

mabwa

Mid-America Bottled Water Association

The Mid-America Bottled Water Association is a professional trade association for the betterment of the bottled water industry, providing education, government relations and a forum for the exchange of technical and regulatory information for all members of the

A Quarterly E-Newsletter Issue 1 - 2011

2011 Joint SEBWA & MABWA Convention and Trade Show! Page 1	President's Message from Cynthia Herold to Members... Page 2	MABWA Technical Brief: Cleaners & Sanitizer Approval... Page 3	About: Evamor Products, Inc. in Covington, La... Page 4	Newsworthy: Industry News Releases... Page 5	MABWA Benefits & Services: Join Today! Page 6
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2011 Joint SEBWA & MABWA Convention and Trade Show!

Diversify & Grow Your Business is the theme for the upcoming 2011 Joint SEBWA and MABWA Convention and Trade Show. The conference will take place **February 24-26, 2011** at the Renaissance Pere Marquette Hotel in New Orleans. The program has been carefully designed to provide a wealth of information for bottlers, distributors, POU and water treatment companies, and suppliers to the industry.

Whether you are looking to diversify your business and add new stream of income, gain needed continuing education units through the technical workshops, or step up your industry knowledge and network with colleagues, this conference is the right place for you!

The conference will include the following **Educational Workshops** and continuing educational credits:

- **Introduction to HACCP** - Robert Hirst, IBWA Vice President of Education
- **The ABC's of Disinfection (1 CEU)** -



Chris Dunn, General Manager, Beverage Quality, NSF International

- **Testing by Demonstration (1 CEU)** - Cynthia Herold, Corporate Food & Safety/Hygiene Manager, Nestle Waters of North America and Efreem Pesyna, Strategic Sales Manager Microbiology

- **Sustainable & Green (1 CEU)** - Dr. Alan Leff, Director of Quality and Production Primo Water Corporation

- **Preparing Your Bottled Water Facility for Inspection (2.5 CEUs)** Robert Hirst, IBWA Vice President Education

- **Bottled Challenges & Opportunities (2.5 CEUs)**

PRESIDENT'S
MESSAGE

Dear MABWA Members:

The Mid America Bottled Water Association (MABWA) will be holding another convention in New Orleans, again joining the Southeast Bottled Water Association February 24-26th. The program will include IBWA's Bob Hirst, offering CEUs for Certified Plant Operators. Last year's convention was extremely informative and successful.

MABWA continues to build their membership of bottlers from Arizona, Arkansas, Colorado, Kansas, Louisiana, Mississippi, Missouri, Montana, Nebraska, New Mexico, Oklahoma, Texas, and Wyoming.

As a member of MABWA, you will receive information from technical experts, suppliers, distributors, and bottlers to help you to succeed in the competitive high-tech bottled water industry.

We hope to see you there!

Cynthia Herold
MABWA President

Robert Hirst, IBWA Vice
President Education

General Session topics and speakers will include:

- **The importance of Diversifying Your Business for Growth in Today's Market** - Gil Gibson, President - Business Development DS Waters
- **Home Booth Training** - Allen Wankat, Franchise Business Development Manager for Culligan International
- **POU/Bottle-Free Cooler Technology** - Don Orr, Vice President of Point of Use, and a panel of experienced experts
- **Spring Source Development** - Michael Alferie, Principal Geologist, SDII
- **Using the Internet & Social Media to Your Advantage** - Peter Raisch, Kennedy Communications.
- **To Sell or Stay...that is the Question** - Brian Rose, President Water Event
- **Turning Your Company into a Sales Organization: Coaching & Cultural Change** - Jim Lewandowski, Vice President, General Manager Sparkletts Drinking Water Texas Region
- **State & Federal Legislative Update** - Joe Doss, IBWA President
- **Launch New Products: The Process, Marketing & Training** - Jim MacMillan, Director of Business Development
- **Speed Dating with Your Suppliers** - New this year -- don't miss it!

Special Educational, Networking, and Social event highlights for the



conference include:

- **Evamor Plant Tour** - tour a small pack bottle manufacturing plant located in Covington, LA. *Bus transportation will be provided.*
- **2011 Joint SEBWA & MABWA Table Top Trade Show and Reception**
- **A Night at the National World War II Museum** - Stage Door Canteen, National World War II Museum
- **2011 Joint SEBWA & MABWA Golf Tournament** - Lakewood Golf Course New Orleans

For complete program detail including topic summaries, speaker bios, CPO exam, hotel information, and online registration -- go to

www.sebwa.org/convention or
www.mabwa.org/convention.

MABWA Technical: Cleaners and Sanitizer Approval for Use in Water Factories

How do you prove that the cleaners and sanitizers that you are using on food contact surfaces are “safe” to use. What proof can you show an auditor that the chemicals that you are using are free of contaminants and are suitable for use? You can demonstrate this by having the following information available:

- ✓ MSDS - these provide the “specifications”,
- ✓ A list of Cleaners and sanitizers,
- ✓ Maintain an inventory of these chemicals,
- ✓ EPA registration statement for sanitizers, disinfectants, and commercial sterilants (found on the product labels and catalog sheets) includes suitability for use,
- ✓ Catalog sheets – include ‘Statement of Assurance’: “This product is effective under the intended conditions of use as outlined on the product label”,

- ✓ Specified in a Sanitation Standard Operating Procedure (SSOP),
- ✓ Letters of Guaranty (LOG), and
- ✓ SSOPs describing the use (concentration, application, etc.)

Your chemical representative can provide documentation for each of the chemicals used in your facility. If you are working with a chemical manufacturer who has a quality management system in place, they have document controls for their production processes, which include control over purchased materials and process controls. They would thus use approved raw material suppliers, receive Certificates of Analysis (CoAs) for all the raw materials, and primary packaging they use. Their process control would also include in-line and finished goods testing, specifically for the products’ active ingredients. In addition, you want to be able to demonstrate that the staff

using the chemicals have been trained in chemical safety, handling and use and that the chemicals and the cleaning utensils are being stored in a safe and sanitary manner. Don’t forget to ensure that the chemicals are secured unless they are actively being used on the plant floor.

This technical brief was provided by Cynthia Herold of Nestle Waters of N.A.

2011 MABWA Committees

Membership Development Committee
Chairman Dan Humphries
dhsc05@yahoo.com

Government Relations Committee
Chairman John Cooke
jccooke@swbell.net

Programs & Forums Committee
Chairman Gil Gibson
GGibson@water.com

Technical Committee
Chairwoman Cynthia Herold
cherold@perriergroup.com

Supplier Committee
Chairwoman Velma Roppolo
starsoln@aol.com

2011 MABWA Calendar

February 23, 2011

Board of Directors Meetings
Pere Marquette Hotel - New Orleans

Annual February 26, 2011

General Membership Meeting
Pere Marquette Hotel - New Orleans

May 16, 2011

Board of Directors Meeting
Location TBD

November 17-18, 2011

2009 MABWA Fall Educational Seminar
Location TBD

2011 MABWA Board of Directors

OFFICERS

President - Cynthia Herold, Nestle Waters N.A.

Vice President - Gil Gibson, DS Waters

Sec/Treasurer - Brian Rose, Water Event

DIRECTORS

John Cooke, Primo Water

Dr. Alan Leff, Primo Water Corp.

Velma Roppolo, Star Solutions Inc. Dan

Humphries, Dan Humphries Sales

Terry Lusk, Clovis Bottlers

Brad Frieberg, Mountain Valley Spring Water

Roy Parsons, Parsons Enterprise

Rick Doerner, Fizz-O Water Company Inc.

Randy Ward, Aqua One

EXECUTIVE DIRECTOR

Susan Gibson

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About Evamor



What is Evamor and why should I drink it? These are honest questions. In short, we can save marketing dollars by telling you the truth.

Too Much Acid – an acid diet can gradually rob bones of calcium, affects healthy blood pressure and circulation. Excess body acid hardens and kills cells, diminishes their function, and contributes to aging the body. Acid is stored as fat and is a problem for comfortable digestion. In short, acid affects your quality, and even quantity, of life.

Acid and free radicals also impact the immune system. Combined with dietary sugars it can create an environment supporting the excessive growth of yeast and other microbes that pollute and diminish our health.

Drinking Evamor Natural Artesian Water - rare alkaline source - with an alkaline pH of 8.8 to 8.9, helps neutralize dangerous acid.

FEATURES: Ancient Artesian water; Uncontaminated by surface waters; Naturally high Alkaline pH of 8.8

BENEFITS: Protect bones; healthy blood pressure; reduced body fat; protect muscle mass, circulatory system and kidneys; improved digestion and digestive acid issues; reduced overall body acid; supports immune system and reduced microbe growth.

Evamor Products, Inc. is located at 72072 Hwy 1077, Covington, LA 70433.



Newsorthy

2011 - 2013 Approved Slate of Officers & Directors for Election!

MABWA - January 21, 2011 -- Pursuant to the MABWA Bylaws, the MABWA Board of Directors submitted the following board-approved slate of Officers & Directors for election by the members for a 2-year term (2011-2013) at the upcoming 2011 General Membership Meeting in New Orleans.

The General Membership Meeting will take place on February 26, 2011 at the Renaissance Pere Marquette Hotel in New Orleans in conjunction with the 2011 Joint SEBWA & MABWA Convention and Trade Show.

SLATE OF NOMINEES:

OFFICERS

President – Gilbert Gibson, DS Waters,

Vice President – Velma Roppolo, Star Solutions, Inc.

Secretary/Treasurer – Brian Rose, Water Event

First Past President – Cynthia Herold, Nestle Waters N.A.

DIRECTORS

Director – Rick Doerner, Fizz-O Water Company, Inc.

Director – Randy Ward, Aqua One, Inc.

Director – Alan Leff, Primo Corporation

Director – Jim Lewandowski, Sparkletts®

During the election process, nominations will be entertained from the floor.

Respectfully submitted,

Susan Gibson

MABWA Executive Director

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Weis Water Goes Green

The bottles for Weis Quality 24-pack 20-ounce bottled water are now made with 100 percent recycled PET plastic, making Weis Markets the first supermarket company in the country to offer this environmentally friendly bottle.

“We know that eight out of 10 plastic bottles end up in landfills,” said Bruno Garisto, Weis Markets’ Director of Corporate Brands. “Our new Weis Quality 24-pack bottled water is a creative, practical product that helps our company address this challenge and allows us to reduce our carbon footprint.”

The bottle, which uses 25 percent less plastic, is manufactured with recycled resin derived from baled post-consumer plastic purchased from municipal recycling plants. Weis Quality bottled water is produced and bottled by Ice River Springs, a leading North American bottled water company with eight manufacturing plants throughout Canada and the United States.

In recent years, Weis Markets has expanded its sustainability program to make its stores more energy efficient and to reduce their carbon footprint. In 2011, it will open three new superstores that will use 60 percent less refrigerant than a typical American supermarket. In addition, Weis Markets stores annually recycle 1 million pounds of plastic bags and 14 million pounds of cardboard.

Founded in 1912, Weis Markets operates 164 stores in Pennsylvania, Maryland, New York, New Jersey, and West Virginia.

Bottled Water Sales Are Flowing Fast

A new report released today finds hexavalent chromium—that “probable carcinogen” made famous by the [Eric Brockavich story](#)—in 31 cities and towns across the United States.

The [report](#) by the non-profit [Environmental Working Group](#) was issued just as the [federal Environmental Protection Agency](#) is mulling new standards that would limit the level of the metal which has been linked to cancer in laboratory studies involving animals. The highest levels were found in Norman, Oklahoma, Honolulu, Madison, Wisconsin, San Jose, California, and Tallahassee, California. No chromium was detected in Indianapolis, Plano, Texas, Reno, or San Antonio.

The report is bound to increase the demand for bottled water—an industry that has grown at a furious pace in recent decades, amid rising interest in personal health, food safety and premium food and beverages. The

sale of bottled water is expected hit [174 billion liters in 2011](#), up 51 percent from 2006. The value of the industry is expected to reach \$86 billion next year, up 41.8 percent since 2006.

Much of that growth has benefited large companies—but entrepreneurs have exploited it, too. For example, the Fred brand of water comes from the Catskill mountains in New York, is packaged in a recycled material flask-style plastic bottle [and costs \\$26 for a case of 20 400 ml bottles](#). Hexavalent chromium has a variety of industry purposes, from chrome plating to leather and wood preservation to dyes and pigments, according to the Environmental Working Group. Given the broad array of uses, it is “prevalent” in tap water, the group says.

The presence of the metal is one reason why bottled water is so popular. But that is no panacea. Many groups are increasingly worried about the environmental effects of bottled water, which ran the gamut from waste disposal and recycling issues to the cost and energy demands of transporting it. One thing is certain—clear water is an increasingly scare commodity, and more and more people will find a way to profit from it as demand goes up

The benefits & services are yours

MABWA believes in the power of people working together, connecting and collaborating. As a member you'll learn from the experiences of industry colleagues and you can share your experiences and ideas with others -- all working to build a better culture in your own company and a stronger and more vibrant industry. As a member you'll gain technical support & publications, critical regulatory information, sales and marketing strategies, best practices on operations and manufacturing -- receive industry news and updates, reduced costs for conferences, certification and training -- and make invaluable industry relationships. Join MABWA today by going online at

www.mabwa.org!

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