



# JOIN IN EXPLORE – LEARN – NAVIGATE

**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!**



# IBWA VIRTUAL CONFERENCE

## IBWA GENERAL SESSION AND ANNUAL BUSINESS MEETING

Monday, November 8 | 2:30 pm - 3:45 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; microplastics, PFAS, recycling, sustainability, tariffs, and more – the bottled water industry has tackled a lot of issues in 2021, but industry professionals know that it is all worth it to continue bringing healthy hydration to our customers.



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 challenges on the horizon.

Members will also vote on the slate of nominees for IBWA's board of directors, and IBWA Chairman CR Hall (Hall's Culligan) will discuss what he envisions for the upcoming year.

## COVID'S EFFECT ON IBWA'S CPO PROGRAM

The IBWA Bottled Water Code of Practice requires members to have at least one CPO in each member facility. All IBWA education sessions scheduled for the 2021 IBWA Annual Business Conference are eligible for CEUs.

At this year's conference, **17.5 CEUs** are available:

**8.5 technical CEUs**  and **9 business CEUs** .

To keep their 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).

Due to COVID-19 limiting the opportunities to earn CEUs, IBWA has granted a one-year extension for certificates originally expiring in 2020, 2021, or 2022.

MONDAY, NOVEMBER 8

1:00 pm - 2:00 pm

### Bottled Water Filtration: A Part of High-Quality Assurance



*Presenter: Majid Entezarian, PhD; 3M Purification*



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.

1:00 pm - 2:00 pm

### 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 ser-



vices 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.



# IBWA VIRTUALCONFERENCE



MONDAY, NOVEMBER 8... CONT.

4:15 pm – 5:15 pm

## Carbon Footprint and Climate Disclosures Workshop

*Presenter: Nick Martin, Antea Group*



This workshop will provide the audience with not only the “Why” of calculating a carbon footprint and climate disclosures

but also the “How”—best practices, leading frameworks, and business impacts (ROI). The focus will be on specific applicability to the beverage sector with associated examples and resources. You will learn how to be more prepared for the growing expectations on beverage companies to have both a decarbonization strategy (greenhouse gas accounting, science-based targets, low carbon transition plan) and a climate resiliency strategy (acute/chronic physical risks and regulatory/market transition risks). Recommendations from the Task Force on Climate-Related Financial Disclosures (TCFD) will be used as the framework for the session.



4:15 pm – 5:15 pm

## Overview of Packaging Extended Producer Responsibility at the State and Federal Level

*Presenters: Dylan de Thomas and Michael Washburn, The Recycling Partnership*



As extended producer responsibility (EPR) legislation for packaging evolves in the United States, some different approaches have emerged. This session will define what a Packaging Extended Producer Responsibility is;



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.



1:15 pm – 2:15 pm

## Topics in Water Stewardship Series: Steps in Defining Catchment Areas and Updates to the Alliance for Water Stewardship (AWS) Program

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



Knowing an organization's catchment is critical to effective water stewardship. It is important in determining risks to an organization as well as shared water challenges and opportunities among stakeholders within the catchment that could affect the organization. This session will cover the process of defining a catchment(s) relative to a site and how that integrates into the Alliance for Water Stewardship (AWS) standard. The session will also highlight important changes to the AWS program.



2:30 pm – 3:30 pm

## 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.





# IBWA VIRTUAL CONFERENCE



## 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

***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.

## 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 Environ-

mental 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.

**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 impacts on your current products and source water, and implications for your water quality and communications strategy.



DAY, NOVEMBER





# IBWA VIRTUAL CONFERENCE



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](http://www.bottledwater.org/convention).**

# DWRF FUNDRAISER NIGHT 2021

## A SUPER TIME!

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 ([ldamar@bottledwater.org](mailto:ldamar@bottledwater.org)) for more information.*



WELCOME TO THE  
**teambuilding™**

# **SUPERHERO ACADEMY**

CAN YOUR TEAM SAVE THE WORLD?  
IT'S TIME TO UNLOCK YOUR GREATEST  
POTENTIAL AND FIND YOUR INNER-KID.



**CLASS BEGINS ON:** Tuesday  
**DATE:** November 9th  
**TIME:** 7:00-8:30pm EST



# SCHEDULE-AT-A-GLANCE

## 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](http://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  and 9 Business 

### Monday, November 8

- 11:00 am – 12:00 pm IBWA Education Committee Meeting\*
- 12:15 pm – 1:15 pm IBWA Environmental Sustainability Committee Meeting\*
- 1:00 pm – 2:00 pm **Bottled Water Filtration: A Part of High-Quality Assurance**  1.0  
*Presenter: Majid Entezarian, 3M Purification*
- 1:00 pm – 2:00 pm **Supply Chain Issues in the Bottled Water Industry**  1.0  
*Presenter: Jarrod Goentzel, PhD  
Director, Humanitarian Supply Chain Lab,  
Massachusetts Institute of Technology*
- 2:30 pm – 3:45 pm IBWA General Session and Annual Business Meeting  1.0  
*Presentations by IBWA President  
Joe Doss, IBWA Chairman CR Hall  
(Hall's Culligan)*
- 4:15 pm – 5:30 pm IBWA Communications Committee Meeting\*
- 4:15 pm – 5:15 pm **Carbon Footprint and Climate Disclosures Workshop**  1.0  
*Presenter: Nick Martin, Antea Group*
- 4:15 pm – 5:15 pm **Overview of Packaging Extended Producer Responsibility at the State and Federal Level**  1.0  
*Presenters: Dylan de Thomas  
and Michael Washburn,  
The Recycling Partnership*


### Tuesday, November 9

- 10:00 am – 11:30 am IBWA Executive Committee Meeting (closed)
- 11:45 am – 12:45 pm **Keynote Presentation**  1.0  
*Presenter: TBD*
- 1:15 pm – 2:15 pm **Cybersecurity for the Bottled Water Industry and Small Businesses**  1.0  
*Presenter: TBD*
- 1:15 pm – 2:15 pm **Topics in Water Stewardship Series: Steps in Defining Catchment Areas and Updates to the Alliance for Water Stewardship (AWS) Program**  1.0  
*Presenters: Rae Mindock, SCS  
Global Services, and Jillian Olsen,  
Cherry Ridge Consulting, LLC*
- 1:30 pm – 2:45 pm IBWA Government Relations Committee Meeting\*
- 2:30 pm – 3:30 pm **Understanding Diversity, Equity, and Inclusion**  1.0  
*Presenter: Deanna Samaha, BlueTriton Brands*
- 2:30 pm – 3:30 pm **What to Expect With Evolving State and Federal Minimum Recycling Content Mandates**  1.0  
*Presenter: Kate Eagles, Association of  
Plastics Recyclers*
- 3:00 pm – 4:00 pm DWRF Trustees Meeting\*
- 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**  1.0  
*Presenters: Cory Martin, IBWA, and  
J.P. Toner, IBWA*



# SCHEDULE-AT-A-GLANCE


## Tuesday, November 9.... cont.

- 4:00 pm – 5:00 pm **How to Employ and Manage Next Generation (Gen Z) Employees**  1.0  
*Presenter: Neil Mairs, Solutions Recruiting*
- 7:00 pm – 8:30 pm DWR Fundraiser 2021 – Online  
Superhero Academy (Ticketed Event)

## Wednesday, November 10

- 11:00 am – 12:00 pm **Introduction to Water Circularity Metrics**  1.0  
*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**  1.0  
*Presenter: J.P. Toner, IBWA*
- 12:30 pm – 1:30 pm **An Update on Microplastics and Emerging Contaminants**  1.0  
*Presenter: Rick Zimmer, Eurofins Eaton Analytical*
- 2:00 pm – 3:00 pm **Bottled Water Sales Trends**  1.0  
*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**  1.5  
*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\*





# 2021 ANNUAL BUSINESS CONFERENCE

NOVEMBER 8-11 | VIRTUAL | WWW.BOTTLEDWATER.ORG



## 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](mailto:conferenceinfo@bottledwater.org) **QUESTIONS? CALL:** 703.647.4610

**INFORMATION AND CURRENT SCHEDULE OF EVENTS:** [www.bottledwater.org/convention](http://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](mailto:mcampbell@bottledwater.org).
- Substitutions can be made but must be in writing. They can be emailed to Michele Campbell at [mcampbell@bottledwater.org](mailto:mcampbell@bottledwater.org).