

The Power of Membership



International Headquarters & Laboratory
Web site www.wqa.org

A not-for-profit organization

The Power of Membership

- tech support
- product & professional certification
- lead generation
- marketplace protection
- credibility
- education
- networking



The not-for-profit trade organization representing the residential, commercial, industrial, and small system water treatment industry.

Join and Support the
Trade Association That
is Working for You.

**Experience the Power
of a WQA Membership!**

Enjoy the following exclusive membership benefits:

Expert Tech Support

WQA supports products, people, and the industry to build your business through...

Technical Services

Research and Technical Reports (through the Water Quality Research Foundation)

Members can call on WQA's technical staff for answers to a wide range of questions - an invaluable tool when you are searching for quick, accurate information on nearly any sector of the industry. Technical information is also available on the WQA Web site (www.wqa.org) in the "Members Only" section.

Product Certification

WQA provides certification and testing capacity through...

Product Testing Laboratory

Gold Seal Product Certification Program

WQA operates an ANSI-accredited product certification program and is solely dedicated to the certification of drinking water and related products. This established program offers manufacturers seeking certification quick turnaround times, regulatory compliance, superior reputation, seal recognition, and fair pricing. WQA Gold Seal-certified equipment can differentiate your product in a competitive marketplace.

Professional Certification

WQA enhances your credibility and increases your expertise through...

Training Courses, E-Learning, and Testing

Water treatment professionals can enhance their credibility and demonstrate their depth of knowledge and experience to both customers and employers through WQA's professional certification program. WQA's textbooks, seminars, and home-study opportunities offer preparation for certification exams in several categories. Individuals who become certified have access to logos, pins, and certificates that can be used in advertising and on business cards.

Lead Generation

WQA creates an interactive Internet resource for members and consumers through...

FIND A WATER PROFESSIONAL, Consumer Outreach and Lead Generation

Interactive Web Site

WQA's FIND A WATER PROFESSIONAL feature allows potential customers to search for manufacturers, suppliers, and dealers in their area. This powerful interactive marketing tool lists every member - searchable by company name, state, zip code, or country.

Dealers and Manufacturer/Supplier members tell WQA that this exclusive member benefit has become an invaluable service - well worth WQA's membership dues alone.

FAST FACTS -

FIND A WATER PROFESSIONAL FEATURE:

Increasingly, consumers use the Internet to find information. Many do not go directly to a manufacturer's Web site to find out about a product. Instead, they go to an independent source, like a not-for-profit trade association. WQA's Web site ranks high on search lists when using search engines like Google and plugging in key water quality phrases.

WQA's FIND A WATER PROFESSIONAL feature on www.wqa.org receives:

- **More than 8,800 unique page views a day**
- **More than 308,000 print impressions a month**
- **And more than 6,800 click-throughs a month to companies with Web site addresses.** (Your membership listing with WQA rewards you with a hot link to your Web site and a map to your location.)

In addition to providing the latest industry news to members, the WQA Web site provides the public with a wealth of easy-to-access information on water treatment options. The site's growing library of technical information on all aspects of the industry is a valuable resource for consumers, members, and educators. The site also includes a list of Gold Seal-awarded products.

Marketplace Protection

WQA supports your initiatives and protects your interests through...

Regulatory Intervention

Legislative Support

As the voice of the water quality industry, WQA provides leadership and influence at all regulatory levels to benefit the industry and consumers without restricting trade. WQA serves as a resource and partner to members seeking help on legislative issues. WQA has knowledge, expertise, and contacts to assist members in promoting favorable legislation and combating initiatives that might adversely affect your business.

Join or renew your membership today!

Simply complete the attached membership application. Mail, fax, or email with payment, or contact WQA at 630 505 0160.

Credibility

WQA targets key audiences with a core message through...

Media Outreach

Targeted PR Campaigns

Consumer Awareness

Use of WQA Logo in Your Marketing

Code of Ethics

WQA serves as the voice of the industry and a key source of information to media outlets nationwide. WQA fields hundreds of media inquiries each year and actively initiates positive media coverage of important topics promoting the industry. WQA's not-for-profit status provides independent, third-party information to your potential customers and to the public at large.

The use of WQA logos in your marketing materials distinguishes you from others in the marketplace and assures customers of your adherence to the highest industry standards. Use of the WQA logo enhances your credibility to your customers and prospects.

WQA provides members with a Code of Ethics for conducting business with customers, fellow industry members, and the public with the highest principles of honesty, integrity, fair dealing, and professionalism.

Education WQA keeps you current and gives you guidance on industry issues through...

Industry Updates, Alerts, and Course Books

Industry Statistics and Marketing Data

Marketing guidelines, Code of Ethics, promotional materials, industry updates, sales brochures, seminar transcripts, industry statistics, and fact sheets keep members up to date on the latest industry trends and news.

Networking WQA strengthens your knowledge of the industry, its players, and products through...

Annual Convention – WQA Aquatech USA Educational Conference and Exhibition

Annual Mid-Year Leadership Conference

Member Participation/Member Leadership

Boards, Special Sections, Committees, and Task Forces

These industry forums provide a tremendous opportunity for members to generate sales leads, network with professionals, and learn the latest industry trends. Educational sessions range from relevant technical, marketing, and management topics presented by leading experts – as well as valuable networking opportunities with your peers. WQA members play a critical role in determining the association's direction and initiatives. Industry consensus is achieved through WQA's boards, committees, and sections where decisions are made on virtually every issue affecting the industry. The range of committees, sections, and task forces allows the membership's diverse interests and priorities to be effectively addressed.

Free Business Resources

Employee Manual, Safety Manual, and Noncompete and Confidentiality Agreements – Each of these sample templates are designed for you to complete or enhance your business operations.

WQA Money-Saving Services Group purchasing programs designed to save members 30% to 50% on services. (only available to members located in the USA)

- Web site services (creating or enhancing your Web site)
- Collection Service
- Casualty/Liability Insurance
- Overnight Delivery
- And more.

The Power of Membership

Join WQA today!

Water Quality Association Membership Application

Simply complete and return the membership application to begin taking advantage of your WQA membership benefits.

After processing your application:

- your listing will appear on WQA's Web site under the **Find A Water Professional** feature, WQA's Lead Generation Program. Consumers will begin locating your contact information and hot link to your Web site.
- you will receive, by email, your login and password to access the MEMBERS ONLY section of the WQA Web site (www.wqa.org).

Within days of processing your application, your new member kit will arrive. It will include:

- WQA Code of Ethics
- WQA Membership Card
- WQA \$100 Credit Coupon (if applicable)
- One, free full conference package voucher
- Market Builder Folder including your membership certificate and Mark of a Professional Certificate, field guidelines, and order forms.
- WQA Industry Update, Alerts, Press Releases
- WQA NewsFax
- Professional Certification Information
- Complimentary subscriptions to *Water Conditioning & Purification Magazine*, *Water Quality Products Magazine*, and *Water Technology Magazine*. (Please complete activating cards to begin receiving the subscriptions.)
- WQA window decal & logo slicks which can be used on your business cards, letterhead, in your advertising, as well as on your Web site. It tells people that you are a member of the only not-for-profit international trade association of the water quality improvement industry.
- Publication Catalog with member savings of 30-50%

Contact WQA with any questions:

Water Quality Association
International Headquarters and Laboratory
4151 Naperville Road
Lisle, IL 60532-3696

Telephone: 630 505 0160

Facsimile: 630 505 9637

Web site: www.wqa.org

A not-for-profit organization

Water Quality Association...

The voice of the industry to government, media, community, and public health officials.

Whether you are in the...

**residential
commercial
industrial
or retail channel of the industry**

As a...

**Dealer
Manufacturer
Supplier of Parts or Services
Manufacturer's Representative
or Consultant/Specifier**

In...

**North America
or overseas**

**the Water Quality Association
has something for you.**

To receive a:

- current listing of the issues WQA is monitoring and addressing
- publications listing
- schedule of events (e.g. conventions, seminars, exam testing opportunities, etc.)

Talk with a WQA representative or WQA member,

please contact the WQA membership department at 630 505 0160.

You may also visit **www.wqa.org** 24 hours a day.



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Web site www.wqa.org*

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APPLICATION FOR MEMBERSHIP

Please Print or Type.

New Member Fees and Categories

(12 month membership) USA, Canada, and International

us\$430 Dealer (USA, Canadian, and International)

- Residential Commercial Industrial

us\$2,000 Manufacturer/Supplier (Selling into the USA/Canadian Market)

- Residential Commercial Industrial

us\$900 International Manufacturer/Supplier (Not selling into the USA/Canadian Market)

- Residential Commercial Industrial

us\$915 Manufacturers Representative: An independent sales agent of at least two manufacturers products and maintains an office separate and apart from, and independent of, any such manufacturers or wholesaler firms.

- Residential Commercial Industrial

us\$430 Consultant: A professional who provides advice in a particular area of expertise who is not employed by his client but instead is in business for himself or for a consultancy firm, usually with multiple and changing clients.

- Residential Commercial Industrial

Reinstatement Fee (Please inquire.)

(Dues to the association are based on sales volume and new members are offered special minimum set prices in each category. The second year of membership, dues will be prorated from the month joined to the end of the calendar year (December). The third year, dues are based on sales volume. Please contact WQA for more information)

Is your business international in scope? Yes No

Company _____

Street Address _____

Mailing Address _____

City _____

State/Province/Zip/Postal Code _____

Country _____

Primary Contact _____

Phone (_____) _____ Fax (_____) _____

Email _____ Web site _____

How did you hear about WQA? _____

Sponsoring Member _____

(optional)
Company _____

On behalf of Applicant the undersigned hereby states that Applicant has read and understands and, in consideration of Applicant's admission to WQA Membership, agrees to adhere to WQA's Bylaws, the latest version of the Water Quality Improvement Industry Code of Ethics, which have been supplied, and to pay, whenever due, all applicable initiation fees, dues, and assessments. Member further agrees to use the WQA Membership Mark solely and exclusively in accordance with the WQA Membership Mark Use Policy and recognizes that WQA has the right to immediately suspend or terminate Member's right to use WQA's Membership Mark in any respect if, in WQA's sole judgement, it concludes that Member has violated such Policy.

Signature _____ Title _____ Date _____

Payment Total: us\$ _____

(membership fee plus publication order total, if applicable)

If you are enclosing a check, please remember to tape edges of application before mailing.

Check enclosed (payable to WQA) Bank Wire (contact WQA for instructions)

VISA MasterCard American Express Discover

Card # _____ Expiration Date _____

Signature _____

Choose any of the suggested items to the right, and/or you may choose your own options by using the WQA Publications Listing (located online www.wqa.org).

_____ (item#) _____ (qty) x \$ _____ = us\$ _____			
_____ (item#) _____ (qty) x \$ _____ = us\$ _____			
_____ (item#) _____ (qty) x \$ _____ = us\$ _____			
_____ (item#) _____ (qty) x \$ _____ = us\$ _____			
	SUBTOTAL	us\$ _____	
	= deduct US\$100 if using coupon now	us\$ - 100.00	
	TOTAL	us\$ _____	

Limited Time Offer!



Credit coupon good toward WQA purchases including select publications, convention registration, certification exams, lab testing, booth space, etc. Coupon will be mailed to you upon receipt of completed application. (no refund for cash • valid for one year)

Choose any of the suggested item kits below, or you may choose your own options by using the WQA Publications Listing (located online www.wqa.org).

(Please check desired items and add total at bottom. Also, indicate if ordering English or Spanish editions where noted.) If you wish to wait on using coupon, WQA will mail it to you.

KIT #1 **SPECIAL PRICE US\$ 132.00**
Certified Water Specialist (CWS) (\$196 if books purchased separately)

- Kit includes:**
- Water Treatment Fundamentals
 - Water Processing—Residential, Commercial, Light Industrial
 - Glossary of Terms English Spanish
 - Legal Considerations Handbook
 - Hazard Communication Booklet
 - WQA Code of Ethics

KIT #2 **SPECIAL PRICE US\$ 115.00**
Certified Installer (CI) (\$173 if books purchased separately)

- Kit includes:**
- Installer's Home Study Course
 - Basic Electricity for Installers
 - Guidelines for Disinfection & Sanitation
 - Glossary of Terms English Spanish
 - WQA Code of Ethics

KIT #3 **SPECIAL PRICE US\$ 77.00**
Certified Sales Representative (CSR) (\$116 if books purchased separately)

- Kit includes:**
- Water Processing—Residential, Commercial, Light Industrial
 - Glossary of Terms English Spanish
 - Legal Considerations Handbook
 - WQA Code of Ethics

KIT #4 **SPECIAL PRICE US\$ 143.00**
CWS Specialty Exam/Reference Kit (\$180 if books purchased separately)

- Kit includes:**
- Deionization Basics
 - Guidelines for Disinfection & Sanitation
 - Microorganisms in Water QuickCourse
 - Water Filtration
 - Reverse Osmosis
 - Ultrafiltration
 - Ozone

KIT #5 **SPECIAL PRICE US\$ 441.00**
Technology Reference Collection (\$556 if purchased separately)

- Kit includes:**
- Water Treatment Fundamentals
 - Water Processing—Residential, Commercial, Light Industrial
 - Installer's Home Study Course
 - Basic Electricity for Installers
 - Deionization Basics
 - Guidelines for Disinfection & Sanitation
 - Microorganisms in Water QuickCourse
 - Water Filtration
 - Reverse Osmosis
 - Ultrafiltration
 - Ozone
 - Distillation E-Book (CD-ROM)
 - Reverse Osmosis Installer Manual
 - Legal Considerations Handbook
 - Hazard Communication Booklet
 - WQA Glossary of Terms
 - WQA Code of Ethics

CONVENTION SPECIALS us\$ 100.00

us\$100 Discount toward Convention Fees

Choose One:

- Registration and/or
 Booth Space (excludes special tours or meal functions)

WQA'S AUDIOVISUALS

- Distillation (DVD with Workbook) **\$48.00**
- Reverse Osmosis (DVD with Workbook) **\$48.00**
- Basic Water Softening (DVD with Workbook) **\$48.00**
- Cation Resin Technology (DVD with Workbook) **\$48.00**
- Water Quality 101 (DVD with Workbook) **\$60.00**
- Water - It's What We Make It (DVD with Workbook) **\$48.00**
- Drink to Your Health (VHS) **\$18.00**
- Safe Water Today (VHS) **\$22.00**

▶ IF YOU ARE ENCLOSING A CHECK, PLEASE TAPE EDGES OF APPLICATION BEFORE MAILING. ◀

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