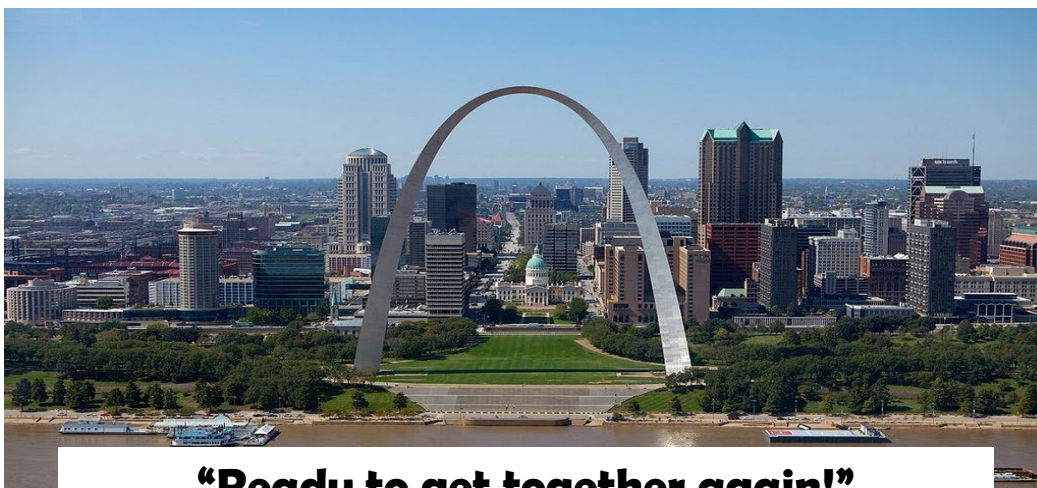


Central States Bottled Water Association



## **2022 Annual Convention and Trade Show**



**“Ready to get together again!”**

**RIVERCITY**

CASINO & HOTEL

**St. Louis, MO**

**MARCH 2-4, 2022**



Central States Bottled Water Association  
 11th Annual Convention & Trade Show – arch 6-8, 2019  
 River City Casino and Hotel – St. Louis, MO



**RIVERCITY**  
 CASINO & HOTEL

777 RIVER CITY CASINO BOULEVARD  
 ST. LOUIS, MO 63125  
 TEL: (888) 578-7289

**CONVENTION RESERVATIONS**

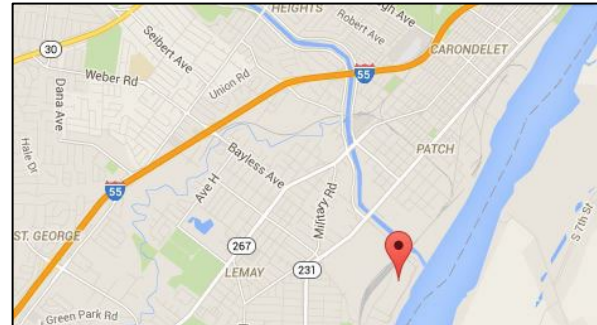
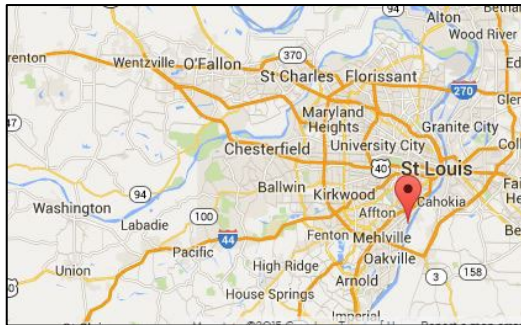
MARCH 2-4: \$119 PER NIGHT - **RESERVATION DEADLINE IS  
FEBRUARY 17 !!!**

PHONE: (888) 578-7289

INTERNET: [HTTPS://WWW.RIVERCITY.COM/HOTEL/ROOMS](https://www.rivercity.com/hotel/rooms)

**USE OUR GROUP CODE CSBC21A WHEN BOOKING. ON WEB SITE, ENTER  
 THE GROUP CODE IN THE “SPECIAL OFFER CODE” SPACE.**

**DIRECTIONS**



**From Airport –River City Shuttle will be available. Please indicate on your registration form your flight, email, and cell phone information for coordination.**

**From Downtown St. Louis and further east–Take I-55 south to Germania Avenue Exit(202B). Turn left at end of the ramp onto Eastbound Germania. Turn Right onto Alabama Ave and cross over the River des Peres. On the South side of the River des Peres, Alabama becomes Lemay Ferry Road. Turn Left at the first signal onto River City Casino Blvd, and follow River City Casino Blvd east to the casino.**

**From Kansas City and further west - Take I-270 South to I-55. Take I-55 North to Exit Germania Ave(202B). Turn left at end of the ramp onto Eastbound Germania. Turn Right onto Alabama Ave and cross over the River des Peres. On the South side of the River des Peres, Alabama becomes Lemay Ferry Road. Turn Left at the first signal onto River City Casino Blvd, and follow River City Casino Blvd east to the casino.**

# Central States Bottled Water Association – 2022 Annual Convention

March 2-4, 2022 – River City Hotel & Casino – St. Louis, MO

## Thursday, March 3

**9:00 – 10:00 AM: What's New In Regulation-Glen Davis & Chris Erickson (Absopure) (1 CEU)** – The regulatory environment is constantly changing. Technical Chair Glen Davis and Co-Chair Chris Erickson will update us on what's new, and what will be coming in the near future.

**10:00 – 11:00 AM: Round Table: Alkaline Waters (1 CEU):** Several of our members bottle alkaline waters, and others are considering it. Glen Davis, Chris Dunn, and Steve Tischler examine all facets of Alkaline Waters...what are they?physical characteristics...standard of identity...label requirements...bench testing...marketing considerations...a comprehensive look at this emerging category.

**11:00 AM – Noon: Round Table: 10 Cancellation Excuses and how to Counteract Them (1 Mgmt CEU).** Customer cancellations are a fact of life in our business. More often than not, they are excuses. Jon Ove and Rob Schmitt share their experiences with cancellations and approaches to saving them.

**Noon – 1:30 PM: Lunch: River City**

**1:30 – 2:30 PM-Planning and Implementing Your Cybersecurity Program (1 Mgmt CEU).** Hackers and internet scammers are an unfortunate fact of life. We'll take a look at the various online threats to the security of your data, look at how to detect them, how to protect yourself from them, and steps to take in case of a cybersecurity breach.

**3:30 PM-5:30 PM: Chris Dunn (2 CEUs)**

**“The FDA in the Post-COVID World”** - How has COVID changed the way the FDA is approaching Food Safety and what it could mean for you? Field inspections: Procedures, Schedule/list, Proof of accomplishment; Traceability 2.0: Batch, Raw Material(s), PWS; Environmental Monitoring: Is Caps & Containers enough?; “CORE” outbreaks (How NOT to deal with the FDA)

**“Decision tree for Total Coliform/E. Coli in Source and Finished Product”** - What do you need to do if you get a positive hit for coliforms or E. Coli? We'll walk through a decision tree you can use to manage and stay compliant with the FDA for Natural Source Waters and Finished Product.

**6:30 PM-8:30 PM: Suppliers Trade Show and Gala Buffet**

## Friday, March 4

**7:30 – 9:00 AM: Buffet Breakfast and Annual Meeting**

**9:00 AM-10:00 AM: State of the Industry (1 Mgmt CEU):** Joe Doss, President of IBWA, updates us on the issues most vital to our businesses.

**1:30 PM – 2:30 PM: Strategic Planning and Competitive Assessment (Steve Tischler)(1 Mgmt CEU)** Steve updates his acclaimed presentation from the 2021 MegaWebinar. This will be a comprehensive look at methods of assessing your business and marketplace, and give you some valuable tools for assessing your business and planning for the future. .

**10:00 AM-Noon: Chris Dunn (2 CEUs)**

**“If you don't up your standards, your customers will do it for you”**

Trends in the marketplace where customers are setting standards that are more exacting and demanding that trade association audits. Traceability (mock recall) ... three instead of one; Inventory ... FIFO; Retained Samples; Extraneous materials

**“Not all light is the same”**

Changes in UV technology are happening fast. Are you and your equipment up to dat? What do you know about: UV-C, Validated 4-log, low pressure versus high pressure, source water interference, spring versus purified?

**Central States Bottled Water Association – 2022 Annual Convention  
March 2-4, 2022 – River City Hotel & Casino – St. Louis, MO**

**Health and Safety Guidelines.**

Our first priority is the health and safety of everyone attending. We are following the recommendations of the CDC to all of us safe and healthy. The City and County of St. Louis is currently under a mask mandate. While that may or not be in effect at the time of our convention, we want to insure that everyone is comfortable in view of the Public Health situation.

Effective masks should to be worn over the nose and mouth at all times while inside the building. The only exceptions will be while eating or drinking.

Effective Masks include N-95, KN-95, KF-94, any mask that meets or exceeds the filtration requirements for an N-95, or a combination of masks resulting in at least 3 layers. Face Shields, Bandanas, Gaiters, and masks with fewer than 3 layers will not be an acceptable means of masking.

Full vaccination against COVID-19 is strongly recommended.

Our seating arrangements will be socially distanced. Our conference area is quite spacious, so we should be able to have plenty of room for effective social distancing.





# Central States Bottled Water Association

2022 Annual Convention – March 2-4, 2022  
 River City Casino and Hotel – St. Louis, MO  
 Registration Form

*NOTE: 2022 Paid Members of the Central States Bottled Water Association are entitled to the Members Rates below. All others please add appropriate Membership Dues.*

Company _____	Address _____
City/State/Zip _____	
Telephone _____	FAX _____ Email _____
<input type="checkbox"/> Check <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex   Card Number _____	
Expiration Date: _____ CVV: _____	

List Attendees (Please write clearly and spell correctly-we make your name tags from this list):


*Convention Registration includes Luncheon, Trade Show & Buffet, Breakfast, and all Educational Sessions. Supplier Registration includes Trade Show Booth and Buffet Sponsorship.*

**Bottler/Distributor Registration Fees:** ..... \_\_\_\_\_ Attendees

First Two Attendees .....\$300 each (before February 17)/\$325 Late Registration: \_\_\_\_\_

Each Additional Attendee .....\$140 each (before February 17) \$150 Late Registration: \_\_\_\_\_

Spouses ..... \$100 each (before February 17) \$125 Late Registration: \_\_\_\_\_

**2022 Non-members- ..... Please add \$200 Membership Dues .....:** \_\_\_\_\_

**TOTAL** .....: \$ \_\_\_\_\_

**Supplier Registration Fees:** ..... \_\_\_\_\_ Attendees

First Attendee .....\$550 (before February 17)/\$575 Late Registration .... : \_\_\_\_\_

Each Additional Attendee .....\$265 each (before February 17) \$285 Late Registration: \_\_\_\_\_

Spouses .....\$100 each (before February 17) \$125 Late Registration: \_\_\_\_\_

**2022 Non-members- ..... Please add \$200 Membership Dues .....:** \_\_\_\_\_

**TOTAL** .....: \$ \_\_\_\_\_

THESE EVENTS ARE INCLUDED IN YOUR REGISTRATION FEE. FOR PLANNING PURPOSES, PLEASE INDICATE HOW MANY WILL BE ATTENDING:

Thursday Lunch	_____ Number Attending
Thursday-Suppliers Gala Buffet	_____ Number Attending
Friday-Awards Breakfast and Annual Meeting	_____ Number Attending

Airline Arrival Information-For Airport Transportation Arrangements

Name	Cell Phone	Email	Airline	Arr Flight	Arr Date	Arr Time	Dep Flight	Dep Date	Dep Time

**Make Checks Payable to and Mail to:**  
 Central States Bottled Water Association  
 P. O. Box 103  
 Chesterfield, MO 63006  
 Questions...Call Sam Broh (314) 275-9950 or Email: [CenSBWA@gmail.com](mailto:CenSBWA@gmail.com)

# Central States Bottled Water Association

## Onsite Convention Planning Grid

### Schedule At A Glance

	Wednesday, March 2	Thursday, March 3	Friday, March 4
7:00 AM			
7:30 AM			<b>Breakfast and Annual Meeting</b>
8:00 AM			
8:30 AM			
9:00 AM		<b>What' New in Regulation</b> Glen Davis/Chris Erickson 1 Tech CEU	State of the Industry Joe Doss, IBWA 1 Mgmt CEU
9:30 AM			
10:00 AM		Alkaline Waters Roundtable Glen Davis/Chris Dunn/Steve Tischler 1 Tech CEU	Strategic Planning and Competitive Assessment Steve Tischler 1 Mgmt CEU
10:30 AM			
11:00 AM		10 Cancellation Excuses and How to Counteract Them Rob Schmitt/Jon Ove 1 Mgmt CEU	If You Don't Up Your Standards, Your Customers Will Do It For You/ Not All Light Is The Same Chris Dunn 2 Tech CEUs
11:30 AM			
12:00 PM		<b>LUNCH</b>	
12:30 PM			
1:00 PM			
1:30 PM		<b>Cybersecurity</b> 1 Mgmt CEU	
2:00 PM			
2:30 PM			
3:00 PM		The FDA in the Post-Covid World/ Decision Tree for Total Coliform Chris Dunn 2 Tech CEUs	
3:30 PM			
4:00 PM			
4:30 PM			
5:00 PM			
5:30 PM			
6:00 PM	<b>Board of Directors Dinner</b>	<b>Suppliers Trade Show and Gala Buffet</b>	
6:30 PM			
7:00 PM			
7:30 PM			
8:00 PM			
8:30 PM			
9:00 PM			

6 Technical CEUs  
4 Management CEUs