

# Bottled Water 2010: Weathering the Storm

## ***Welcome to CBWAs 25<sup>th</sup> Annual Education and Vendor Event***

It is time to take a step back, rethink, refocus and reset your business path to charge forward. In spite of what the media and even some governmental agencies have been trying to 'sell', bottled water is a valuable, useful and practical beverage, be it the take and go size, or the convenient home and office delivery service sizes.

We, the California bottlers and distributors need to pool our resources together, be united and move our businesses forward. Join us for an 'island' retreat to do just that. The Island Palms Hotel on Shelter Island San Diego offers our industry a relaxing setting to work together and move forward.

Of special note, this years convention will be *CBWA's 25<sup>th</sup>* annual event, the silver anniversary of CBWA producing educational programs and vendor shows. Be sure to join us Tuesday at the Trade Show for the celebration. And let me highlight the fact that this will be the largest trade show on the West Coast for 2010.

See you March 22<sup>nd</sup> through the 24<sup>th</sup>. If you want to start off with a round of golf, join Mark Ellis (golf chair) on the links at Riverwalk Monday morning... get the blood flowing, oxygen to the brain, then settle down for the jammed packed educational offerings starting Monday afternoon. Your board is excited to have a panel of new and returning speakers. Steve Henges will present on Bisphenol A, timely information. Richard Farrell will offer selling strategies in this 'new world' of selling. Back by popular demand will be Lisa Halko - Prop 65, Jim Nelson - Labor Law, Patty Moore - Recycling, Kelly Jensen - legislative representative, Jane Reick - Ca Dept of Public Health and of course Bob Hirst.

Lastly, I am again appealing to the members of the bottled water community to get involved, be a part of your organization. CBWA needs you and you need CBWA; share your time and/or money. The organization also needs sponsors for our legislative activities and support in putting on this event.

See you in San Diego

*Chuck*

**Chuck Hurst  
CBWA President**

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## *Educational Sessions Description*

### **Polycarbonate/Bisphenol A Health and Environmental Update - Steve Henges**

Polycarbonate plastic has been safely used for many years to package bottled water and other food products. In recent years a raw material used in making polycarbonate, Bisphenol A (BPA) has been alleged to be an 'endocrine' disruptor' that may cause health effects at very low levels of exposure. Steve will present an update on this topic.

### **Proposition 65 Update 2010 - Lisa Halko**

California Proposition 65 requires the states' OEHHA to annually publish 'a list of chemicals known to the state to cause cancer or reproductive toxicity.'. Lisa will present the newest information on what chemicals are being added, what has been happening on the judicial level, and enforcement activities.

### **Recycling - Patty Moore**

Another "storm" for the bottled water industry is the waste and littering of the small package bottle. Patty will present an update on how the California bottled water industry is doing in comparison to other beverages.

### **Traceability and Recalls - Chris Dunn**

Why it is important to be able to trace your product. We'll also discuss the types of recalls and how bottlers would report and respond. Mock Recall procedures will also be discussed

### **Labor Law Update - Jim Nelson**

Jim will present this popular session covering what is new in California labor law, what are the biggest pitfalls for employers to avoid. There will be plenty of time for questions and answers, just like a free employment law consultation for all who attend.

### **Selling Has Nothing To Do with Selling - Rick Farrell**

The underlining theme of this presentation is that sales people should stop selling, presenting, answering objections and closing and should instead play the role of a "change agent". Central to his presentation is the concept that salespeople have to adopt a "CEO mentality"

### **Bottled Water and Tap Water: Just the Facts - Bob Hirst**

A comparison of public drinking water and bottled water technical/regulatory requirements, without the activist' slants and the media's misunderstandings. **Just the facts!**

### **California Legislature - What to Anticipate - Kelly Jensen**

Always interesting, Kelly will give CBWA the annual update on what has happened in the California legislature in 2009, what is on the horizon for 2010, an election year.

### **Working with the Dept of Public Health - A Continuing Series - Jane Reick**

Jane will discuss what the DPH requires of Bottlers, Distributors, Water Store Operators and Vending Machine Operators to be in compliance with the California laws affecting our industry. She will also be available for one-on-one meetings afterwards .

### **Mold and Algae Report - Bob Hirst**

The IBWA mold paper was updated in 2005. This includes specific information on mold prevention, management, and future investigation in the bottled water plant. Bob will also present information for prevention and management of algae in a bottled water operation.

### **Improving Profits - A Panel Presentation - Moderator Chuck Hurst**

With this tight economy, finding ways to improve profits without a large capital expense is worth considering. Hear Leslie Alstad, Pure Flo, discuss the process of taking route drivers to 4/10s and the resulting savings. Owen Donohue will present cost saving strategies for your route trucks. Chuck Hurst will discuss the advantages of offering reverse osmosis units to your product line, what to look for, and what California laws apply. Also on the panel, will be a presentation on how adding GPS units to your vehicles can be a way to save.

### **Bottled Water Challenges 2010 and Beyond - Bob Hirst**

There have been a number of critical updates in the last year bottlers need to know. Bob will present this new information on emerging technical and regulatory issues. Included in the presentation Bob will cover BPA, the new microbiological regulations, as well as antimony, perchlorate, pharmaceuticals and personal care products, bromate, Codex, and IBWA educational initiatives.



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## Program

### Monday, March 22<sup>nd</sup>

9am	Golf	Riverwalk Golf course
1pm - 7pm	Registration	Registration Desk Open
2:00pm - 5pm	Education	*Polycarbonate/Bisphenol A Health and Environmental Update - Steve Henges ✓ *Prop 65 Update - Lisa Halko ✓ *Recycling - Patty Moore ✓
6:30 - 8:30pm	Networking	Opening Reception

### Tuesday, March 23<sup>rd</sup>

7:30am - 6:00pm	Registration	Registration Desk Open
8:00am-12:30pm	Education	*Traceability and Recalls - Chris Dunn ✓ *Labor Law Update - Jim Nelson *Selling Has Nothing To Do with Selling - Rick Farrell
12:00pm - 1:00pm	Lunch	box lunch included
1:00pm - 4:00pm	Education	*California Legislature: What to Anticipate in 2010 - Kelly Jensen *Bottled Water and Tap Water: Just the Facts - Bob Hirst ✓ *Working with the Dept of Public Health - A Continuing Series - Jane Reick ✓
4:00pm-7:00pm	Trade Show	*Western States Trade Show - 25 <sup>th</sup> CBWA Celebration (Food served during event)

### Wednesday, March 24<sup>th</sup>

8:00am-2:30pm	Registration	Registration Desk Open
8:30am-12:30pm	Education	*Mold & Algae Report - Bob Hirst ✓ *Panel Presentation - Improving Profits *Bottled Water Challenges 2010 and Beyond - Bob Hirst ✓
12:30pm - 2:00pm	Lunch	Annual Business Meeting Lunch IBWA Update - Joe Doss
2:00pm -5:00pm	Education	* Tour of Pure Flo Production Plant or * IBWA Certified Plant Operator Exam

all topics and speakers subject to change

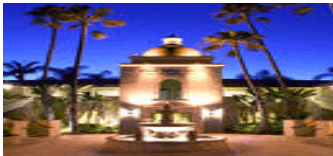
✓ Eligible for CPO seat time

# Bottled Water: 2010 Weathering the Storm

## Convention Hotel

### THE ISLAND PALMS HOTEL & MARINA

CBWA Room Rate \$ 119.00  
Reservations: 1-800-922-2336  
2051 Shelter Island Drive  
San Diego, CA 92106  
Ph: 619-222-0561



## Raffle Drawing - Prizes Needed

Part of the success of CBWA is the ability to contact our legislators to get our story told.

Each convention, the proceeds from the Raffle Drawing are used to further the efforts. Please help in this endeavor by

donating an item(s) that can be used as a raffle prize. And be prepared to buy when "Vanna" seeks you out.



Please contact Brian Grant with your donation. [Bg@pureflo.com](mailto:Bg@pureflo.com)

## Golfing



Get your blood flooring, oxygenate your brain cells, have a good time hitting the little white ball around the Riverwalk Golf Course

Be sure to sign up on your registration form

Monday March 22<sup>nd</sup> 9am

\$125.00 -Green Fees, Shared Cart,

Lunch, Beverages

Contact Golf Chair Mark Ellis

for more information

[mark.ellis@bclabs.com](mailto:mark.ellis@bclabs.com)

## 25<sup>th</sup> Annual Western States Trade Show

This is a year to celebrate for CBWA... 25 years of education and vendor shows. Be a part of the celebration on the Trade Show floor, Tuesday March 23<sup>rd</sup> starting at 4:00pm. This show will be the most

inclusive show on the west coast in 2010. Come and meet the supplies to our industry in California.



Need to take the CPO Exam? Wednesday March 24<sup>th</sup>, 2-5pm  
Contact Dimeko Shaw at IBWA to Register. 703-647-4612 or [dshaw@bottledwater.org](mailto:dshaw@bottledwater.org). Cost \$75.00. You must Register and pay directly to IBWA in advance. No On Site Registration

## Sponsorship Opportunities

Help keep the cost of the convention down.....have your company's name featured throughout the event...

Become a sponsor....

You will receive program recognition in addition to recognition at the event and during the general session

- ☐ Welcome Reception Hosted Bar
- ☐ Welcome Reception Food
- ☐ Registration Promotional Items
- ☐ Trade Show Reception
- ☐ Beverage Breaks
- ☐ Business Lunch
- ☐ Box Lunch
- ☐ Industry Legislative Sponsor

Please contact Chuck Hurst @ 866-786-3924 or [chuckh@cbwa.info](mailto:chuckh@cbwa.info) regarding Sponsorship Opportunities