The WATER QUALITY ASSOCIATION (WQA) is a not-for-profit international trade organization representing the residential, commercial and industrial water treatment industry.

WQA has more than 2,600 company members worldwide.

Members tell us that WQA excels in:
- Keeping them apprised of critical industry issues.
- Providing educational materials and resources.
- Providing guidance on technical aspects of water treatment.
- Organizing top-notch industry events.
- Certifying products.
- Protecting the interests of the industry through legislative action & regulatory intervention.
- Increasing their credibility with consumers.

**Product Certification**

WQA operates an ANSI-accredited product certification program of drinking water and related products. This program offers quick turnaround times, regulatory compliance, industry recognition, fair pricing and a superior reputation.

96% OF WQA MEMBERS WOULD RECOMMEND WQA MEMBERSHIP TO THEIR PEERS IN THE INDUSTRY

- 87% say that WQA membership provides credibility with consumers.
- 59% regularly tell customers and prospects that they are members of WQA.
- 77% say they use the WQA logo in their marketing efforts.
- 77% of employees in member companies say they use WQA as a resource.
- 57% tell customers or prospects to visit the WQA website.

WQA helps you connect with consumers through special publications like *Water Treatment for Dummies*.

WQA'S MAIN AREAS OF MEMBER VALUE INCLUDE:
- Technical Resource
- Product Certification
- Professional Certification
- Generation of Leads
- Marketplace Protection
- Credibility
- Education
- Networking Opportunities
- Industry Events
- Research & Statistics
- Consumer Awareness

Connect with Consumers through wqa.org

Allows consumers to search for water treatment providers by:
- name (of company or representative)
- geographic location
- certified professionals on staff
- company type (dealer or manufacturer/supplier)

See reverse side for more facts about WQA membership.
WQA MEMBERS RANKED
WQA’S INDUSTRY
EDUCATION TOOLS

- Publication course material: 91% Valuable
- Certified Water Specialist Program: 90% Valuable
- Educational presentations at WQA Convention: 82% Valuable

Join WQA Today!
www.wqa.org/join

Water Quality Association
International Headquarters & Laboratory
4151 Naperville Road
Lisle, Illinois 60532-3696 USA
Phone: 630-505-0160
Fax: 630-505-9637
Website: www.wqa.org
Email: membership@wqa.org
A not-for-profit organization


EVENTS
WQA Convention
Annual convention & trade show

Attendees gave high marks in satisfaction for the trade show, educational conference and networking opportunities.

97% were satisfied overall with their visit to WQA Convention.

Areas of top satisfaction levels included:
- Meeting with exhibitors in one convenient location
- Seeing new products, services & technologies on the trade show floor
- Overall value for the price paid
- Length of the convention
- Educational programs offered/quality of speakers
- Networking/idea exchange
- Insight into new trends, market developments or regulatory changes

Member Testimonials

Bob Boerner, MWS – Dealer
Culligan Water Conditioning of San Antonio, Member Since 1979
“WQA helps regulators understand the important role we play in improving water quality and the many ways this benefits the public.”

John Packard, MWS, CI – Dealer
Culligan Water Conditioning, Member Since 1946
“Meaningful statistical data is crucial to our company. Without solid facts, it’s a lot of guesswork. WQA’s research studies are valuable resources – available exclusively through WQRF (the Water Quality Research Foundation) and my WQA membership.”

Jim Steele, Jr., MWS, CI – Dealer
S & G Water Conditioning Inc., Member Since 1964
“Membership in WQA has been one of the best investments our firm has ever made. The access to technical knowledge, as well as the information received at the training sessions and conventions, has helped keep our business ahead of the competition.”

Buzz Goldstein, MWS – Manufacturer/Supplier
Charger Water Treatment Products, LLC, Member Since 1981
“If you’re in the water treatment industry looking for products, contacts, education, and technology… then the WQA Aquatech USA show is the place to be!”

Ned Jones, CWS – Dealer
Gordon Brothers Inc., Member Since 1946
“The consumer who bought our drinking water system found our phone number on the WQA website using the FIND A WATER TREATMENT PROVIDER feature. Our WQA membership helped us get this piece of business.”

Facts About the Power of Membership

www.wqa.org

Join WQA Today!
www.wqa.org/join