

January 2, 2018

Dear IBWA Member:

**As Chairman of the International Bottled Water Association (IBWA), I'm writing to thank you for your involvement in IBWA 2017.** Your support has helped IBWA continue to be a very effective advocate for all bottled water companies – bottlers, suppliers and distributors – whether they are small, medium or large businesses. We greatly appreciate your commitment to IBWA and the bottled water industry and hope that you will continue to be part of this great organization by renewing your membership for 2018.

As a result of your support, IBWA was able to accomplish a great deal last year. In particular, IBWA continued to work hard to highlight bottled water's stringent state and federal regulations, our members' environmental sustainability efforts, and the safety of all plastic bottled water containers, including those containing BPA. (A summary of IBWA's 2017 activities is included at the end of this letter and in the enclosed 2017 Progress Report.) Here are a few of our 2017 accomplishments.

- Throughout 2017, the International Bottled Water Association (IBWA) celebrated bottled water becoming America's favorite packaged drink, outselling carbonated soft drinks for the first time in history.
- According to preliminary statistics from Beverages Marketing Corporation (BMC), U.S. bottled water consumption increased to 13.7 billion gallons in 2017, up 6.6 percent from 2016. Bottled water sales increased by 8.7 percent, now totaling \$17.8 billion (wholesale dollars).
- IBWA worked to overturn a flawed policy that allowed individual parks within the National Park Service (NPS) to ban the sale of bottled water in single-serve PET plastic. Our effort were rewarded on August 16, 2017, when the NPS rescinded that policy.
- Another win for IBWA's members in 2017 was a Federal Court decision to strike down a Department of Labor Overtime Rule, which would have substantially increased employee costs for IBWA members by increasing the overtime earning threshold from \$24,000 to \$47,500. IBWA was a member of a coalition in opposition to this rule.

- IBWA held 14 Preventive Controls Qualified Individual (PCQI) workshops in 2017, with nearly 300 participants.
- In 2017, IBWA staff and members had meetings with 122 congressional offices, and members hosted nine plant tours at their facilities to help build critical relationships with government officials in the states, we monitored more than 800 bills and 400 regulatory proposals concerning bottled water in 2017.

Implementation of FSMA (Food Safety Modernization Act) continues to be a very important issue for the bottled water industry. We are providing our members with the information that they need to be prepared. IBWA offers members several ways to receive FSMA updates and prepare for compliance, including PCQI workshops being held throughout the US, educational sessions held during IBWA meetings, and online webinars and IBWA's publications, - **News Splash** and **Bottled Water Reporter**.

Even though the amount of water used for bottling water in the United States is very small, activist groups have been increasing their attempts to prevent bottled water companies from siting, permitting, and re-permitting bottled water plants. As a result, IBWA is developing a comprehensive strategy and campaign to fight these actions. The goal of these anti-bottled water efforts is to put the bottled water industry out of business. We will therefore need the support of all bottled water companies to make it clear to the media, government officials, and consumers that bottled water companies are legitimate enterprises that preserve and protect natural systems, enhance health, and contribute to the economic development of communities in which they operate.

Regardless of your company's role in the production and sale of bottled water, the many issues facing our industry can negatively impact your business. IBWA members, staff and consultants, along with our allies, will continue to work hard to represent the bottled water industry with facts and truth. We are committed to proactively promoting the safety and quality of bottled water and challenging the attacks, regulations and proposals that characterize bottled water unfavorably and/or would have a negative financial impact on our member companies.

**Please renew your membership today.** By renewing your IBWA membership, you will help ensure that we can continue to aggressively defend the bottled water industry against all negative proposals and proactively communicate the facts about our products to the media, government officials, activist groups and others.

As you complete your dues renewal form, please consider the challenges facing our industry in 2018 and the magnitude of the response needed to effectively challenge the increased scrutiny and criticism of bottled water. Also, you will be able to renew your dues online this year. Consider how the work performed by IBWA contributes to your ability to 1) successfully operate your business and assist you in producing a quality product, 2) meet new regulations and requirements, and 3) avoid unnecessary and burdensome laws and regulations that would

negatively impact your company. The return on investment is significant when compared to the financial and other resources you would need to achieve the same results by yourself. I urge you to invest in your business and the industry by renewing your membership for 2018.

I am very proud to be part of the bottled water industry and I know you are too, and I'm very excited about the future of IBWA and the many opportunities available to the bottled water industry. Thank you for your support of IBWA. I welcome your comments anytime.

Sincerely,

A handwritten signature in black ink that reads "Lynn R. Watchman". The signature is written in a cursive, flowing style.

Lynn Watchman  
Maumee Valley Bottlers, Inc.  
IBWA Chairman

Enclosures:

**2018 IBWA Dues Form**

**2017 IBWA Annual Progress Report**

**2018 Bottled Water Audit Program Package (Bottlers and Candidate Bottlers only)**

**FSMA Brochure**

**Upcoming IBWA Meetings**

**Drinking Water Research Foundation Flyer**

**Kristin Safran Scholarship Flyer**

**Alan Leff Memorial Lecture Fund Flyer**

**Why A Political Action Committee (PAC) Flyer**