

Explore New Frontiers!



Central States Bottled Water Association



4th Annual Convention and Trade Show



Resort Spa

St. Charles, MO

MAY 2-4, 2012



Central States Bottled Water Association

2012 Annual Convention and Trade Show - May 2-4, 2012

Ameristar Casino Resort Spa - St. Charles, MO

Featured Speakers

Joseph K. Doss – President, International Bottled Water Association. Joe has served as IBWA’s Chief Executive since 1999. He brings an extensive background in governmental and public affairs, and is a member of the American Bar Association.

Robert (Bob) Hirst – Vice President of Education, Science, and Technical Affairs, IBWA. Bob’s primary functions at IBWA include technical and regulatory education, food safety and security, including HACCP and GMP plant inspection programs. Bob joined IBWA in 1998.

Steve Tischler-Vice President, National Testing Labs. Steve has a BS in Chemistry from John Carroll Univ. (University Hts., Ohio) and an MBA from Baldwin-Wallace College (Berea, Ohio). He is in charge of all lab operations, sales, marketing activities and strategic planning for NTL.

Chris Dunn, Manager of Beverage Quality Control Programs, NSF International. Chris is General Manager of the Beverage Quality Program for NSF International, a public health and safety organization based in Ann Arbor, Michigan. Chris has an MBA from Emory University in Atlanta, GA, and a BA from the University of Denver.

Laura Current, Corporate Quality Systems Manager, Niagara Bottling, LLC Laura is a veteran of over 20 years in the bottled water and beverage industry, including 7 years as a QA/QC consultant and 10 years as the Director of Quality Control for the international corporation Suntory Water Group, Inc. Laura holds a B.S. in Biochemistry from Mississippi State University.

Steve Keim, President, Hidell-Eyster International-A Harvard MBA, Steve was selected as “Best CEO” in Australia in 2003 (as President of a publicly-held bottled water co.). Steve has previously led bottled water companies in America and overseas, as well as his own private consulting firm. His expertise is in HOD, marketing and Brand development, and taking small service companies to the next level.

Gant Harper, Executive Vice President, Illini Bank Gant is in charge of their commercial lending department and oversees their lending functions that cover the St. Louis market and most of Central Illinois. He is a Certified Public Accountant and was the tax manager in the Springfield, IL office of Clifton, Gunderson LLC prior to entering into banking in 1997. During his banking career, he has worked at three different banks and has been involved in all three obtaining the SBA Preferred Lender status which is only given to qualifying banks with qualified individuals.

Robert Smith, President, Grand Springs - Robert Smith started his first business in 1988 with 25 used coffee brewers and less than ten thousand dollars in capital. He is known throughout the bottled water industry as a straight shooter who will always give you his honest opinion. He is President of the South Atlantic Bottled Water Association, currently serves on the Board of Directors of IBWA, serves on numerous IBWA committees and currently Co-Chairs the Government Relations Committee.

Hank Epstein, Founder, The Quality Coach - After serving a Fortune 50 corporation for 25 years in responsible management positions in technology, manufacturing, planning and marketing, Hank Epstein entered the entrepreneur ranks in 1990 by creating The Quality Coach. Hank was educated as a chemical engineer and has been a trainer, coach, and facilitator in the corporate world long before pursuing this calling full time as an entrepreneur. He is a certified Situational Leadership© and Coaching Clinic© instructor, a certified Theory of Constraints consultant, and is affiliated with Coach University. He is a member of the International Coaches Federation.



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Wednesday, May 2, 2012

12:00 PM– 6:00 PM: CSBWA Golf Classic-Missouri Bluffs Golf Club; Weldon Spring, MO. Tee it up at one of the St. Louis area's top rated courses, The Missouri Bluffs Golf Club. Transportation to the course will leave from The Ameristar Hotel Lobby at 11:00 AM.

Thursday, May 3, 2012

8:30 – 11:00: AM The Food Safety Modernization Act, Bob Hirst, IBWA. This session is an overview of the new Food Safety Modernization Act, signed into law on January 4, 2011. We'll quickly focus on how the Act specifically impacts the bottled water industry using IBWA's knack for interpretation and our access to Washington insider information at FDA and on Capitol Hill. This is the most important food safety legislation of our lifetimes, so don't miss a minute and risk being left vulnerable to new FDA enforcement powers!(2.5 CEUs)

11:00 AM-12:00 PM: Employee Impact on Bottled Water Safety, Chris Dunn, NSF: In-depth review of where employees intersect with critical Pre-requisite Programs and Good Manufacturing Practices (GMP) that can impact bottled water production. Experience is drawn from the hundreds of audits conducted annually by NSF International of bottled water in the United States and around the world.(1 CEU)

12:00 PM-1:30 PM: Board of Directors Meeting

1:30 PM – 2:30 PM: Seminar: UV - Basic Operation and Maintenance; Laura Current, Beyond Organic, Inc. & Darryl Meyer, EnviroPure, Inc. This session will discuss the best practices of basic UV operation and maintenance as well as provide a technical review of different application options. Low pressure and medium pressure UV water treatment options will be discussed. A power consumption comparison between low pressure UV and medium pressure UV will be presented. Examples of preventive maintenance schedules will be reviewed. Does your spring site need 4-log reduction? Are you interested in a validated UV unit? How to best determine your UV options, so you get the best bang for your buck., (1 CEU)

2:30 PM – 3:30 PM: Seminar: Marketing in the Bottled Water Industry—A look at retail and HOD marketing; Steve Keim, Hidell-Eyster. Few companies can “get it right” in both HOD and retail water businesses... and a large part of the reason is the difference in marketing requirements. During this hour we will explore the components of marketing in these different industries, looking at the structure of the businesses to explain “good” advertising in each. My objective is to stimulate your thinking on how your marketing efforts can be more focused to get better results for your bottom line.

3:30 – 4:30 PM: Seminar: Quality Communication. Hank Epstein, The Quality Coach -Misunderstandings are a leading cause of problems in safety, quality, customer service, productivity, and cause unnecessary conflicts in most workplaces. The high cost of poor quality communication goes undetected in most organizations. Since managers are a key source of information and direction, leading and managing others requires careful attention to his or her communication. This workshop provides a perfect opportunity to tune up your communication skills and add a few new communication tools to your “leadership tool belt.”

4:30 PM – 5:30 PM: Seminar: Back to Basics: Compliance Testing for Your Bottled Water Products, Bob Hirst, IBWA. This session, which was actually requested by some IBWA members, is a comprehensive review of the FDA and IBWA requirements for testing bottled water products and source waters. We'll also look at WHY we test for the various contaminants in Appendix A of the Code of Practice. With the coming rules under FSMA, new types of testing, such as air and surface assessments, will become common in most HACCP/preventive measure plans. Basic protocols for air testing in bottled water plants will be discussed, as well as what to test for in an environmental monitoring program. (1 CEU)

12:00 PM-6:30 PM Trade Show Setup

6:30 PM – 9:00 PM: Tabletop Trade Show, with Suppliers' Gala Buffet

Friday, May 4, 2012

8:00 AM – 9:00 AM: Seminar: Fundamentals of Laboratory & In-House Testing, Steve Tischler, NTL Labs. This one hour course will explore the basic theory and operation of analytical instruments used in a modern drinking water laboratory, and relate them to in-house testing options. Special attention will be paid to those analytical methods used in the testing of source water and finished products. The main focus will be on instruments used to test physical factors, metals, inorganic ions, volatile organics, herbicides and pesticides. Attendees will gain a fundamental understanding of how these instruments operate, how the analytical results are produced, interpreted, and reported, and some options for running tests in-house. (1 CEU)

9:00 – 10:00: Seminar: Management in a Bottled Water Business... what are the key skills needed in the different water industries? Steve Keim, Hidell-Eyster. The similarities and differences required to be successful in HOD, retail, and co-packing management environments. This will discuss the different natures of each of these industries, and then focus on the management skills necessary to be successful in each.

10:00-11:00: Seminar: Bank & SBA Lending in Today's Environment, Gant Harper, Illini Bank Calling up your bank and telling them to “Just renew my loan” may be a thing of the past. Find out why banks seem to be more intrusive than ever in their requests for information and hesitant to lend money all together. However, the Small Business Administration (SBA) does have a number of programs that will substantially guarantee or participate in your financing but not all banks participate in these programs. Why? We'll tell you..... And, we'll also review some of these programs to see if they could be a good fit for your company and your cash flow.

11:00-12:00: Seminar: Preparing your Bottled Water Facility for an FDA Inspection, Bob Hirst, IBWA. FDA inspections of bottled water facilities are not a new phenomenon to the bottled water industry. In addition to new rules under FSMA, FDA has placed new emphasis on bottled water's importance to emergency response, and the need to assure its security. As a result, the agency has begun to inspect bottled water and other “high security risk” food product facilities more frequently. IBWA and its counsel provided a document in 2005 to educate bottlers and to assist them in preparing. This session will review those preparatory steps, and will also attempt to provide some insight into what an FDA inspector seeks when he/she comes into your facility. We will review some key sections of FDA's Investigations Operations Procedures, the reference manual used by FDA inspectors in the field. We will also share some real experiences from IBWA members.(1 CEU)

12:00 PM – 1:30 PM: Luncheon and Guest speaker, Robert Smith “My Life and Times in the Bottled Water Industry” Robert Smith operates his business under a simple motto: “The road to failure is paved with excuses and explanations. The road to success is occupied by a few with vision, foresight, dedication and commitment.” He will share his success story and some of the life experiences that shaped his career.

1:30 PM – 2:30 PM: State of the Industry Report; Joe Doss (IBWA)

2:30 PM – 4:00 PM: FORUM: Food Safety Modernization Act Round Table-Bob Hirst, Chris Dunn, Steve Tischler, Laura Current, Moderated by Kenya Mester. FSMA will have far-reaching implications for all of us. In all Technical Seminars, we will have a dropbox at the rear of the room for you to submit written questions concerning implementation of FSMA. Our panel will address those questions, as well as any others that you may have. This should make for a lively and meaningful capstone for our convention. (1.5 CEUs)



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2012 Annual Convention and Trade Show - May 2-4, 2012
 Ameristar Casino Resort Spa - St. Charles, MO



AMERISTAR CASINO RESORT SPA

ONE AMERISTAR BOULEVARD
 ST. CHARLES, MO 63301
 TEL: (636) 940-4300

CONVENTION RESERVATIONS

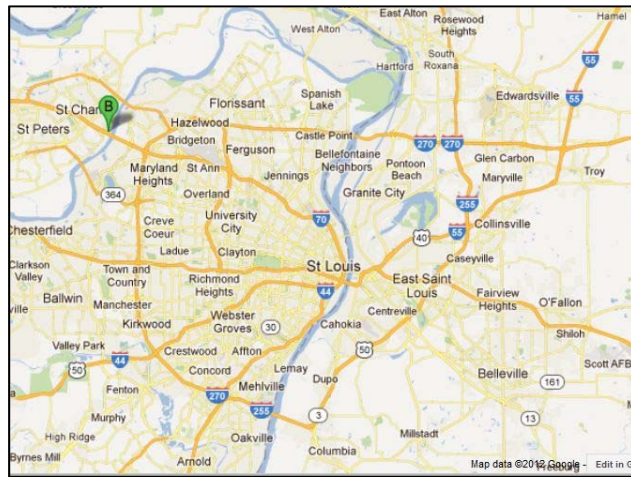
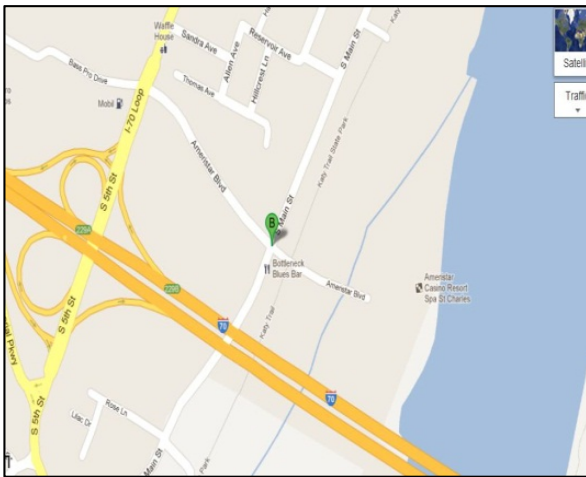
MAY 2-5: \$119 PER NIGHT - RESERVATION DEADLINE IS **APRIL 21 !!!**

PHONE: (636) 940-4300

INTERNET: WWW.AMERISTAR.COM/HOTEL_RESERVATIONS

USE OUR GROUP CODE GCBAE12 WHEN BOOKING.

DIRECTIONS



From Airport –Take Ameristar’s handy airport shuttle–pick up courtesy phone in baggage claim and call for shuttle.

From Downtown St. Louis and further east–Take I-70 to 5th Street St.Charles (Exit 229). Go one block north to Ameristar Boulevard, and turn right.

From Kansas City and further west - Take I-70 to 5th Street St.Charles (Exit 229). Go one block north to Ameristar Boulevard, and turn right.

From North of St. Louis. Take I 270 to I-70 West. Take I-70 to 5th Street St.Charles (Exit 229). Go one block north to Ameristar Boulevard, and turn right.

From South of St. Louis. Take I 270 to I-70 West. Take I-70 to 5th Street St.Charles (Exit 229). Go one block north to Ameristar Boulevard, and turn right.



Central States Bottled Water Association

2012 Annual Convention and Trade Show - May 2-4, 2012
Ameristar Casino Resort Spa - Saint Charles, MO



CSBWA Golf Scramble
Wednesday, May 2, 2012
The Missouri Bluffs Golf Club
Weldon Spring, MO

Tee it up with your colleagues at the CSBWA's annual Golf Scramble. Your entry fee of \$120(\$50 Tax Deductible) includes 18 holes of golf, transportation to and from Ameristar, prizes, lunch at the course and appetizers after the round. Rental clubs are only \$35. A portion of your entry fee will benefit the Drinking Water Research Foundation.

The Missouri Bluffs Golf Club is widely considered to be one of the best championship courses in Missouri with its challenging layout and stunning vistas. Opened in 1995, it remains the only St Louis area golf club designed by legendary golf course architect, Tom Fazio. Course care and conditioning has always been the number one priority, and it clearly shows.

There's not a single golf course quite like The Missouri Bluffs anywhere in the Midwest, or elsewhere in the world for that matter. The scenery at The Missouri Bluffs is exquisite. The course is gently carved from the best that nature has to offer. With tees perched high, pristine zoysia fairways are edged by huge hundred year old trees and lead to perfect bent grass greens. You'll see an occasional deer and to the delight of golfers, sometimes even a small herd. You'll often stumble across a fox or wild turkey that are as startled by you as you are by them. You'll sense the faint hint of honeysuckle in the air as hawks glide high overhead, but enough of the beautiful setting and natural ambience. Join us at this one-of-a-kind course...you'll be glad you did !!!





Central States Bottled Water Association

2011 Annual Convention - May 2-4, 2012
Ameristar Casino Resort Spa; St. Charles, MO
Registration Form

NOTE: 2012 Paid Members of the Central States Bottled Water Association are entitled to the Members Rates below. All others please add appropriate Membership Registration Fees.

Company _____ Address _____

City/State/Zip _____

Telephone _____ FAX _____ Email _____

List Attendees (Please write clearly and spell correctly-we make your name tags from this list):

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Convention Registration includes Luncheon, Trade Show & Buffet, and all Educational Sessions. Supplier Registration includes Trade Show Booth and Buffet Sponsorship.

Bottler/Distributor Registration Fees: Attendees

First Two Attendees\$225 each (before April 23)/\$250 Late Registration... : _____

Each Additional Attendee\$125 each (before April 23) \$150 Late Registration ... : _____

Spouses \$100 each (before April 23) \$125 Late Registration .. : _____

Non-members-Please add \$200 Membership Dues : _____

TOTAL : \$ _____

Supplier Registration Fees: Attendees

First Attendee\$450 (before April 23)/\$500 Late Registration : _____

Each Additional Attendee\$150 each (before April 23)\$200 Late Registration : _____

Spouses\$100 each (before April 23) \$125 Late Registration ... : _____

Non-members-Please add \$200 Membership Dues : _____

TOTAL : \$ _____

Thursday Night Suppliers Buffet and Friday Awards Luncheon are included in your registration fee. For planning purposes, please indicate how many will be attending: _____ Thursday Night Buffet _____ Friday Luncheon

CSBWA Golf Scramble) (Proceeds to Drinking Water Research Foundation) \$120 per player (\$50 Tax Deductible)

Golfer: _____ 18 Hole Average: _____ Club Rental (Add \$35) _____

Golfer: _____ 18 Hole Average: _____ Club Rental (Add \$35) _____

Golfer: _____ 18 Hole Average: _____ Club Rental (Add \$35) _____

Golfer: _____ 18 Hole Average: _____ Club Rental (Add \$35) _____

Golfer: _____ 18 Hole Average: _____ Club Rental (Add \$35) _____

GOLF TOTAL \$ _____

Make Checks Payable to and Mail to:
Central States Bottled Water Association
13059 Midfield Terrace
St. Louis, MO 63146

Questions...Call Sam Broh (314) 275-9950 or Email: CenSBWA@gmail.com



REGISTRATION FORM
IBWA CERTIFIED PLANT OPERATOR EXAMINATION

I have completed the IBWA Technical Training Course and I am ready to take the final exam. Please register me at the following location:

LOCATION:	TEST DATE:
YOUR NAME:	
COMPANY NAME:	
ADDRESS:	
CITY / STATE / ZIP:	
TELEPHONE:	FAX:

- IBWA MEMBER (Required) Please complete a separate form for each CPO candidate.
- I am enclosing a check in the amount of \$80.00 administrative fee.
- Please charge the \$80.00 administrative fee to:
 - MasterCard
 - Visa

Card No.	Exp. Date:
Name on card:	
Signature	

Procedure for Final Examination

- (1) IBWA will provide examination test sheets and booklets. Test will be up to 3 hours duration. Questions will be multiple-choice. A score of 70% will be required to pass.
- (2) Only those who pre-register with IBWA headquarters will be accommodated. Walk-ins are discouraged.
- (3) Test sheets and exam booklets will be collected. Exams will be scored at IBWA headquarters. Certificates will be mailed to those attaining a passing score. Name and company name will be listed in *Bottled Water Reporter*. Those not attaining a passing score will be notified.

NOTE: All Registration Fees and Forms for the CPO Examination should be sent directly to:

International Bottled Water Association
1700 Diagonal Road
Alexandria, VA 22314

Deadline for registration for the CPO Examination is April 13, 2012.

Date and time to be arranged directly with IBWA.

Please indicate your date and time preference below (1 for First Choice; 2 for Second Choice; 3 for Third Choice):

_____ Wednesday, May 2, 7-10 PM _____ Thursday, May 3, 5-8 PM _____ Friday, May 4, 4-7 PM



Central States Bottled Water Association Fourth Annual Convention and Trade Show Schedule At A Glance

	Wednesday, May 2	Thursday, May 3	Friday, May 4	TO Be Announced
8:00 AM			How to Equip Your In-House Lab Steve Tischler 1 CEU	CPO Exam
8:30 AM				
9:00 AM		Food Safety Modernization Act Bob Hirst 2.5 CEU's	Management in a Bottled Water Business Steve Keim	
9:30 AM			Bank & SBA Lending In Today's Environment Gant Harper - Illini Bank	
10:00 AM		Employee Impact On Bottled Water Safety Chris Dunn 1 CEU	Preparing Your Plant For An FDA Inspection Bob Hirst 1 CEU	
10:30 AM				
11:00 AM		Board of Directors Meeting	Luncheon	
11:30 AM				Guest Speaker: Robert Smith "My Life & Times in the Bottled Water Industry"
12:00 PM		UV-Basic Operation & Maintenance Laura Current & Daryl Meyer 1 CEU	State of The Industry Joe Doss	
12:30 PM				
1:00 PM	CSBWA Golf Classic Missouri Bluffs Golf Club	Marketing in the Bottled Water Industry Steve Keim	FSMA Round Table Bob Hirst, Chris Dunn, Steve Tischler, Laura Current Kenya Mester, Moderator 1.5 CEUs	
1:30 PM				
2:00 PM		Quality Communication Hank Epstein, The Quality Coach		
2:30 PM				
3:00 PM		Compliance Testing for Your Bottled Water Products Bob Hirst 1 CEU		
3:30 PM				
4:00 PM		Tabletop Trade Show w/ Heavy Hors d'oeuvres		
4:30 PM				
5:00 PM				
5:30 PM				
6:00 PM				
6:30 PM				
7:00 PM				
7:30 PM				
8:00 PM				
8:30 PM				
9:00 PM				