

NWBOTTLED WATER ASSOCIATION

PRESENTS



THE MAIN EVENT

WE ARE THE CHAMPIONS!

NORTHWESTBOTTLED WATER ASSOCIATION



16TH ANNUAL
CONVENTION & TRADE SHOW

MAY 14-17, 2008
THE HOTEL MURANO
TACOMA, WA

**OUR EXECUTIVE DIRECTOR
INVITES YOU TO THE 16TH
ANNUAL CONVENTION AND
TRADE SHOW**

"THE MAIN EVENT"

It's spring of 2008. It's time for creating a strategy to operate in some of the most trying economic times we have seen in decades. With energy and operating costs at an all time high, we must put a plan in place to achieve efficiencies that keep a vibrant, profitable operation. This year's theme, "The Main Event", will help you prepare for the issues we face in 2008. Let's keep fighting by sending all your people to attend this year's Convention and Trade Show. Once again our events are filled with information, education and fun. So register today.

We're all champions.....Keep on fighting the fight!

Best regards,
Tim Dougherty
Executive Director/NWBWA

ACCOMMODATIONS

The 2008 NWBWA Convention and Trade Show will be held at the gorgeous Hotel Murano, in Tacoma, Washington, which has just been completely remodeled and renovated. It is located at 1320 Broadway Plaza, Tacoma, WA 98402. For room reservations, please call 1.888.862.3255. You may also register online: <https://resweb.passkey.com/go/65542e6c> or visit their website at: www.hotelmurano-tacoma.com. The hotel has given the NWBWA a special room rate of \$129 per night, but they can only hold this rate through April 23rd, so make your reservations NOW!

16th ANNUAL TRADE SHOW

Friday, May 16, 2008 1:00 pm - 4:00 pm

NWBWA Bottled Water Show

This is our 16th Trade Show and they only get bigger and better. This is the northwest's only bottled water products and systems Trade Show. Many new products and ideas will be introduced to the northwest at our show. Enter to win valuable door prizes, and enjoy coffee and dessert as you walk through the show.

**16th ANNUAL
SUPPLIER SPONSORED RECEPTION**

Thursday, May 15, 2008 6:30 pm - 8:30 pm

Join us for a hearty hors d'oeuvre buffet dinner and a couple of "rounds". It's always fun to talk business or just enjoy good food and drinks with your friends and colleagues. We want to thank our supplier members who make this event possible. Come join us! New members, join us at 6:00 pm for the New Member Welcome.

PLANT TOUR • RECEPTION DINNER • NWBWA "THE MAIN EVENT" • DISCUSSION • EDUCATIONAL SEMINARS/WORKSHOPS • IBWA CERTIFIED PLANT OPERATOR'S EXAM

NAME BADGES MUST BE WORN FOR ENTRANCE TO ALL EVENTS

WEDNESDAY, MAY 14, 2008

10:00am 3:00 pm Golf Outing -
Allenmore Golf Course
6:00pm 8:00 pm Board of Directors Meeting

THURSDAY, MAY 15, 2008

9:00am 10:00 am Registration
9:30am 1:00 pm Plant Tour - Mt. Mist
(Plant/New Office Building)
Box Lunch Provided
1:30pm 3:30pm Registration
1:30pm 4:30pm "Preparing Your Bottled Water
Facility for an FDA Inspection"-
Bob Hirst/ IBWA:
3 CEU Credits
5:30pm 7:00pm Registration
6:00pm 6:30pm "Introduction to NWBWA"
New Member Welcome
6:30pm 8:30pm Supplier Hosted Reception

FRIDAY, MAY 16, 2008

8:30am 9:00am Coffee/Continental Breakfast
8:30am 11:30am Trade Show Set-Up
9:00 am 12:00pm "The Main Event"
Business Meeting
IBWA Report/Issues
New Innovations
Round Table
12:00pm 1:30pm Lunch (provided)
1:00pm 4:00pm NWBWA 16th Annual Trade Show
2:00pm 5:00pm IBWA Certified Plant Operator's Exam

SATURDAY, MAY 17, 2008

The Education Event

9:00 am - 3:00 pm

ROUND#1

Presenter: Laura Current - Current Technologies

9:00am 11:00am Bottled Water-Quality Control 101
(2 CEU credits)

**SCHEDULE
OF EVENTS**



CONVENTION HIGHLIGHTS

SPEAKERS – TRAINING



Daniel Felton

**IBWA Director of Government Relations
General Session Speaker**

IBWA welcomed Daniel Felton as their Director of Government Relations in July 2007. Dan is primarily responsible for IBWA's government affairs work at both the state and local levels, working with legislators and IBWA members to shape sound legislation, regulations and public policy for the bottled water industry. A graduate of Gustavus Adolphus College in Minnesota, Dan has lived in the Washington, DC area for more than 15 years. He comes to IBWA from the National Card Coalition (NCC), where for six years he served as the Coalition's legislative manager and analyst in support of the credit card industry's legislative, regulatory and public policy activities in all 50 states. Prior to working for the NCC, Dan was employed with Dun & Bradstreet in their Washington, DC federal government affairs office. In addition to his government affairs work, Dan has been involved with the Commission on Presidential Debates in support of their 2000 and 2004 presidential and vice presidential debate cycles, dealing with ticketing, seating and security issues. Dan is an avid long-distance runner with a passion for travel.

Robert (Bob) Hirst

IBWA Vice President of Education, Science & Technical Relations. Seminar/Workshop Trainer

Bob Hirst is the International Bottled Water Association's Vice President of Education, Science and Technical Relations. Bob's primary functions at IBWA include technical and regulatory education, food safety and security, technical services, drinking water scientific research, and management of IBWA's HACCP and GMP-based plant inspection program. Prior to coming to IBWA in 1998, Bob was the Laboratory and Water Resources Director at a bottled water company based in Pennsylvania, with plants also in Florida and California. He brings to IBWA more than 30 years of experience in both government and industry in water resource development and management, public water systems and bottled water regulation, food safety and security, water quality monitoring, standards development, quality assurance, and laboratory analysis.

Laura Current

**Current Technologies
Seminar/Workshop Trainer**

Laura Current opened Current Technologies, Inc., in 2003 after working over 14 years in the field of quality assurance. Current Technologies specializes in product and package quality standards, quality control audits, labeling regulations, facility permitting, HACCP, source development, and product liability for the bottled water and beverage industries. Laura has a decade of QA/QC experience in the bottled water industry, working as Director of Quality Control for the international corporation, Suntory Water Group. Supervising a staff of regional QC managers and overseeing a budget of more than \$1 million, Laura was responsible for over 30 production locations in the US and Canada. She has contract-packing experience in both the beverage and bottled water industries, having worked in bottling and chemical industry Quality Control. She has experience with carbonated beverage production, water treatment, hot-pack, aseptic packing, sanitation, large scale batching systems, powdered drink mixes and PET blow molding. Early in her career, Laura worked for the Mississippi Bureau of Pollution Control as an environmental chemist. Laura holds a B.S. in Biochemistry from Mississippi State University. She is a member of American Society of Quality, American Water Works Association, and IBWA. She has served on the IBWA Technical Committee as well as participated on numerous IBWA projects. Laura lives in Marietta, Georgia, with her husband and two daughters.

VENT • NEW INNOVATIONS PRESENTATION • ROUND TABLE CPOs EARN 8 CEU CREDITS • CERTIFIED PLANT OPERATOR'S EXAM

11:00am	12:00pm	Common Spring Source Problems (1 CEU credit)
12:00pm	1:00pm	Lunch on your own
1:00pm	2:00pm	Taste & Odor Characteristics of Bottled Water (1 CEU credit)
2:00pm	3:00pm	Bromate Control Options (1 CEU credit)

ROUND#2

9:00am	9:50am	Creative Sales and Service We Are the Champions!
Presenter:	Tim Dougherty	-NWBWA/Cascade Group NW
10:00am	10:50am	Time Management/Better Customer Service and Route Efficiencies
Presenter:	Don Gowan	-Crystal Springs/Sierra Springs
11:00am	11:50am	Customer Service/Communication "aka" The Knockout Blow
Presenter:	Rick Hayter	-Culligan Water/Portland
12:00pm	1:00pm	Lunch on your own
1:00pm	2:00pm	Cooler Cleaning/Troubleshooting
Presenter:	Jon Tracy	-Tri-Palm International



ROUND ONE

ROUND TWO

SATURDAY EDUCATION

**Send your Plant Managers, QC Managers,
Production Managers and Staff.
IBWA accredited classes.**

- Bottled Water Quality Control 101**
- Common Spring Source Problems**
- Taste & Odor Characteristics
of Bottled Water**
- Bromate Control Options:**

**Send your Office Staff, Customer Service
Managers, Route Sales and Distribution Staff.
This round will prepare you and your staff to
knock the competition out cold!**

- Creative Sales and Service - We Are the Champions!**
- Time Management/Better Customer Service and
Route Efficiencies**
- Customer Service/Communication
"aka" The Knockout Blow**
- Cooler Cleaning/Troubleshooting**

REGISTRATION

Please register the following for **2008 NWBWA Annual Convention and Trade Show, May 14-17, 2008**

To be held at: The Hotel Murano • 1320 Broadway Plaza • Tacoma, WA 98402

Hotel Reservations: (253) 572-3200 or (888)862-3255 • www.hotelmuranotacoma.com

(Special room rates will be held through 4/23/08)

NWBWA Registration Deadline: April 30, 2008

COMPANY NAME			
ADDRESS	CITY	STATE	ZIP
PHONE	FAX	EMAIL	
PERSONS ATTENDING (PLEASE LIST NAMES EXACTLY AS YOU WANT THEM TO APPEAR ON NAME BADGE)			
1.		3.	
2.		4.	

FULL CONVENTION PACKAGE FEE INCLUDES PLANT TOUR, ALL MEETINGS, RECEPTION, TRADE SHOW WITH LUNCH, EDUCATIONAL SEMINARS/WORKSHOPS.

BOTTLER/DISTRIBUTOR ATTENDEES

MEMBER #ATTENDING _____ @ \$325= _____
 SPOUSE #ATTENDING _____ @ \$195= _____
 ADDITIONAL ATTENDEE #ATTENDING _____ @ \$195= _____
 NON-MEMBER #ATTENDING _____ @ \$595= _____
 NON MEMBER SPOUSE #ATTENDING _____ @ \$350= _____
 ADDITIONAL ATTENDEE #ATTENDING _____ @ \$350= _____
 (NON-MEMBER)
 TOTAL FEES= _____

LATE REGISTRATION FEE #ATTENDING _____ @ \$100= _____
 (POSTMARKED AFTER 4/30/08)
 ADD an additional \$100 per person charge

ADDITIONAL REGISTRANTS

(PER PERSON, NON-MEMBERS ADD \$100 PER PERSON/PER EVENT)

RECEPTION ONLY #ATTENDING _____ @ \$100= _____
 TRADE SHOW ONLY #ATTENDING _____ @ \$100= _____
 ALL EDUCATIONAL SEMINARS/WORKSHOPS ONLY #ATTENDING _____ @ \$100= _____

TRADE SHOW SUPPLIERS

REGISTRATION FEES

FEES INCLUDE 1 FULL CONVENTION PACKAGE BOOTH WITH DISPLAY TABLE AND 1 REP

BOOTH/PACKAGE (MEMBER) #ATTENDING _____ @ \$425= _____
 ADDITIONAL REP/PACKAGE (MEMBER) #ATTENDING _____ @ \$100= _____
 BOOTH/PACKAGE (NON-MEMBER) #ATTENDING _____ @ \$695= _____
 TOTAL FEES= _____

FAX COMPLETED FORM TO :503-665-7702

OR MAIL TO: NWBWA • P.O. BOX 66622 • Portland, OR 97290 
 Registration confirmation will be sent to you via email or fax.
 Questions? Call us at (503) 661-5075 
 CC CARD # _____ EXP DATE _____ 
 SIGNATURE _____

ADDITIONAL REGISTRATION FORMS CAN BE DOWNLOADED FROM OUR WEBSITE: www.nwbwa.org.



GET YOUR GOLF ON!

On Wednesday morning, Allen French of Edge Analytical has set up a relaxing day of golf from 10am-3pm. Please sign up early so we know how many to plan for. (You will be responsible for your own Greens fee of \$20.50)

PLANT TOUR

On Thursday May 15, we will be leaving the Hotel Murano at 9:30 a.m aboard a tour bus. (Bus boards at 9:15 a.m.). It is a short ride to Mountain Mist Bottled Water Company. Mountain Mist would like to personally invite you to come and tour their facility and their new office building. Don't miss the chance to see this amazing operation! Lunch is provided. We will return to the hotel by 1:00 pm.

Yes, we will attend the Golf Outing.
 There will be _____ in our party.
 Yes, we will attend the Plant Tour.
 There will be _____ in our party.