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To: CSWEA Executive Committee
From: Jay Kemp, Chair
RE: 3rd Annual Midwest Water Industry Expo
Date: November 16, 2007

Planning is well underway for the Third Annual Midwest Water Industry Expo. It will be held on Wednesday and Thursday January 23rd and 24th at the Chula Vista Resort in Wisconsin Dells (the Kalahari was not available). The Expo Committee has grown to 14 individuals thanks to an infusion of vendors following last year's Expo. They have helped make the committee stronger and will make the next Expo the best so far.

The vendor packets were sent out in early October with a focus on providing larger individual exhibitor displays this year. Vendor registrations and vendor talks are steadily coming in. Higher attendance remains a goal with new individual mailing lists developed for all four of the states. Registration Brochures will be sent to over 19,000 operators and facilities year. We have more and improved pre-event publicity; ads/articles have been placed in WWA and CSWEA publications as well as publications of other associations both in Wisconsin and the other states; a new, more professional advertisement is being used and a redesigned attendee brochure will be sent out. Credits for this Expo will be increased from 2 to 4 CEU's per day for Wisconsin and Iowa operators. We are still working on Illinois and Minnesota. These changes are intended to make this event better. The Expo will continue past activities that have been successful such as the vendor talks and the raffle and we hope the new location helps draw attendance.

Plan on attending!!