

2017 SEBWA Convention & Tradeshow

March 8-10, 2017
Chattanooga, Tennessee

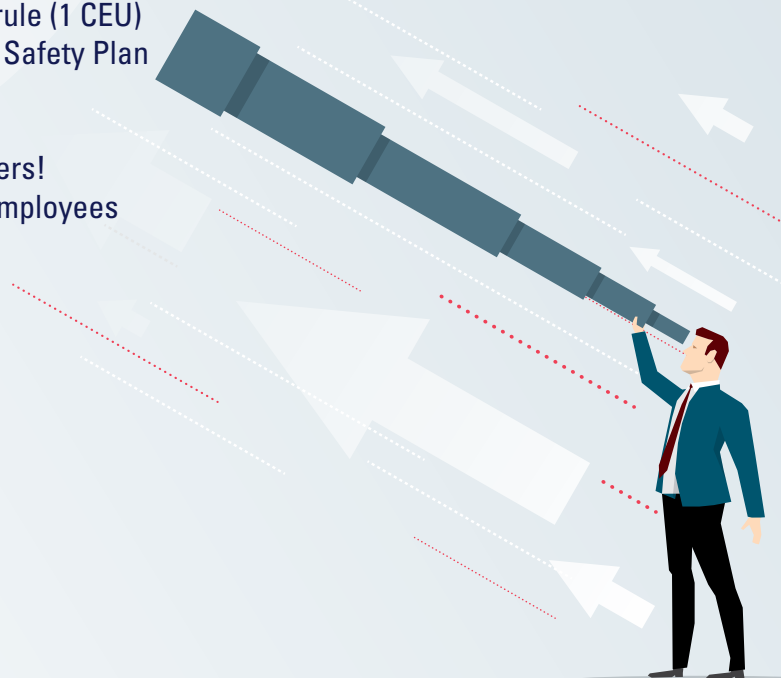
**EXCEEDING
the VISION**

THE TIME IS NOW and **YOU CAN REGISTER** here for the 2017 Southeastern Bottled Water Association (SEBWA) Convention & Tradeshow. This year's theme is "EXCEEDING the VISION" and the event will take place March 8-10, 2017 at the Chattanooga Marriott Downtown in Chattanooga, TN.

Join your industry friends and colleagues from across the region and country for a top-level education program (CEUs), the latest and most important industry information that will affect your business going forward, and invaluable relationship building and networking!

Here are just a few of the reasons you should attend this exciting event!

- ✓ Learn about Future Performance and Key Indicators of the Bottled Water Industry!
- ✓ Learn about microbiology and quality control (1 CEU)
- ✓ Learn new and optimal methods for maintaining and keeping coolers clean (1 CEU)
- ✓ Learn about the unregulated contaminant monitoring rule (1 CEU)
- ✓ Learn the requirements of your FSMA Compliant Food Safety Plan (2 CEUs)
- ✓ Learn about getting certified to a SDFI Standard (SQF, BRC, FSSC 22000) (1 CEU) to satisfy your customers!
- ✓ Learn how to affect good HR without having captive employees
- ✓ Learn the latest on route management software
- ✓ Learn from successful bottlers how they manage routes & route sales
- ✓ Learn what products & services your suppliers offer



And...participate in the

- ✓ 2017 Optional Outing and River George Boat Cruise
- ✓ 2017 SEBWA Welcome Reception
- ✓ 2017 SEBWA Business Luncheon and Supplier Forum
- ✓ 2017 SEBWA Tradeshow, Raffle & Reception (products and services education plus fun and excitement)!
- ✓ 2017 best opportunity to build industry relationships and network with colleagues for future success!

The Program

KEYNOTE ADDRESS

FUTURE PERFORMANCE & KEY INDICATORS OF THE BOTTLED WATER INDUSTRY, presented by HENRY R. Hidell, III, Chairman and Managing Director, Consulting Services Hidell-Eyster

As Keynote, **Bob Hidell** will provide insight into the future performance of the bottled water industry in the US and globally, the adjustment that bottlers will need to make in order to successfully compete in the future, where future demand will be the strongest, and the impact of global warming and resulting climate change on the industry and consumer.

Mr. Hidell is the founder of Hidell International. He has provided consulting services to the beverage, drinking water, food and nutrition industries since 1972. His professional expertise spans the spectrum of business, technical, and educational services with specific expertise in the formulation of business strategies, mergers, and acquisitions, and turnkey development of beverage bottling facilities. He is recognized as an expert in international economic and business development.



Mr. Hidell has actively participated in the development of beverage industry organizations, trade groups, and production facilities throughout the world. In 1995, his proposal to establish standards and regulate trade of mineralized water was adopted by the South American Free Trade Organization (MERCOSUR).

Mr. Hidell is a member of the Executive Committee and former member of the Board of Directors of the International Bottled Water Association (IBWA). He is the Supplier Representative to the International Council of Bottled Water Associations, a member of the Council of International Experts of the Association Internationale de la Distribution, and a member of the International Society of Beverage Technologists. He was inducted into the Beverage World Magazine/ International Bottled Water Association's Bottled Water Hall of Fame in 2001. In 2014, Mr. Hidell received the Lifetime Achievement Award presented by the Berkeley Spring International Water Tasting Festival.

Academic training includes an undergraduate degree in geology/hydrogeology from West Chester University and a Graduate degree in Land Use Planning and International Economic Development from Southern Illinois University.

(2 Hours: 2 CEUs)

FSMA Compliance – Step by Step, presented by Jason Roberts, President of Jackson-Roberts LLC, and IBWA auditor with Eagle Certification Group

The Food Safety Modernization Act has been established and the clock is ticking for many producers. Are you and your facility ready? This class will be an important overview of the required components to make sure you are ready for this new regulatory implementation.

(1.0 Hour: 1 CEU)

Getting Certified to a GSFI Standard (SQF, BRC, FSSC 22000), presented by Jason Roberts, President Jackson-Roberts LLC, and IBWA auditor with Eagle Certification Group

Many large customers are now asking for producers to be certified to a particular standard such as SQF or BRC. Achieving this level of credentialing opens the door to new opportunities and increased sales for your product. This presentation will explain what getting “certified” entails and the differences between the SQF, BRC, and FSSC 22000 standard.



Jason Roberts is a SQF and IBWA auditor with Eagle Certification Group. He has spent over 15 years as a bottler in the competitive HOD/small pack Bottled Water industry, and he, along with his father, Garry Roberts, owned and operated Cedar Canyon Bottled Water in Forest Grove, Oregon. After selling the company in 2009, Jason decided to offer his experience and knowledge in the industry to others looking for guidance regarding their Bottled Water issues. His experience in both daily operations and the corporate environment have provided a broad knowledge of industry issues. He joined NCSI Americas as an IBWA Auditor in 2012. Jason is HACCP and BRC trained (2012), HACCP, and SQF Lead Auditor certified (2015), and served on the Board of

Directors for the Northwest Bottled Water Association from 2004 to 2009.

(1 hour: 1 CEU)

Unregulated Contaminant Monitoring Rule, presented by Steve Tischler, Vice President, National Testing Labs

This course will briefly discuss the history of the EPA UCMR. A detailed discussion of the recently completed UCMR 3 and the upcoming UCMR 4 will be provided, along with the implications for bottler.



Stephen R. Tischler, Vice President, has worked for National Testing Laboratories for thirteen 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).

HR: Resolving Problems and Challenges Quickly, Pragmatically, and Successfully, presented by Ray Lieber, Gotcha Covered HR

Gotcha Covered HR, a Human Resources Consulting Firm based in New Orleans, understands the importance of resolving problems quickly and pragmatically so that your business and workforce will be productive and successful. Ray Lieber will discuss providing your business with practical, cost-effective solutions to problematic challenges within the workplace. Professionals, Patricia Pannell, Stefanie Allweiss, and Ray Lieber, have years of combined experience in recruiting and hiring the right people, promoting effective employee relations, building pay programs, developing leaders, and mediation of workplace issues. They understand the daily hurdles you face in hiring, retaining, and investing in your employees and that your business is only as strong as your first line supervisors. You will find you need periodic support in training and improving upon and implementing your policies. Finally, Gotcha Covered HR will discuss how we can assist you in your future succession plans should you unexpectedly lose “key” individuals from your workforce.

Route Management Systems, presented by Andrew Kuneth, Prism Software (1 CEU)

This session will provide a timely update on bottled water company route systems.



Andrew Kuneth is the Vice President of Business Development at Prism Visual Software. He is in charge of interacting with distributors, equipment service businesses, operators, sales reps, partners, and customers to share how the Prism Software Suite can drive efficiencies throughout a supply chain. Additionally, through these relations, Andrew listens to new ideas and suggestions to plan the Prism product development road map and ensure Prism can continue to lead the marketplace in Route Accounting Software for decades to come. Before Prism Visual Software, Andrew worked in technology in NYC banking and was part of a startup Foodservice.com, which ultimately was purchased by FoodBuy, a division of Compass. Andrew

graduated from SUNY Binghamton University, with a BS in Finance and Management Information Systems and is a certified PMP.

Inspect What You Expect – Hands on Microbiology for your Plant, presented by Efrem Pesyna, GVS (1 CEU)

This hands-on microbiology workshop will teach you what you need to know how to do and how to supervise your employees. At the end of this workshop you will be ready to supervise your personnel and ensure that your company is up to speed on the latest requirements.



For the past 18 years, **Efrem Pesyna** has been with GE Health Care, acquired by GVS in 2013, as Director of Technical Sales Microbiology, Director of Food & Beverage, and most recently as Global Sales Manager Microbiology. Efrem resides in Port Saint Lucie, Florida with his wife Wendy. Efrem spent ten years in the Beverage Industry as a Plant Manager, Director of Operations, Vice President, General Manager, Vice President of Manufacturing, and Research and Development. He is a Past President of SEBWA, and serves on the SEBWA Board of Directors. In addition, Efrem has served on International Bottled Water Association committees: Awards, Communications, Convention, Education, Government Relations, Membership, and Technical.

Efrem retired from the United States Marine Corps. and served as Aircraft Life Support Systems Division Officer. Efrem attended Florida State University, Tallahassee, Florida where he earned a Bachelor of Science-Microbiology. He attended Southern Illinois University, Carbondale, Illinois where he earned a Bachelor of Science-Aviation Management.

Cleaning Your Water Coolers Workshop, presented by George Dziura, MTN Products (1 CEU)

This workshop will walk you through best practices for cleaning and sanitizing water coolers. IBWA recommendations and other best practices will be included to ensure your coolers receive the best treatment and to ensure your customers remain loyal due to your attention to detail. A handout will be provided.



George Dziura started in water industry in 1994. His career includes being an Equipment Service Supervisor (coolers, point of use, and coffee equipment) and a Production Supervisor at Crystal Springs Water in Atlanta, Georgia. He is a "Certified Plant Operator" by IBWA, and a Certified Installer by WQA. He also operated his own Service Center for repair of Oasis, Sunroc, Cordley Temprite, and other model coolers. George currently works for MTN Products as Technical Service Director.



Ray Lieber ("Coach Ray") joined Gotcha Covered HR in 2016. Over the last 30+ years, Ray served as an advisor, consultant, coach, and colleague to more than 1000 leaders with top organizations such as ExxonMobil, Superior Energy Services, and Tulane University on wide-ranging employee engagement strategies at every phase of the employment cycle from hire-to-retain. In his last assignment with Superior Energy Services, he served as Vice President of HR where he designed, implemented, and led the HR function in a global decentralized business model. He holds a certification of Senior Certified Professional by the Society for Human Resources Management.

Route Management & Sales Panel Discussion, presented by Shane Taylor, Highland Mountain Water & Coffee, Philip Parmer, Parmer Water Co., and Clay Bell, Melwood Springs, as Moderator

Route Panel open forum discussing the route delivery and planning that takes place in the day to day running of your business. We will have a diverse group of distributors who will talk and take questions on the day to day operation of route delivery.

2017 SEBWA Tradeshow & Reception



Join fellow attendees on Thursday, March 9 for the 2017 SEBWA Tradeshow, Raffle & Reception, which will no doubt be a fun and exciting evening. Enter to win some exciting giveaways during the SEBWA Raffle, which will take place throughout the show. Take this great opportunity to see what supplier members of SEBWA offer, and learn about the technologies they represent, which help drive the industry. Thank these wonderful individuals and companies for supporting your industry, association, and business.

AGENDA



MARCH 8, 2017

- 1:00 pm - 6:00 pm Registration
- 2:30 pm - 4:30 pm River George Boat Cruise (separate charge – see registration form)
- 3:00 pm - 5:00 pm SEBWA Board of Directors Meeting
- 6:00 pm - 7:30 pm 2017 SEBWA Welcome Reception



MARCH 9, 2017

TECHNICAL WORKSHOPS (CEUs)

- 8:00 am - 8:10 am Welcome Remarks & Introductions Clay Bell, SEBWA President
- 8:10 am - 9:10 am Inspect What You Expect Efrem Pesyna (1 CEU)
- 9:10 am - 9:30 am Break
- 9:30 am - 10:45 am Cleaning Your Coolers Workshop George Dziura, MTN Products (1 CEU)
- 10:45 am - 12:00 pm Unregulated Contaminant Monitoring Rule Steve Tischler, National Testing Labs (1 CEU)
- 12:00 pm - 1:30 pm SEBWA Business Lunch & Supplier Forum
- 1:30 pm - 3:30 pm FSMA Compliance – Step by Step Jason Roberts, Jackson Roberts LLC & Eagle Certification Group (2 CEUs)
- 3:30 pm - 3:45 pm Break
- 3:45 pm - 4:45 pm Getting Certified to a GSFI Standard (SQF, BRC, FSSC 22000) Jason Roberts, Jackson Roberts LLC & Eagle Certification Group (1 CEU)
- 4:00 pm - 5:30 pm Vendor Setup for Tradeshow
- 6:00 pm - 8:00 pm 2017 SEBWA Tradeshow, Raffle & Reception



MARCH 10, 2017

“EXCEEDING the VISION” GENERAL SESSION

- 8:00 am - 8:15 am Welcome Remarks & Introductions Clay Bell, SEBWA President
- 8:15 am - 9:15 am Keynote Address: Future Performance & Key Indicators of the Bottled Water Industry Henry Hidell, III, Hidell-Eyster
- 9:15 am - 9:30 am Route Management Systems Andrew Kuneth, Prism Software (1 CEU)
- 9:30 am - 9:45 am Break
- 9:45 am - 10:45 am HR: Resolving Problems and Challenges Quickly, Pragmatically, and Successfully Ray Lieber, Gotcha Covered HR
- 10:45 am - 11:45 am Route Management Panel Discussion Clay Bell, Melwood Springs, Philip Parmer, Parmer Water, and Shane Taylor, Highland Springs Water & Coffee
- 11:45 am - 12:00 pm Conference Closing!



Conference Hotel – Chattanooga Marriott Downtown

Two Carter Plaza

Chattanooga, Tennessee 37402 USA

Experience Tennessee from our Chattanooga Marriott downtown hotel. Plan your Tennessee getaway with us at the Chattanooga Marriott Downtown. Located just moments from the scenic riverfront, in the heart of Chattanooga's business district, the hotel offers 343 impeccably appointed rooms and suites designed to cater to the needs of today's busy traveler. Luxurious amenities include plush Marriott Revive Bedding and our exclusive Plug-In panel technology, as well as ergonomic work spaces.

RESERVE YOUR ACCOMMODATIONS & REGISTER FOR THE CONVENTION HERE!

Reserve you Chattanooga Marriott Downtown rooms by calling 1.800.228-9290 or reserve online at:

[Book your group rate for 2017 SEBWA Annual Convention & Table Top Tradeshow – Southeastern Bottled Water Association](#) Ask for the "2017 SEBWA Convention" room block with group rate of \$139.00 S/D. The deadline for ensuring this rate is FEBRUARY 22, 2017!

[Click here to register for the Convention online](#)

[Click here to register for the Convention by downloading the PDF Registration Form here:](#)

Complete, add your payment information (check or cc) and email to Regina Rogers at regina@jsjproductionsinc.com. Send to SEBWA, P.O. Box 1747, Dripping Springs, TX 78620.

For further information please contact SEBWA at 512.894.4106 (phone), email Susan Gibson at susan@jsjproductionsinc.com, Regina Rogers at regina@jsjproductionsinc.com, or go to the SEBWA Website at www.sebwa.org. **The deadline for Registration is February 22, 2017!**



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www.sebwa.org