

Get to know the departments and staff at IBWA

Joe Doss, President & CEO

jdoss@bottledwater.org | 703-647-4605

"I always welcome the opportunity to talk with IBWA members about issues that are important to them. Please contact me with any questions or matters that you would like to discuss."

Education, Science, and Technical Relations

Bob Hirst, Senior Vice President

Staff Liaison: Education Committee and Technical Committee

bhirst@bottledwater.org | 703-647-4611

Call Bob for assistance with:

- What are my responsibilities under the new Food Safety Modernization Act (FSMA)?
- What information is required on a bottled water label? • Do I need to have a nutrition facts panel?
- My product contains _____. What can I call it?
- What are some specific FDA requirements that I must meet to be in compliance with Good Manufacturing Practices (GMP) regulations?
- What is HACCP and what should be included in a HACCP Plan?
- In addition to water quality standards requirements, what other factors are reviewed when applying for a new permit for a new bottled water source?
- What are the differences between bottled water regulations and public drinking water regulations?
- What is in a bottled water facility security plan?
- How much water can I expect to be permitted to draw from a source that flows at ____ gallons per minute? Is ____ gallons per minute sufficient for a bottled water operation?
- What is a Certified Plant Operator and how do I become one?
- What is involved in the IBWA annual plant inspection?

Al Lear, Director of Science and Research

Staff Liaison: Environmental Sustainability Committee

alear@bottledwater.org | 703-647-4614

Call Al for assistance with:

- Sustainability issues related to the bottled water industry water use and energy use ratio, light-weighting, rPET usage
- Bottled water packaging matters; recycling
- Virus and microbial issues related to bottled water and drinking water
- Staying abreast with publishing of scientific research that is industry related
- Research on DGAs, "healthy hydration" and water consumption's contribution to a healthy lifestyle

Linda Amar, Program Coordinator

lamar@bottledwater.org | 703-647-4612

Call Linda for assistance with:

- Certified Plant Operator (CPO) exams
- Alternate proctor arrangements
- Continued education units (CEU Update)
- Plant inspections
- Bottler Information and Candidate Bottler Info (BIF/CBIF Info Forms)
- Publication Orders

Government Relations

Cory Martin, Vice President

Staff Liaison: Government Relations Committee and IBWA Political Action Committee

cmartin@bottledwater.org | 703-647-4618

Call Cory for assistance with:

- Federal bottled water legislation and regulations – status, impact, and compliance
- IBWA Political Action Committee
- How to contact and meet with federal regulators and elected officials
- Bottled water industry economic impact data

James Toner, Director

Staff Liaison: State Affairs Task Force State and Regional Associations Committee

jtoner@bottledwater.org | 703-647-4616

Call JP for assistance with:

- State and local bottled water legislation and regulations – status, impact, and compliance
- State bottled water licensing, permitting, and labeling regulations/requirements
- Bottle bill compliance questions
- Bottled water tax questions
- How to contact and meet with state and local regulators and elected officials

Communications

Jill Culora, Vice President

Staff Liaison: Communications Committee

jculora@bottledwater.org | 703-647-4609

Call Jill for assistance with:

- Advice on dealing with the media strategically – proactively and reactively
- Requesting the removal of false and misleading articles on the internet
- Using social media to target key audiences for your business
- Expanding your business' media presence by being a quotable source for reporters via IBWA
- Receiving alerts about bottled water news stories
- Receiving a personal debriefing on bottled water issues
- Getting involved with third-party interest groups that share our industry goals

Sabrina Hicks, Director

shicks@bottledwater.org | 703-647-4601

Call Sabrina for assistance with:

- Social media toolkits/campaigns
- Website content updates
- Bottled Water Reporter magazine advertising and article ideas
- Third-party communications partnership ideas

Christopher Torres, Communications Coordinator

ctorres@bottledwater.org | 703-647-4608

Call Chris for assistance with:

- Splash e-newsletter articles
- Website content updates
- Social media campaigns
- Bottled water article and podcast ideas

Member Services

Cheryl Bass, Manager

Staff Liaison: Membership Committee

cbass@bottledwater.org | 703-647-4615

Call Cheryl for assistance with:

- How to join IBWA
- Membership renewal/membership dues
- Membership record update
- Member benefits
- Prospective member company referrals
- Member types
- General questions and/ or concerns about the association, its products and/ or services

Conventions, Trade Shows, and Meetings

Michele Campbell, Director

Staff Liaison: Supplier and Convention Committee

mcampbell@bottledwater.org | 703-647-4606

Call Michele for assistance with:

- Board of Directors and Committee Meetings
- Annual Business Conference and Trade Show