

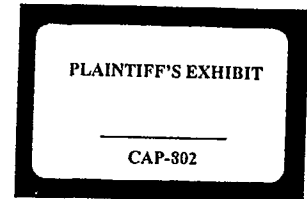


Walter - Stanley

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January 21, 1981

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AWWA's 1981 Annual Conference Exhibitor Prospectus mailed to you in November contained some important information about our Centennial celebration next June. I want to highlight a few new features that are certain to enhance your participation at AWWA's 100th birthday.

First, AWWA is developing a series of strategies that are expected to draw more people into the exhibit area than ever before. They include an enlarged Theme Center that will contain a display of antique water supply equipment, a continuous slide presentation depicting the history of AWWA and a major status display of AWWA programs.

Second, we are sending the Annual Conference Announcement to a select group of water utility supervisors, utilities serving more than 10,000 people and city managers throughout the multi-state region around St. Louis. These mailings, as well as those to the general membership, will reach 55,000 people, 20,000 more than last year.

Third, the conference exhibit will close at 5:00 PM on Wednesday to give exhibitors the opportunity for the greatest amount of exposure at the least cost. And speaking of cost, we have not raised our booth prices for the 1981 conference.

Fourth, we have continued the generous exhibitor complimentary registration program based on the number of exhibit booths purchased. In addition, exhibitors will be issued an unlimited number of passes to the exhibit area for operators of small systems and others who do not normally attend the conference. The exhibitor's name will be imprinted on the back of the pass. The cost per pass will be \$4.00.

These new programs are just some of the major innovations we have developed for the June conference. You will be notified as others leave the drawing board and are approved for your benefit.

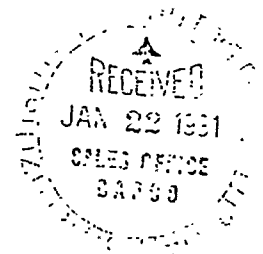
SEE YOU IN ST. LOUIS!

David B. Preston

David B. Preston
Executive Director

DBP/ljd

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