Join your industry colleagues for the 2014 SEBWA Annual Convention & Trade Show. This year's exciting event will take place at the newly renovated Wyndham Bay Point Resort in Panama City Beach, FL.

It's not too early to reserve your room accommodations – click here www.baypointwyndham.com/
or call 1.866.269.9165 and ask for the “Southeastern Bottled Water Association Group Rate” of $199 single/double! The deadline for group rate is April 2, 2014 and the rate is good for 2 days prior and 2 days post the event!

A Quick Program Preview

SEBWA Annual Golf Tournament
Join industry colleagues for round of golf and networking!

Welcome Reception…get acquainted with fellow attendees!

FSMA Food Defense Workshop (4 CEUs) - Bob Hirst, IBWA
This is your chance to learn more about the FDA proposed rule for intentional adulteration and to apply it to your facility using FDA’s food defense plan builder software. Bring your current food defense plan and update it for FSMA! NOTE: Participants are encouraged to bring a laptop with a copy of the FDA food defense plan builder software already installed. Instructions for downloading will be provided in advance of the workshop.

FSMA HACCP Workshop (4 CEUs) - Bob Hirst, IBWA
With Congress’ passage of the Food Safety Modernization Act at the end of 2010, implementation of the bill will now REQUIRE HACCP programs at food and beverage facilities. In response to this renewal of HACCP’s importance on the national level, IBWA is offering an updated version of the 1999-2003 HACCP Workshop. This workshop will go beyond the filler to the case packer, palletizer, and loading dock to include warehousing and distribution of bottled water, as required by the act. The session will include application of the proposed preventive controls rule to your facility’s HACCP/preventive controls plan. NOTE: This session includes a copy of IBWA’s HACCP workbook.

Fundamentals of Laboratory Instrumentation (1 CEU) – Steve Tischler, National Testing Laboratories
This one-hour course will explore the basic theory and operation of some of the most important analytical instruments used in a modern drinking water laboratory. Special attention will be paid to analytical methods specific to the bottled water industry. The main focus will be on instruments used to test physical factors, metals, inorganic ions, volitive organics, herbicides and pesticides. Attendees will gain a fundamental understanding of how these instruments operate, and how they analytical results are produced and interpreted.
Certified Plant Operator Exam (CPO)
The IBWA Code of Practice requires members to have at least one Certified Plant Operator (CPO) in each member facility. The 2014 SEBWA Convention in Panama City Beach, FL is an ideal time to become certified, or to obtain CEUs to keep your certification current. To become certified, use the IBWA Plant Technical Reference Manual and Bottled Water Code of Practice to study for the CPO exam, scheduled for Thursday, May 1, 2014. To keep certification current, CPOs may either retake the CPO exam every three years or accrue the required 18 CEUs within each three-year period—which averages out to only 6 CEUs per year. At this year's SEBWA Convention, 9 CEUs are available. To take the exam please complete the attached CPO Application Form (pdf) and submit it to IBWA (per instructions on the application). Payment is separate and should be submitted directly to the IBWA.

SEBWA Table Top Trade Show
Network with your top industry suppliers and see how they can enhance your business!

How Bottled Water Professionals Can Save Thousands and Become Invincible to Lawsuits! - G.K. Mangelson, ASAP
From this presentation, you will learn lawsuit protection, tax reduction, and estate planning strategies most advisors are unaware of including: 1. Structure business for lawsuit protection and prevention. 2. Reduce liability insurance costs. 3. Minimize taxes. And 4. Create successful estate and business succession plan.

Marketing Your Bottled Water Products in Today’s Bottled Water Environment, DS Waters
Today’s Bottled Water market has become even more competitive than ever before. Hear how you can make the most of your efforts to market and sell your products in the marketplace. This is a must not miss presentation!

Federal & State Legislative Update - Joe Doss, IBWA
IBWA President Joe Doss will provide an update on the many important legislative & regulatory issues confronting bottled water companies in 2014. He will also share his thoughts on the challenges and opportunities that our industry will face in the coming months and years.

The Latest Beverage Marketing Industry Review - Andre Damiens, Crystal Springs Waters
Hear a very informative review of the current Bottled Water market based upon the latest annual Beverage Marketing Report. This report will provide the kind of knowledge you need to better understand the key indicators of the bottled water industry! It will
also includes key trends and statistics across eleven U.S. beverage types, discuss new products, and will provide Beverage Marketing’s exclusive projections through 2017 for each category! Don’t miss this highly informative report on your industry!

Watch for added program events on www.sebwa.org!

**WHO SHOULD ATTEND?** All bottlers, distributors, and suppliers to the Bottled Water Industry!

Watch for complete program details & online registration coming soon at [www.sebwa.org](http://www.sebwa.org)! Contact SEBWA for further information!

[SEBWA](http://www.sebwa.org)

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