, and discharge. The session will explore common ideas and approaches between circular economy principles and water system management to identify opportunities for practical applications and communicating those important concepts. Attendees will be provided an overview of a Water Circularity Metrics guide and tool co-developed by the Beverage Industry Environmental Roundtable (BIER) and the World Business Council for Sustainable Development (WBCSD). That tool provides a step-by-step process to support decisions for evaluating a specific facility’s water needs, water source options, and determining post-use and discharge options.

WEDNESDAY, NOVEMBER 10

11:00 am – 12:00 pm
Introduction to Water Circularity Metrics
Presenter: Nick Martin, Antea Group

Providing an introduction to the concept of Water Circularity, this session will present an in-depth review of the key metrics for circular water sourcing, use, and discharge. The session will explore common ideas and approaches between circular economy principles and water system management to identify opportunities for practical applications and communicating those important concepts. Attendees will be provided an overview of a Water Circularity Metrics guide and tool co-developed by the Beverage Industry Environmental Roundtable (BIER) and the World Business Council for Sustainable Development (WBCSD). That tool provides a step-by-step process to support decisions for evaluating a specific facility’s water needs, water source options, and determining post-use and discharge options.
WEDNESDAY, NOVEMBER 10... CONT.

12:30 pm – 1:30 pm
The Wide World of Advocacy: Successful Message Delivery Methods for the Industry
Presenter: J.P. Toner, IBWA

During the last two years, access to policymakers who make important decisions about the bottled water industry has greatly changed—and our messaging has continued to evolve. Come and learn about some of the best tried-and-true ways to deliver the good news about bottled water, how to influence key decision makers on the issues most important to your company, and unique ways to motivate employees to participate in advocacy efforts.

2:00 pm – 3:00 pm
Bottled Water Sales Trends
Presenter: Gary Hemphill, Beverage Marketing Corporation

The bottled water category experienced accelerated volume growth in 2020, and the category widened its lead as the most popular packaged beverage in the United States, with growth continuing into 2021. Growth has been especially driven by PET single-serve and sparkling water segments. In this fast-paced session, learn how the category is performing in 2021, how it’s 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.

THURSDAY, NOVEMBER 11

11:00 am – 12:30 pm
CPO Study Session
Moderator: Bob Hirst, IBWA

This session is always a favorite among those attendees who signed up to take IBWA’s Certified Plant Operator (CPO) Certification Exam. Attendees should put their thinking caps on and be prepared to have some game show fun! If studying usually makes you sleepy, you won’t have to worry about that here, as industry experts will help attendees prepare for the CPO exam—but you will have to be fast on your feet! Do you have the answers to run a bottling plant? Take the challenge and find out!

GET THE LATEST CONFERENCE UPDATES

The last two years have been a time of great change and innovation. Perhaps now more than ever, bottled water industry professionals need a space to come together and discuss how to take the lessons we’ve learned and use them to evolve our business operations to ensure we continue to meet the consumer demand for bottled water. After all, bottled water continues to be the No.1 packaged beverage in America (by volume).

Plan now to attend the virtual IBWA Annual Business Conference to learn from industry experts, network with your peers, and provide insights that will help guide IBWA’s activities for the rest of this year and into 2022.

For all the latest updates on IBWA’s virtual Annual Business Conference, visit www.bottledwater.org/convention.
The Drinking Water Research Foundation Board of Trustees invites you to join us for the **Superhero Academy Training** on Zoom on **Tuesday, November 9th** from **7:00 pm-8:30 pm** eastern time for an evening of friendly competition.

**Will you be a superhero or a supervillain? There's only one way to find out!**

This competitive training will consist of being broken into teams to solve diabolical puzzles, answering trivia questions, and completing challenges. Each team will have to combine each person’s strengths to overcome the supervillains during the Final Battle of the Wits. The winning team gets extra raffle tickets- and of course, bragging rights for an indeterminate amount of time. Tickets are $120 per person, with $80 tax deductible. If you think you have what it takes to complete the Superhero Academy Training and save the world, please register by **October 29th, 2021**.

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- please contact Linda Amar, Program Coordinator (lamar@bottledwater.org) for more information.
## IBWA ANNUAL BUSINESS CONFERENCE

**November 8-11, 2021**

((Current as of 09/16/21. Updates will occur and be posted on www.bottledwater.org/convention))

- Times are based on Eastern Standard Time (EST)
- IBWA membership required for attendance at meetings with an asterisk *
- 17.5 CEUs available for IBWA CPO attendees 8.5 Technical CEU and 9 Business CEU

### Monday, November 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 am – 12:00 pm</td>
<td>IBWA Education Committee Meeting*</td>
<td></td>
</tr>
<tr>
<td>12:15 pm – 1:15 pm</td>
<td>IBWA Environmental Sustainability Committee Meeting*</td>
<td></td>
</tr>
<tr>
<td>1:00 pm – 2:00 pm</td>
<td>Bottled Water Filtration: A Part of High-Quality Assurance</td>
<td>Majid Entezarian, PhD 3M Purification</td>
</tr>
<tr>
<td>1:00 pm – 2:00 pm</td>
<td>Supply Chain Issues in the Bottled Water Industry</td>
<td>Jarrod Goentzel, PhD Director, Humanitarian Supply Chain Lab, Massachusetts Institute of Technology</td>
</tr>
<tr>
<td>2:30 pm – 3:45 pm</td>
<td>IBWA General Session and Annual Business Meeting</td>
<td>Joe Doss, IBWA Chairman CR Hall (Hall’s Culligan)</td>
</tr>
<tr>
<td>4:15 pm – 5:30 pm</td>
<td>IBWA Communications Committee Meeting*</td>
<td></td>
</tr>
<tr>
<td>4:15 pm – 5:15 pm</td>
<td>Carbon Footprint and Climate Disclosures Workshop</td>
<td>Nick Martin, Antea Group</td>
</tr>
<tr>
<td>4:15 pm – 5:15 pm</td>
<td>Overview of Packaging Extended Producer Responsibility at the State and Federal Level</td>
<td>Dylan de Thomas and Michael Washburn, The Recycling Partnership</td>
</tr>
</tbody>
</table>

### Tuesday, November 9

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 am – 11:30 am</td>
<td>IBWA Executive Committee Meeting (closed)</td>
<td></td>
</tr>
<tr>
<td>11:45 am – 12:45 pm</td>
<td>Keynote Presentation</td>
<td>TBD</td>
</tr>
<tr>
<td>1:15 pm – 2:15 pm</td>
<td>Cybersecurity for the Bottled Water Industry and Small Businesses</td>
<td>TBD</td>
</tr>
<tr>
<td>1:15 pm – 2:15 pm</td>
<td>Topics in Water Stewardship Series: Steps in Defining Catchment Areas and Updates to the Alliance for Water Stewardship (AWS) Program</td>
<td>Rae Mindock, SCS Global Services, and Jillian Olsen, Cherry Ridge Consulting, LLC</td>
</tr>
<tr>
<td>1:30 pm – 2:45 pm</td>
<td>IBWA Government Relations Committee Meeting*</td>
<td></td>
</tr>
<tr>
<td>2:30 pm – 3:30 pm</td>
<td>Understanding Diversity, Equity, and Inclusion</td>
<td>Deanna Samaha, BlueTriton Brands</td>
</tr>
<tr>
<td>2:30 pm – 3:30 pm</td>
<td>What to Expect With Evolving State and Federal Minimum Recycling Content Mandates</td>
<td>Kate Eagles, Association of Plastics Recyclers</td>
</tr>
<tr>
<td>3:00 pm – 4:00 pm</td>
<td>DWRF Trustees Meeting*</td>
<td></td>
</tr>
<tr>
<td>4:00 pm – 5:00 pm</td>
<td>The Biden Administration’s Trade Agenda: What to Expect in 2022 and Beyond, and How Will It (Continue to) Impact Your Business</td>
<td>Cory Martin, IBWA, and J.P. Toner, IBWA</td>
</tr>
</tbody>
</table>
## SCHEDULE-AT-A-GLANCE

### Tuesday, November 9.... cont.
- **4:00 pm – 5:00 pm**  
  How to Employ and Manage Next Generation (Gen Z) Employees  
  Presenter: Neil Mairs, Solutions Recruiting
- **7:00 pm – 8:30 pm**  
  DWRF Fundraiser 2021 – Online Superhero Academy (Ticketed Event)

### Wednesday, November 10
- **11:00 am – 12:00 pm**  
  Introduction to Water Circularity Metrics  
  Presenter: Nick Martin, Antea Group
- **11:00 am – 12:15 pm**  
  IBWA Membership Committee Meeting*
- **12:30 pm – 2:00 pm**  
  IBWA Technical Committee Meeting*
- **12:30 pm – 1:30 pm**  
  The Wide World of Advocacy: Successful Message Delivery Methods for the Industry  
  Presenter: J.P. Toner, IBWA
- **12:30 pm – 1:30 pm**  
  An Update on Microplastics and Emerging Contaminants  
  Presenter: Rick Zimmer, Eurofins Eaton Analytical
- **2:00 pm – 3:00 pm**  
  Bottled Water Sales Trends  
  Presenter: Gary Hemphill, Beverage Marketing Corporation
- **3:15 pm – 4:30 pm**  
  IBWA State Affairs Task Force Meeting*
- **4:30 pm – 5:00 pm**  
  IBWA State and Regional Associations Committee Meetings*

### Thursday, November 11
- **11:00 am – 12:30 pm**  
  CPO Study Session  
  Moderator: Bob Hirst, IBWA
- **11:00 am – 12:00 pm**  
  IBWA Supplier and Convention Committee Meeting*
- **1:00 pm – 3:00 pm**  
  IBWA Board of Directors Meeting*
ATTENDEE REGISTRATION FORM

ONLINE REGISTRATION: http://bit.ly/2021IBWAConferenceRegistration (enter this address into your internet browser)

Username = your email; Password = MemberClicks code, reset if unknown

MAIL FORM TO: IBWA Conference, 1700 Diagonal Road, Suite 650, Alexandria, VA 22314  FAX FORM TO: 703.683.4074

SCAN/EMAIL FORM TO: conferenceinfo@bottledwater.org  QUESTIONS? CALL: 703.647.4610

INFORMATION AND CURRENT SCHEDULE OF EVENTS: www.bottledwater.org/convention

ATTENDEE 1ST TIME ATTENDEE?
NAME: ___________________________ BUSINESS EMAIL: ___________________________  □ Yes □ No

COMPANY NAME: ___________________________ WEBSITE: ___________________________

ADDRESS: ________________________________________

CITY: ___________________________ STATE: _______ ZIP: ___________________________

PHONE: ___________________________ CELL: ___________________________ FAX: ___________________________

(for onsite use only)

REGISTRATION FEES INCLUDE:
15 education sessions (17.5 CEUs), general session, keynote

IBWA MEMBER BOTTLER/DISTRIBUTOR/SUPPLIER □ New IBWA Member (10/1/20-9/30/21) □ Existing Member

Select One: □ Bottler □ Distributor □ Supplier □ Other: ___________________________

Until 10/15/21: $199 per person  After 10/15/21: $299 per person

NON-MEMBER BOTTLER/DISTRIBUTOR/SUPPLIER
Select One: □ Bottler □ Distributor □ Supplier □ Other: ___________________________

Until 10/15/21: $300 per person  After 10/15/21: $400 per person

Payment Registration * DWRF Fundraising Event
Attendee $_______ #___ @ $120 each= $_______

Payment Method $_______ Total Due □ Check (payable to IBWA, mail with this form) □ Credit Card (provide account # here or call IBWA when emailing form)

□ AMEX □ VISA □ Master Card □ Discover Name on Credit Card: ___________________________

Authorized Signature: ___________________________ Account Number: ___________________________ Security Code: _______ Exp. Date: _______

Confirmations and Cancellation Policy
• Confirmations will be emailed or faxed to registrants within 72 hours of receipt. If you do not receive one, please call IBWA.
• Cancellations must be received in writing no later than October 15, 2021 and are subject to a $50.00 administrative fee. After that date, no refunds will be issued.
They can be emailed to Michele Campbell at mcampbell@bottledwater.org.
• Substitutions can be made but must be in writing. They can be emailed to Michele Campbell at mcampbell@bottledwater.org.