



**2009 SEBWA CONVENTION & TRADE SHOW**  
**EDUCATION AND NETWORKING FOR TODAY AND THE FUTURE**  
**MAY 7-8, 2009**  
**MARRIOTT BAY POINT GOLF RESORT & SPA**  
**PANAMA CITY, FL**

Dear SEBWA Members,

The Southeastern Bottled Water Association is excited to invite you to attend the upcoming **2009 SEBWA Convention & Trade Show**, which will take place May 7-8 at the Marriott Bay Point Golf Resort & Spa in Panama City, FL. Under the leadership of **Dr. Fred Garrett**, SEBWA Convention Committee Chairman, the Board of Directors has put together a program you won't want to miss. Take this opportunity for "**Education and Networking for Today and The Future**". You will benefit by gaining the latest industry educational information as well innovative ideas, both sure to help you meet the challenges of today's industry and business environment (and earn many valuable CEUs at the same time)!

The 2009 SEBWA conference offers you a great chance to attend a fully integrated industry conference at a drivable destination and at an affordable price. These are some of the value-added workshops and presentations you'll benefit from:

- ***Adding Filtration to Your Product Line***
- ***Integrating HACCP Plans with Quality Control Programs***
- ***Personality Styles and How They Can Effect Your Job, Your Business and Your Life***
- ***Recycling PET Bottles***
- ***SQF – Today's International Standard for Food Quality***
- ***What's Now Available Regarding 3<sup>rd</sup> Party Audits and How to Be Best Prepared***
- ***Navigating a Weak Economy by:***
  - ✓ ***Understanding the problems & issues of a small-to-medium-sized bottled water company***
  - ✓ ***Handling employee issues & complaints while maintaining positive team momentum***
- ***And there's more so stay tuned...***

SEBWA has invited **Laura Current, Current Technologies**, to provide valuable information through two technical sessions. The first is a presentation on what to look for in a bottled water plant operation, and the other is a Workshop designed to teach you how to best and most effectively integrate your HACCP plans and Quality Control programs.

The 2009 SEBWA Conference will feature a **Plant Tour of Culligan Water Services**, a three-generation bottling and water treatment company headquartered in Panama City, FL, owned and operated by dealer Jay Trumball. The company services four Culligan Dealerships (Panama City, FL - Dothan, AL - Ft. Walton, FL - Mobile, AL) and supplies

Primo Water to the same area. Products produced and sold include 3 & 5 gallon Spring, Purified and Deionized bottled water products with half-litre as the principal small product line. The company owned spring, Econfina, is a first magnitude water source that provides 64MM gallons of spring water daily which is transported daily in 6,000 gallon Stainless steel tankers. Culligan Water Services was started in 1955 by Jay's grandfather, Den Trumbull, Sr., later taken over by Jay's father, Den Trumbull, Jr., and today is owned and operated by Jay Trumbull with his son Jay, a sophomore at Auburn University, in the wings.

This conference won't be all work with no time to socialize and network. Come join your colleagues for an exciting **Welcome Event on the Gulf Coast Bay, Golfing and Fishing**. Take advantage of this time to get to know the people in your industry and work together to enhance your business and our industry.

The **2009 SEBWA Finale Event** will feature SEBWA supported industry suppliers who will be there to meet with you and provide the most up-to-date information on their products and services during the Table Top Exhibits. Learn how they can help you to be more successful and profitable in your business. This is also a perfect chance for the SEBWA Suppliers to meet and work with small, medium and large bottlers.

Reserve your place today to attend the 2009 SEBWA "Education & Networking" Convention & Trade Show in Panama City, May 7-8, 2009. Complete the attached registration form without delay and send it to SEBWA via email, mail or fax. The deadline for early registration fees is **April 22, 2009**. One lucky early registrant will receive a special gift to be awarded during the 2008 Trade Show!

Reserve your room accommodations today by contacting the Marriott Bay Point Golf Resort & Spa at **1.866.234.5382**. Ask for the SEBWA Room Rate of \$144.00 Single/Double. The deadline for room reservations is **April 22, 2009**. After this date, accommodations will be available on a space and rate available basis. This year's convention site is a family friendly resort with plenty of activities and we hope you'll bring your family and extend your stay through the weekend. The SEBWA room rate will be extended through Saturday night.

Watch your email and mail for complete program details, get registered and we'll see you in Panama City!

Karl Strain,  
SEBWA President