



Water Quality Association *of Wisconsin*

2011 WQAW Convention

★ Schedule of Events ★

Location: Radisson Hotel, La Crosse, WI

Friday, September 9, 2011

- 9:00 am **Golf Tournament Registration at Drugan's Castle Mound Golf Course**
- 2:00 pm **Registration Desk** - Opens at Radisson La Crosse Hotel
- 2:00 pm – 4:00 pm **Table Top Exhibit Set-Up**
- 4:00 pm – 6:00 pm **Table Top Exhibits Open and Reception**
- 6:30 pm **Banquet and Awards Ceremony**
Guest Speaker: Secretary Dave Ross,
Dept of Safety and Professional Services

Saturday, September 10, 2011

- 7:00 am – 8:00 am **Exhibit Hall Open**
- 7:00 am – 9:30 am **Breakfast Buffet** for registered attendees
- 8:00 am – 8:30 am **WQAW Membership Meeting**
- 8:30 am – 9:30 am **Seminar #1 : Soap and Laundry Detergent** One hour presentation by *Vince Kent, Abendroth Water Conditioning*, to discuss the WQRF Soap and Laundry Study. Learn how the study was performed, the results, consumer savings and impact on the industry. Also learn how to market your business utilizing this study's results.
- 9:45 am – 10:45 am **Seminar #2 : Understanding Bacteria in Drinking Water** One hour presentation by *Michael Hanten, Clean Water Testing LLC*, discussing how to properly collect a coliform bacteria sample, identify where coliform bacterial maybe coming from, what causes it and how to correct the problem.
- 11:00 am – Noon **Seminar #3 : Saltless Water Conditioning Options** One hour presentation by *Becky Tallon, Pentair Residential Filtration*, will discuss why saltless conditioning has a market, the variety of saltless products available and the benefits and drawbacks of using various technologies.
- 12:30 pm – 3:30 pm **WQA Certification Exam** (pre-registration with WQA is required for exams)



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