

# Register Today!

.....  
Convention Registration  
DEADLINE: September 20, 2019

Hotel Registration  
DEADLINE: September 16, 2019



## 2019 NEBWA FALL CONVENTION

October 3 – 5, 2019

Crowne Plaza

Danbury, Connecticut

.....

*Come learn more about your industry and enjoy time  
with colleagues and friends*



# NEBWA 2019 FALL CONVENTION

## SCHEDULE OF EVENTS OCTOBER 3-5, 2019

### THURSDAY, OCTOBER 3, 2019

1:00 pm – 2:00 pm **Plant Tour** – Dowser Water, Newburgh, NY ~ **1 CEU**  
5:00-6:00 pm Board of Director's Meeting  
7:00 pm Optional Dinner

### FRIDAY, OCTOBER 4, 2019

7:30 am **NEBWA Registration**  
8:00 am - 9:00 am Buffet Breakfast  
9:00 am – 9:05 am Introductions by President Jillian Olsen  
9:05 am – 9:30 am **WATER INSECURITY**  
*Jack West, DWRf*  
9:30 am – 10:30 am **PER-AND PLOYFLUOROALKYL**  
*Steve Tischler, National Testing Lab*  
10:30 am – 11:30 am **SEXUAL HARASSMENT IN THE WORKPLACE**  
*Jason Roberts, Jackson-Roberts LLC*  
11:30 am – 1:00 pm Lunch/Annual Business Meeting  
1:00 pm – 1:45 pm *Kristopher Middleton, Eurofins*  
1:45 pm – 2:30 pm **LINK YOUR SOFTWARE PROGRAMS FOR BETTER  
OVERALL EXPOSURE**  
*Jennifer Narkavich, My Girl Managed Services*  
2:30 pm – 3:30 pm **WASTE MANAGEMENT/RECYCLING**  
*Dawn Gaines, Mohawk Industries*  
*Chris Lucarelle, Waste Management, NE Director of Recycling*  
3:30 pm – 4:15 pm **CBD INFUSED WATER**  
*Jon Dyer*  
4:15 pm - 5:00 pm Supplier Set-up  
5:00 pm - 7:00 pm Supplier Reception  
7:00 pm - 10:00 pm Banquet with Speaker –Lynn Wachtman, IBWA Chairman

### SATURDAY, OCTOBER 5, 2019

8:00 **NEBWA Registration**  
8:00 am – 9:00 am Continental Breakfast  
8:30 am – 9:30 am **SMALL BUSINESS EXIT PLANS**  
*Richard Rouillard, NicheSolutions*  
9:30 am – 11:00 am **LEADERSHIP PRINCIPALS FOR ACHIEVING  
COMPANY GOALS**  
*Jason Roberts, Jackson-Roberts LLC*

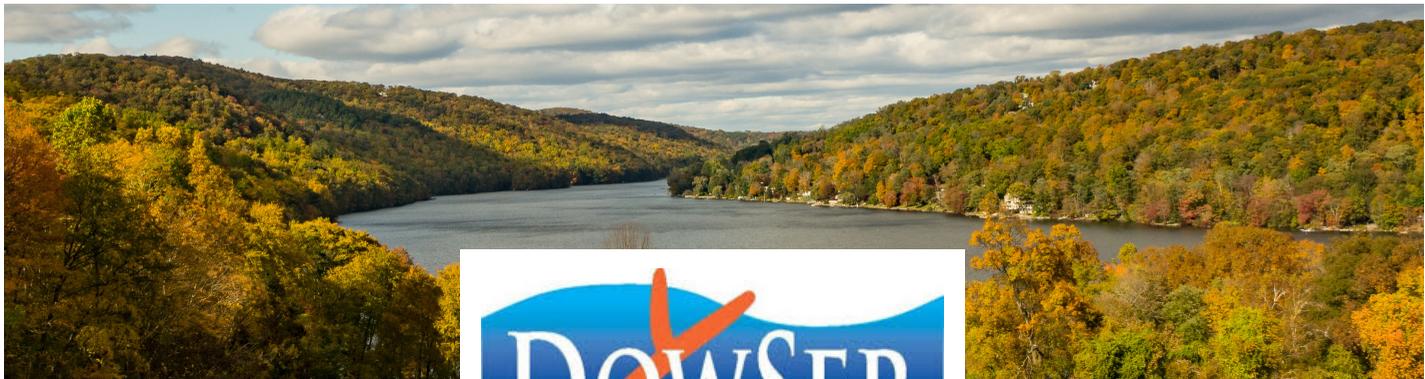
**HOTEL RESERVATION INFORMATION**  
**RESERVATION DEADLINE • September 16, 2019**

**WHEN: OCTOBER 3-5, 2019**

**WHERE: Crown Plaza Hotel & Conference Center**  
**18 Old Ridgebury Road, Danbury, CT**

**DEADLINE FOR HOTEL RESERVATIONS: SEPTEMBER 16, 2019**

**P: 866-907-2314 Block: NEB**



**PLANT TOUR: Dowser Water LLC, Newburgh, NY**

**Thursday, October 3, 2019**

**Tour at 1:00 p.m.**

**Dowser Water | 1 Pepsi Way | Newburgh, NY 12550**

**(845) 569-0099 | (800) 724-1084**

**dowserwater.com | sales@dowserwater.com**

Dowser's dedicated Spring Water Tanker trucks transport the spring water to our bottling facility in Newburgh, NY. From here we distribute our water to homes and businesses throughout the Hudson Valley.

The Shawangunk Spring is a protected site since 1987 located at the base of the Shawangunk Ridge. The Open Space Institute along with the NYS Parks system has preserved over 21,000 acres of land dedicated to being "Forever Wild." These are the protected lands bordering our spring site assuring Dowser's purity for generations to come.

In order to preserve the natural quality of Dowser Spring Water, we ozonate, UV and filter our water into our tankers. Our water is once again filtered and ozonated before it enters our bottles. Ozone, or O<sub>3</sub> converts back to O<sub>2</sub> (the air we breath) within a few hours from bottling.

Dowser Spring Water meets all applicable Federal and NY State health standards (NYS Dept of Health certificate #135). In addition, we test our water daily by an outside water testing facility for quality and product protection. Our bottles are placed in a holding area until our QC/NY State results are obtained.

# 2019 NEBWA Fall Convention Registration

## October 3-5, 2019 | Crowne Plaza | Danbury, CT

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 Please check: Bottler  Distributor  Supplier  OCS Operator  Other  IBWA Member: Yes  No   
 Others who will be attending with me:  
 Name: \_\_\_\_\_ Name: \_\_\_\_\_ Name: \_\_\_\_\_  
 Name: \_\_\_\_\_ Name: \_\_\_\_\_ Name: \_\_\_\_\_

### PRE-REGISTRATION DEADLINE IS SEPTEMBER 20, 2019

Please register me and my guest(s) for the Annual Convention of the Northeast Bottled Water Association, Inc.

**AMOUNT ENCLOSED**

Pre-Registration Fees (Prior to September 20, 2019)		Late Registration Fees (After September 20, 2019)	
Member Registration Fee	\$275 per person	Member Registration Fee	\$375 per person
<i>for the first 2 people of a company, then it is \$200 pp for additional attendees</i>		Non-Member Registration	\$475 per person
Non-Member Registration	\$375 per person	Non-Industry Spouse	\$250 per person
Non-Industry Spouse	\$150 per person		
Banquet Only	\$75 per person		

\$ \_\_\_\_\_  
(Member(s) Registration Fee)

\$ \_\_\_\_\_  
(\*Non-Industry Spouse)  
Registration includes meals only - does not include seminars.)

\$ \_\_\_\_\_  
(Non-Member(s) Registration)

**NO REFUNDS AFTER September 20, 2019.**

If cancellation is made after the deadline of September 20, 2019, there will be a fee of \$100 for administration work plus any additional costs incurred to that date.

**ALL SUPPLIERS:** must add \$250 per company to your registration fee for the Supplier Reception and table top exhibits.

\$ \_\_\_\_\_  
(Supplier Fee @ \$250 per Company)

I need electricity  I have a tall company banner

**Convention registration includes: Thursday Tour of Dowser Water LLC, Meals, Supplier Trade Show, Dinner Buffet with Auction and Raffle Prizes, Annual Business Meeting and Seminars.**

**I (We) plan to attend the following:**

- Tour # \_\_\_\_\_
- Optional, Thursday night dinner # \_\_\_\_\_
- Friday Breakfast # \_\_\_\_\_
- Saturday Breakfast # \_\_\_\_\_
- Lunch # \_\_\_\_\_
- Banquet # \_\_\_\_\_

**I will be bring a raffle prize (specify)** \_\_\_\_\_

**CREDIT CARD PAYMENT:**  VISA  AMEX  MASTER CARD

Credit Card #: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV #: \_\_\_\_\_  
 Card Holder Address: \_\_\_\_\_  
 Signature: \_\_\_\_\_

\$ \_\_\_\_\_  
**TOTAL COST**

*Check must accompany this registration form OR Credit card information including card number, expiration date and name as it appears on card.*

**My CHECK for \$ \_\_\_\_\_ is enclosed. Please make your check payable to: NEBWA**

**Mail this form and supplier form to: NEBWA, P.O. Box 328, Southfield, MA 01259-0328.  
 You may also fax (413-229-9031) or email (nebwa@verizon.net) the form with your credit card information.**

## SPONSORSHIP OPPORTUNITIES



### CONSIDER BEING AN EVENT SPONSOR at the 2019 NEBWA FALL CONVENTION

Convention Bags ..... **FILLED**..... Need 1

Afternoon Cookie Break..... **FILLED**..... Need 1

Keeping you Awake Coffee Break **FILLED**..... Need 2 (\$75 each)  
(Friday & Saturday mornings)

**Vendor Reception Gift Bags ..... Multiple (\$25 each) (1 FILLED)**

**Banquet Sponsors ..... Need 4 – 6 (\$250)(1 FILLED)**

**Want to sponsor something not listed?  
Give Tara a call and let her know what you would like to do.**

Contact: Tara at NEBWA (nebwa@verizon.net or P: 413-229-9029)  
for more details or to sign up!

All sponsors will receive special signage  
and recognition throughout the convention!

## SPEAKER BIOS

### **DAWN GAINES**

Dawn Gaines has been in the recycling industry for 25 years and has experience in various segments of the industry. In her current role, Dawn is the Purchasing Manager for Mohawk Industries, Calhoun GA. During her career, Dawn has worked with paper and plastic recycling. In previous roles, she was involved with single stream MRF centers. So she is familiar with the challenges of MRF collections as well as end use processing. Dawn has also been an active participant within ISRI, serving as the Chair of the Specifications Committee as well as Vice-Chair on the Plastic Division Board. She has also participated as a speaker with SERDC and BIR organizations.

With her broad perspective on the recycling industry, Dawn has a genuine commitment to ensure recycling continues to grow. As well as establish a culture of recycling for future generations.

#### **SEMINAR:** Converting Plastics for Reuse

Dawn will talk about Mohawk Industries recycling process from your recycling container to its end product, EverStrand carpets and how they have already recycled 30 billion bottles in this process.

### **CHRIS LUCARELLE**

Chris Lucarelle earned Bachelors' Degrees in Communications from Marist College. After graduation in 1997, Chris was brought on to help develop a startup construction and demolition recycling company in Western Massachusetts. In 2002, Waste Management acquired that facility and Chris stayed on with WM to run operations. He held various management positions with WM over a twelve-year period including District Manager for both Landfill Operations and Collection Operations. In 2014, Chris was named Area Director of Recycling Operations for the New

England Market Area. In this role, he is responsible for the Operation of six residential recycling facilities that sort curbside recyclables into baled commodities for sale to secondary markets. These facilities, recover, market, and sell over 50 million pounds of recyclable plastic containers each year.

#### **SEMINAR:**

The conversation around plastic packaging, the changing marketplace, and the recyclability of materials in the curbside stream are more prevalent today than perhaps any time before in our history. We live in a fast paced, single serve, "I'll do it if it is easy" world. While many have joined in the conversation around eliminating single use plastics, there isn't enough conversation about how to manage the materials we do use every day. It is important for both the consumers and the producers of single use plastics to be weary of the realities of plastics recycling at the residential level and how linking product manufacturing with existing recycling infrastructure and domestic markets can vastly improve recovery rates of plastic bottle, jugs, tubs, and lids.

### **JENNIFER NARKAVICH**

Jennifer Narkavich is a Leader in the marketing & advertising sector with more than 17 years experience. She has worked for some of the largest advertising companies in the United States. Jennifer now owns, My Girl Managed Services, which helps business become relevant digitally & manages businesses marketing programs virtually. A marketing services company for every small and medium size business. Jennifer is a resident of Stroudsburg, PA, Hamilton Township for more than 15 years.

Jennifer truly has a heart for helping businesses succeed. Her unique skills

and talents allow her to assist businesses market themselves online....."we will help you with the details to get your business found and keep you relevant digitally. Give you back time in your day and help you plan your marketing/ advertising to reach your business goals."

#### **SEMINAR:**

Jennifer will provide expert insight on social media, why content and posting is important to engage with clients/ potential customers. She will also review what KPIs you should track for your social media. On the web side, Jennifer will discuss the importance of GMB (Google My Business) and driving it down to phone calls, directions to location (business) and website links. To sum it all up, she will provide information on linking all this together within available software platforms that will better your overall exposure and content online, improving SEO organically.

### **JASON ROBERTS**

Jason Roberts is a national speaker, former business owner and consultant to the bottled water industry. He previously was an IBWA auditor working with certification bodies such as NCSI ,bsi., Eagle Certification Group and NSF International. Mr. Roberts currently travels the nation presenting his "Management Boot Camp", a one day seminar that teaches business owners and company managers principles of practical leadership, motivating employees, finding success with a business vision and more. Please visit [www.jackson-roberts.net](http://www.jackson-roberts.net) for more information.

## SPEAKER BIOS

### **RICHARD ROUILLARD**

Richard Rouillard has over 30 years of industry experience which has taken him all across the globe-working as a bottled water consultant in more than 50 countries, contributing to 30 HOD startups in North America and Europe and having owed both HOD and small pack private label businesses. For 15 years he acted as CEO of Semopac Canada-USA, CEO of Semorack and VP of business development of Semopac International. In 2013 he co-founded H2O Solutions a supplier of products and services to the bottled water industry and Niche Solution Marketing a firm helping small businesses plan, strategize and execute growth.

**SEMINAR:** Small Business Exit Plan Chances are you're focused on building your business, not the day you will leave it behind. Everyone who operates a business will reach a point when they wish to, or must because of health or age concerns, leave the business. This could mean retirement, sale of the business or simply winding it up and closing it down.

But failing to plan for your transition out of your business can result in a messy succession process and lost value. We are going to examine some of the available exit strategies.

### **STEPHEN R. TISCHLER**

Stephen R. Tischler, Vice President, has worked for National Testing Laboratories for fifteen years. Mr. Tischler is a member of the Senior Management Team at NTL, and primarily directs Lab Operations, Sales, and Marketing. Prior to working with National Testing, Mr. Tischler worked in various senior management capacities in the chemical manufacturing, engineered plastics manufacturing and laboratory services industries, where he authored

many Strategic and Business Plans. He has a B.S. in Chemistry from John Carroll Univ. (University Hts., Ohio) and an M.B.A. from Baldwin-Wallace University (Berea, Ohio).

**SEMINAR:** Per- and polyfluoroalkyl substances (PFAS); Regulatory Update and Testing

Per- and polyfluoroalkyl substances (PFAS) are a group of man-made chemicals that have been in use since the 1940s, and are (or have been) found in many consumer products like cookware, food packaging, and stain repellants. PFAS manufacturing and processing facilities, airports, and military installations that use firefighting foams are some of the main sources of PFAS. PFAS may be released into the air, soil, and water, including sources of drinking water.

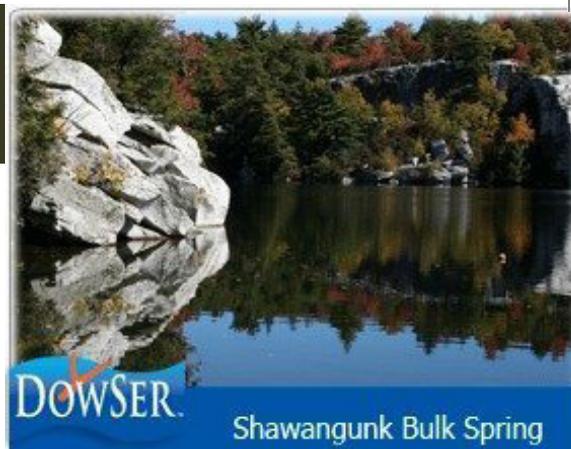
This presentation will provide and update on state and federal regulatory action, focused on requirements for NEBWA bottlers.

### **JACK WEST**

Jack West chairs the Board of Trustees of the Drinking Water Research Foundation. He co-chairs the Technical/Quality Committee of the International Council of Bottled Water Associations. His consultancy, SWD LLC, serves the industry, and his former business, Puro Water Group, Inc. (AMEX, HHO) served the HOD market in the NY/NJ metropolitan area.

In a world that increasingly is aware of Water Insecurity DWRF focuses on Understanding Water. Jack will discuss this.

### **JON DYER—CBD INFUSED WATER**



### **Plant Tour: Oct. 3 at 1:00 p.m.**

To meet the growing demand for pure, healthy liquid refreshment, Pepsi Cola of the Hudson Valley introduced Dowser Spring Water in May of 1997. Almost immediately, our 16.9 oz bottles began flying off the shelves. The business soon expanded into 20 oz. bottles, 24 oz. sport cap and 1 liter packages. Over the next several years as business and demand increased for Dowser's "Divine Refreshment" it seemed only natural to expand into the home and office business. As a result, in July of 2003 Pepsi Cola of the Hudson Valley purchased the Big Indian Water Company of Poughkeepsie, NY.

Renaming the company Dowser we began to grow our distribution throughout the Hudson Valley and expand our coffee and cold beverage service to our customers. Four years later, in July of 2007, Dowser completed construction on our new bottling facility and moved back home to Newburgh, NY with our Pepsi family. Over the years Dowser has expanded our product line to include Gourmet Coffee Brands such as Green Mountain Lacas Coffee Co., and Baronet Coffee. We continually partner with Pepsi Cola of the Hudson Valley to provide total beverage and vending services for our customers. We also partner with other companies and bottle additional spring water labels.

Dowser's dedicated Spring Water Tanker trucks transport the spring water to our bottling facility in Newburgh, NY. From here we distribute our water to homes and businesses throughout the Hudson Valley.

The Shawangunk Spring is a protected site since 1987 located at the base of the Shawangunk Ridge. The Open Space Institute along with the NYS Parks system has preserved over 21,000 acres of land dedicated to being "Forever Wild." These are the protected lands bordering our spring site assuring Dowser's purity for generations to come.

**NEBWA**  
**P.O. Box 328**  
**Southfield, MA 01259-0328**



**SAVE  
THE  
DATE!**



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