

Join WQA Today!

FREE CONFERENCE REGISTRATION

Join WQA & you'll receive free conference registration
to WQA Aquatech USA in Las Vegas, Nevada,
April 20-24, 2015.



630-505-0160
www.wqa.org

A not-for-profit organization

The Power of Membership

- technical support
- product & professional certification/education
- lead generation
- marketplace protection
- credibility
- education
- networking/industry events
- statistics
- research
- consumer awareness



The not-for-profit trade organization
representing the residential, commercial and
industrial water quality improvement industry.

Join and support the trade association that is working for you.

Experience the Power of WQA Membership!

Enjoy the following exclusive membership benefits:

Technical 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 service when you are searching for quick, accurate information on nearly any sector of the industry. Technical information is also available, only to members, on the WQA website, wqa.org.

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 program offers quick turnaround times, regulatory compliance, industry recognition, fair pricing and a superior reputation to product manufacturers. WQA Gold Seal-certified equipment can differentiate your product in a competitive marketplace.



Professional Certification/Education

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. Our textbooks, seminars, home-study opportunities and new Modular Education Program can help professionals prepare for certification exams.



Members of WQA have unlimited free access to WQA's new Knowledge Base - a Wikipedia-like online encyclopedia of water treatment educational materials. WQA-certified professionals also have access to logos, pins, and certificates to demonstrate their educational achievements.

Generating Sales Leads

WQA creates an interactive online resource for members and consumers through:

FIND A WATER TREATMENT PROVIDER

WQA's FIND A WATER TREATMENT PROVIDER 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, geographic location or zip code.

Dealers and Manufacturer/Supplier members report that this exclusive member benefit alone is well worth WQA's membership dues.

FAST FACTS ABOUT FIND A WATER TREATMENT PROVIDER

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

WQA's FIND A WATER TREATMENT PROVIDER 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 website addresses. (Your membership listing on wqa.org includes a link to your website and map of your geographic location.)

In addition to providing the latest industry news to members, the WQA website provides the public with a wealth of easy-to-access information about water treatment. 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-certified products.

Marketplace Protection

WQA supports your initiatives and protects your interests through:

Regulatory Intervention

Legislative Support

As the voice of the water quality improvement 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 the knowledge, expertise and contacts to assist members in promoting favorable legislation and combating initiatives that might adversely affect their business.

Join or renew your membership today!

You may mail or fax the completed membership application to WQA. For more information, contact us at membership@wqa.org or 630-505-0160.

Credibility

Water treatment companies enjoy increased credibility with consumers and regulators as a result of their WQA membership through:

Use of WQA Logo in Your Marketing Efforts

Code of Ethics

Find A Water Treatment Provider Listing on wqa.org

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.

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

Free Business Resources

Our 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.

WQA also offers free templates for several types of business documents, including an employee manual, safety manual, noncompete agreement and confidentiality agreement.

Networking/Industry Events

WQA strengthens your knowledge and helps bring your products to market through:

WQA Aquatech USA, the association's annual convention, educational conference and trade show

WQA pavilions in exhibitions outside the U.S. (including The Netherlands, India and China)

Annual Mid-Year Leadership Conference

Member Participation/Member Leadership through Boards, Special Sections, Committees and Task Forces

WQA's industry events & forums provide a tremendous opportunity for members to generate sales leads, network with their fellow professionals and learn the latest industry trends. Educational sessions range from relevant technical, marketing and management topics, which are presented by leading experts. 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, through which 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.

Statistics

WQA can be your resource for collective industry studies through:

Consumer Studies

Tank and Valve Shipment Report

Laws and Regulations

Marketing Data

Timely reports on topics ranging from consumer buying habits to tank/valve shipment reports keep members current on key industry trends and statistics.

Research

Meaningful statistical data is crucial to any company. Without solid facts, it's a lot of guesswork. Research studies are valuable resources to specifically help you

Refute misinformation

Defeat ill-conceived codes and rules

Prove, document and publicize water treatment benefits

Past sponsored landmark research topics available through wqa.org include:

- Environmental Impact Study – Effects of Water Softeners on Septic Fields
- Softened Water Benefits Study – Energy and Detergent Savings

The Water Quality Research Foundation (WQRF), formed in 1949, serves as a universally recognized, independent research organization. This 501(c)(3)-chartered foundation is supported by your tax-deductible donations. Become a WQRF donor today!

Consumer Awareness

WQA targets key audiences with a core message through:

Media Outreach

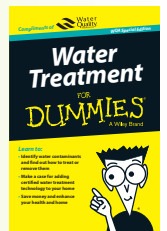
Targeted PR Campaigns

Consumer Awareness

NEW Consumer Tips –
branded through
**Water Treatment
for Dummies**

The consumer tips booklet (available in both electronic and print formats) is available online at wqa.org. This booklet and other consumer pieces are created to directly benefit you by creating nationwide consumer awareness of the industry.

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 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 website under the **Find A Water Treatment Provider** feature, WQA's sales-lead generator. Consumers will begin locating your contact information and visiting your website.
- you will receive, by email, your login and password to access the members-only section of the WQA website (www.wqa.org).

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

- The WQA Code of Ethics
- Your WQA membership card
- Your \$100 WQA credit coupon (if applicable)
- Free conference registration packages
- Your WQA Market-Builder folder, which includes the membership and "Mark of a Professional" certificates, field guidelines and order forms.
- WQA Industry Update, Alerts, Press Releases
- WQA E-News
- Professional Certification Information
- Complimentary subscriptions to *Water Conditioning & Purification Magazine*, *Water Quality Products Magazine* and *Water Technology Magazine*. (Please activate your cards to begin receiving the subscriptions.)
- A WQA window decal and logo slicks, which can be used on your website, business cards, company letter-head and advertising materials. WQA members are encouraged to proudly display these items, which indicate that they belong to the only not-for-profit international trade organization 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
Phone 630-505-0160
Fax 630-505-9637
Email membership@wqa.org
Website 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**

**WQA membership can
greatly benefit you.**

To receive a:

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

please contact the WQA membership department at 630-505-0160 or membership@wqa.org.

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



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 4151 Naperville Road • Lisle, Illinois 60532-3696 USA
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 Website www.wqa.org • Email membership@wqa.org
 A not-for-profit organization

APPLICATION FOR MEMBERSHIP

Please Print or Type.

New Member Fees and Categories

(12 month membership) USA, Canada and International

US\$510 Dealer (USA, Canadian and International)

- Residential Commercial Industrial

US\$2,245 Manufacturer/Supplier (Selling into the USA/Canadian Market)

- Residential Commercial Industrial

US\$1,020 International Manufacturer/Supplier (Not selling into the USA/Canadian Market)

- Residential Commercial Industrial

US\$1,020 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\$510 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. In 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 _____ Website _____

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 _____ Security Code _____

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!



This coupon can be used toward the purchase of various WQA products and services, including Modular Education Program enrollment, certification exams, laboratory testing, Convention registration and exhibition space. (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\$ **150.00**
Certified Water Specialist (CWS) (\$225 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\$ **130.00**
Certified Installer (CI) (\$202 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\$ **90.00**
Certified Sales Representative (CSR) (\$133 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\$ **162.00**
CWS Specialty Exam/Reference Kit (\$205 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\$ **500.00**
Technology Reference Collection (\$632 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**

100 USD Discount toward Convention Fees

Choose One:

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

WQA'S DVDs

- Distillation (with Workbook) **\$25.00**
- Reverse Osmosis (with Workbook) **\$25.00**
- Basic Water Softening (with Workbook) **\$25.00**
- Cation Resin Technology (with Workbook) **\$25.00**
- Water Quality 101 (with Workbook) **\$35.00**
- Water - It's What We Make It **\$25.00**
- Drink to Your Health **\$15.00**
- Safe Water Today **\$15.00**

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

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PLACE
STAMP
HERE



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Lisle, Illinois 60532-3696

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