

**IBWA AWARDS PROGRAMS INCLUDE
RECOGNITION FOR EXCELLENCE IN THE
FOLLOWING AREAS:**

- Excellence in Manufacturing standards in the bottling plant
- Aqua Awards for excellence in advertising and marketing
- Route Salesperson of the Year Award
- Plant Manager of the Year Award
- *Beverage World* Bottled Water Hall of Fame Award

**IF I BECOME A MEMBER HOW COULD I
GET INVOLVED?**

The most effective way of becoming involved in IBWA is by volunteering to join a committee. IBWA provides an opportunity to show support of association activities through various committees including: Government Relations, Communications, Membership, Technical, Convention and Awards, and Education.

HOW DO I BECOME A MEMBER?

Please contact the Membership Department at IBWA headquarters by calling 703.683.5213 or you may visit our website at www.bottledwater.org or, email us at ibwainfo@bottledwater.org for more information.

IBWA

International Bottled Water Association

1700 Diagonal Road
Suite 650
Alexandria, VA 22314

Phone 703.683.5213
Fax 703.683.4074
Email ibwainfo@bottledwater.org
www.bottledwater.org

Bottler Bottler

M E M B E R S H I P



IBWA



U.S. Bottler Membership

WHAT IS THE INTERNATIONAL BOTTLED WATER ASSOCIATION?

The International Bottled Water Association (IBWA) is the authoritative source of information about all types of bottled waters. Founded in 1958, IBWA's membership includes U.S. and international bottlers, distributors and suppliers. IBWA is committed to working with the U.S. Food and Drug Administration (FDA), which regulates bottled water as a packaged food product, and state governments to set stringent standards for safe, high quality bottled water products. In addition to FDA and state regulations, the Association requires member bottlers to adhere to the IBWA Model Code, which mandates additional standards and practices that in some cases are more stringent than federal and state regulations. A key feature of the IBWA Model Code is an annual, unannounced plant inspection by an independent, third party organization. Consumers can contact IBWA at **1-800-WATER-11** or log onto IBWA's web site **www.bottledwater.org** for more information about bottled water and a list of members' brands.

WHAT IS IBWA'S MISSION?

The mission of the International Bottled Water Association is to expand the use of bottled water through consumer awareness, government relations, technical and scientific expertise, and other appropriate activities. This is achieved through conducting extensive public relations programs, working with state and federal governments to ensure fair and reasonable regulations and promoting the quality assurance of bottled water to consumers.

WHAT IS IBWA U.S. BOTTLER MEMBERSHIP?

IBWA U.S. Bottler membership is defined in the IBWA Bylaws as a company that bottles or packages water for sale within the United States and demonstrates compliance with IBWA standards through an annual, unannounced plant inspection. This inspection is mandatory, however, the fee for the first plant inspection is included in the dues payment. There is a fee for each additional plant location inspection, which is paid by the member. IBWA U.S. Bottler member companies range in size from small, family-owned and operated water bottlers to large multi-national corporations.

WHAT ARE THE KEY BENEFITS OF IBWA U.S. BOTTLER MEMBERSHIP?

IBWA membership, through its many services, is the gateway to the production and marketing of the highest quality bottled water products. Included in this brochure is a brief overview of IBWA's member services:

Key Member Services:

- Government Relations Activities and Support
- Communications / Public Relations
- Technical / Scientific Information, Expertise and Assistance
- Annual Convention and Trade Show
- Board of Directors and Committee Meetings (three meetings per year)
- Education and Training
- IBWA Publications and Materials
- IBWA Awards Program

GOVERNMENT RELATIONS ACTIVITIES AND SUPPORT

IBWA provides a unified voice in Washington, D.C. on all bottled water industry and related business issues, plus legislative monitoring and advocacy in all fifty states. The association has an extensive federal and state grassroots organization, which works on legislative issues such as bottle bills, bottled water tax bills, labeling bills, groundwater management bills and sales tax proposals. As a member you will receive regular reports on IBWA advocacy, as well as legislative and regulatory updates. Your company will also have access to an inventory of all federal and state regulations applicable to bottled water.

COMMUNICATIONS AND PUBLIC RELATIONS

IBWA is the primary public and media contact for issues concerning the bottled water industry. The Association maintains an aggressive, ongoing campaign to educate key audiences about the positive facts regarding bottled water regulation, safety and quality, and engages in proactive communication and relationships with the media, public and individuals, and organizations with an interest in bottled water issues.



WWW.BOTTLEDWATER.ORG is the cyber gateway to the world of bottled water for consumers, media, legislators, regulators, IBWA members and the industry. For members, there is a password-protected “Members Only” section for insightful association and industry information and resources. The association also maintains a toll-free consumer hotline, **1-800-WATER-11**.

TECHNICAL AND SCIENTIFIC INFORMATION, EXPERTISE AND ASSISTANCE

IBWA serves as an excellent resource on technical, scientific and regulatory information and provides liaison with regulatory agencies, both domestic and international (e.g., Food and Drug Administration (FDA), Environmental Protection Agency (EPA) and the World Health Organization (WHO)). IBWA works to help ensure the production of the highest quality products through its Model Code. In addition, the association’s annual, unannounced plant inspection program verifies conformance with the IBWA Model Code.

ANNUAL CONVENTION AND TRADE SHOW

Designed to meet the highest standards of today’s bottled water professional, the IBWA Annual Convention and Trade Show is the premier show held specifically for the bottled water industry—worldwide. Attendees have the opportunity to learn about important changes and developments in the industry, examine pivotal bottled water issues and develop winning business-building techniques, which can be effectively implemented to increase revenue. IBWA’s trade show allows manufacturers and suppliers of equipment and services to the bottled water industry the opportunity to display the latest in state-of-the-art equipment and technology. For a complete listing of dates for future annual conventions and trade shows, and also IBWA Board of Directors and Committee Meetings, please contact the IBWA Meetings Department or visit our web site at **www.bottledwater.org**.

EDUCATION AND TRAINING

IBWA develops, organizes, and presents industry-specific educational programs geared to the needs of its members. Recent examples of these are workshops to assist members in development and implementation of their HACCP programs and incorporation of new security measures at their bottling facilities. These educational programs are also designed to ensure that IBWA’s certified plant operators (CPO’s) have access to training opportunities that will satisfy the CPO program’s requirements for continuing education. In addition to educational presentations at IBWA and regional meetings, IBWA offers programs to the regulatory community and the public to educate and inform them about the bottled water industry.

IBWA PUBLICATIONS AND MATERIALS

- The bimonthly *Bottled Water Reporter (BWR)* is the only U.S. publication written solely for the bottled water industry. It features reviews of new technology and equipment developments, articles about the bottled water industry business and issues, statistical data and association news.
- *IBWA News Splash Newsletter* provides vital technical, government relations, industry and public affairs news and information to IBWA members. This document is distributed weekly via email and fax.
- The *IBWA Plant Technical Reference Manual* is a one-of-a-kind resource guide for bottled water plant operators.
- The annual *IBWA Membership Roster* provides a complete list of all IBWA member companies categorized by member type, state, country, individual representatives, and supplier member products and services.
- The annual *BWR Buyer’s Guide* is an expanded product reference source exclusively for the bottled water industry.
- The *Upfront Newsletter* is a quarterly publication presenting current management ideas, leadership techniques and training, and problem solving skills, particularly targeted to route management personnel.

U.S. BOTTLER MEMBERSHIP

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