

**Complimentary WJTA Conference Registration(s) And
Assistance With Adam's Mark Hotel Room Expenses:
Apply Now To Be Considered**

VLN Advanced Technologies, Inc., Gloucester, Ontario, Canada, is sponsoring complimentary registrations for the 2003 WJTA Conference, August 17-19, 2003, and/or assistance with costs for hotel room nights at the Adam's Mark Hotel during the WJTA Conference.

Any individual who is interested in attending the Conference, but unable to do so without financial assistance, is encouraged to apply for Conference registrations/room nights made available through VLN's sponsorship.

To be considered for a complimentary registration and/or assistance with costs for hotel room nights at the Adam's Mark during the Conference, complete the form below and return to the WJTA office by fax: (314)241-1449 or call Ken Carroll at (314)241-1445. Please submit your request **NO LATER THAN JULY 15, 2003.**

**Many thanks to VLN Advanced Technologies and VLN President Dr. Mohan
M. Vijay for this generous sponsorship activity.**

Reply Form

Name _____

Facility/Business _____

Street _____

City/State or Province/Zip Code _____

Country _____

Phone _____ Fax _____

Email _____

Please describe below why you would like to attend the WJTA Conference, what assistance you might require and why. Use an additional page(s) if necessary.

OVER

**Fax completed form to (314)241-1449 or call Ken Carroll at (314)241-1445.
Please respond no later than July 15, 2003.**

WaterJet Technology Association
917 Locust Street, Suite 1100, St. Louis, MO 63101-1419
Ph: (314)241-1445 Fax: (314)241-1449 Email: wjta@wjta.org Web: www.wjta.org

Seven Easy Ways To Attend The 2003 Waterjet Conference

1. FULL CONFERENCE

Includes admission to all research and applications sessions (except preconference workshops on Sunday, August 17), onsite live demonstrations, pass to Welcoming Reception in Exhibit Hall (Sunday, August 17), exhibits, luncheon on Monday, August 18, and Tuesday, August 19, coffee breaks, and WJTA Party on Monday, August 18. Each full registration also receives one copy of the Conference Proceedings on CD-ROM.

2. COMBO

Includes everything listed under Full Conference **PLUS** your choice of one of the two preconference workshops on Sunday, August 17.

3. SAVE \$ ON MULTIPLE EMPLOYEE FULL/COMBO REGISTRATIONS

Companies that purchase three or more full or combo registrations receive a special discount for each additional employee registered after the first two. To take advantage of the special discount, register the first two (2) employees from your company at the regular FULL/COMBO rates and receive the discounted rate for the third and subsequent employee registrations.

4. DAILY ATTENDANCE

Includes admission to all research and applications sessions, onsite live demonstrations, exhibit hall, coffee breaks, and luncheon on that day. Register for one day and receive a "50% off" coupon for the 2003 Conference Proceedings on CD-ROM. Register for two days and the Proceedings are included. **NOTE:** Admission to the WJTA Party on Monday is **NOT** included in the daily registration fee, and tickets for this event must be purchased separately.

5. PRECONFERENCE WORKSHOPS

- Waterjet Short Course
- Advanced Topics in Surface Preparation

Includes handout materials for workshop, coffee breaks, luncheon, and August 17 Welcoming Reception in Exhibit Hall.

6. EXHIBIT HALL and/or LIVE DEMO PASS

A \$25 exhibit hall and/or live demonstration pass for one day includes admission to the WJTA Exhibit Hall where you'll see waterjet equipment, supplies, and services, onsite live demonstrations between the hours of 8:00 a.m.-10:00 a.m., and designated contractor programs. Passes do **NOT** include luncheon in the exhibit hall. Tickets for lunch can be purchased separately.

You must purchase a ticket to attend the Welcoming Reception in the Exhibit Hall on Sunday, August 17, if you are not registered as a Full or Combo, or you are not registered for one of the two Preconference Workshops.

7. STUDENTS

The registration fee for WJTA student members is \$20. Student registration includes admittance to technical programs, onsite live demonstrations, and the exhibit hall on Monday and Tuesday, but does **NOT** include copies of the Proceedings, Welcoming Reception in Exhibit Hall on Sunday, August 17, or admittance to any food/social functions. **NO** discount is available for students that are not members of the WJTA. WJTA student members must be enrolled **full-time** in a university graduate or undergraduate program.

WJTA members and early-bird registrants SAVE up to \$120!

WJTA members receive a special discount off the regular registration fees. You will also receive a discount if your registration is postmarked or received in the WJTA office by **August 1, 2003**. Total Savings: Up to \$120!

2003 WJTA AMERICAN WATERJET CONFERENCE PROCEEDINGS

The *Conference Proceedings* for 2003 will be on CD-ROM only. The two-volume books that were available in past years will not be produced.

CANCELLATION POLICY

Fees will be refunded in full for cancellations received at least four weeks prior to the Conference. Cancellations received more than 10 days and less than four weeks prior to the Conference will be subject to a \$50 charge. No refund will be made for cancellations received less than 10 days prior to the Conference. However, substitutions may be made at anytime. Refunds will not be processed until after the Conference.

Hotel Reservations

It's not too early to make hotel reservations for the 2003 WJTA American Waterjet Conference to be held August 17-19, 2003, at the Adams Mark Hotel, Houston, Texas, USA. For room reservations call the Adams Mark at (800)436-2326. Be sure to identify yourself as a participant in the WJTA Conference.

WaterJet Technology Association

Telephone: (314)241-1445

Fax: (314)241-1449

Web Site: www.wjta.org

2003 WJTA Conference Registration Form

Name _____ Member# _____
 Company _____ Title _____
 Address _____ Mailing Address: ☐ Home ☐ Work
 City _____ State _____ Country _____ Postal Code _____
 Telephone # [] () _____ Fax # [] () _____
 E-mail Address: _____
 Information for name tag _____
Print name as you wish it to appear on your name tag

THREE EASY WAYS TO REGISTER

By Phone: Just call
(314)241-1445 and have
your credit card informa-
tion ready. (MC/VISA/Am.
Exp. ONLY).

By Fax: Fill out the
registration form with your
credit card information
and call our 24-hour fax
number at: (314)241-
1449.

By Mail: Fill out the
registration form and mail
with applicable payment
to: **WJTA, 917 Locust
Street, Suite 1100, St.
Louis, MO 63101-1419.**

Payment Method: ☐ Enclosed is my check, payable to **WaterJet Technology Association** (U.S. DOLLARS ONLY).
☐ Please charge my ☐ MasterCard ☐ VISA ☐ American Express

Credit Card# _____ Expiration Date _____

Print name as it appears on card

Cardholder's signature

**Join the WaterJet Technology Association now and
receive a substantial discount off Conference
registration fees.**

WJTA MEMBER		NONMEMBER	
By	After	By	After
8/1/03	8/1/03	8/1/03	8/1/03

Seven Ways To Register

☐ **Full Conference ONLY** \$ 495 \$ 555 \$ 555 \$ 615 = \$ _____
☐ **Combo** (Full Conference PLUS Preconference Seminar) \$ 665 \$ 725 \$ 725 \$ 785 = \$ _____
 Specify preconference workshop:
☐ **Waterjet Short Course** ☐ **Advanced Topics on Surface Prep**

☐ **Daily**
☐ **Sunday** (includes lunch) \$ 280 \$ 340 \$ 340 \$ 400 = \$ _____
 Specify: ☐ **Waterjet Short Course** ☐ **Advanced Topics on Surface Prep**
☐ **Monday** (includes Luncheon in Exhibit Hall) \$ 265 \$ 295 \$ 295 \$ 325 = \$ _____
☐ **Tuesday** (includes Luncheon in Exhibit Hall) \$ 265 \$ 295 \$ 295 \$ 325 = \$ _____

☐ **Exhibit Hall/Live Demo Pass**
☐ **Monday** (does NOT include Luncheon in Exhibit Hall) \$ 25 \$ 25 \$ 25 \$ 25 = \$ _____
☐ **Tuesday** (does NOT include Luncheon in Exhibit Hall) \$ 25 \$ 25 \$ 25 \$ 25 = \$ _____

☐ **Student** (WJTA members ONLY) \$ 20 \$ 20 N/A N/A = \$ _____

MULTIPLE CORPORATE REGISTRATIONS (Applies to third and subsequent registrants from same company)

☐ **Full Conference ONLY** \$ 445 \$ 505 \$ 505 \$ 565 = \$ _____
☐ **Combo** (Full Conference PLUS Preconference Seminar) \$ 615 \$ 675 \$ 675 \$ 735 = \$ _____
 Specify: ☐ **Waterjet Short Course** ☐ **Advanced Topics on Surface Prep**

WJTA MEMBERSHIP (US, Mexico, Canada) ☐ \$60 Individual ☐ \$20 Student ☐ \$400 Corporate = \$ _____
WJTA MEMBERSHIP - International (all other countries) ☐ \$80 Individual ☐ \$40 Student ☐ \$460 Corporate = \$ _____

☐ **Conference Proceedings** _____ Copies x \$89.00 = \$ _____

2003 WJTA Conference registrants may purchase extra copies of the Conference Proceedings on CD-ROM for only \$89. Regularly priced at \$109, you will **SAVE \$20. Offer valid through 8/31/03.**

SPECIAL OFFER!

4 EXTRA TICKETS — The Full and Combo registrations include one ticket per registration for the Exhibit Hall Luncheons (Monday and Tuesday), Welcoming Reception in Exhibit Hall (Sunday evening) and Awards Presentation/Party (Monday evening). Each Daily registration includes a luncheon ticket for the day registered: Sunday, Monday and/or Tuesday. Sunday daily includes Welcoming Reception in Exhibit Hall. Additional tickets may be purchased as follows:

☐ **Welcoming Reception in Exhibit Hall - Sunday** \$ 75 \$ 75 \$ 75 \$ 75 = \$ _____
☐ **Luncheon in Exhibit Hall - Monday or Tuesday or both (\$60)** \$ 30 \$ 30 \$ 30 \$ 30 = \$ _____
☐ **WJTA Awards Presentation/Party - Monday** \$ 75 \$ 75 \$ 75 \$ 75 = \$ _____

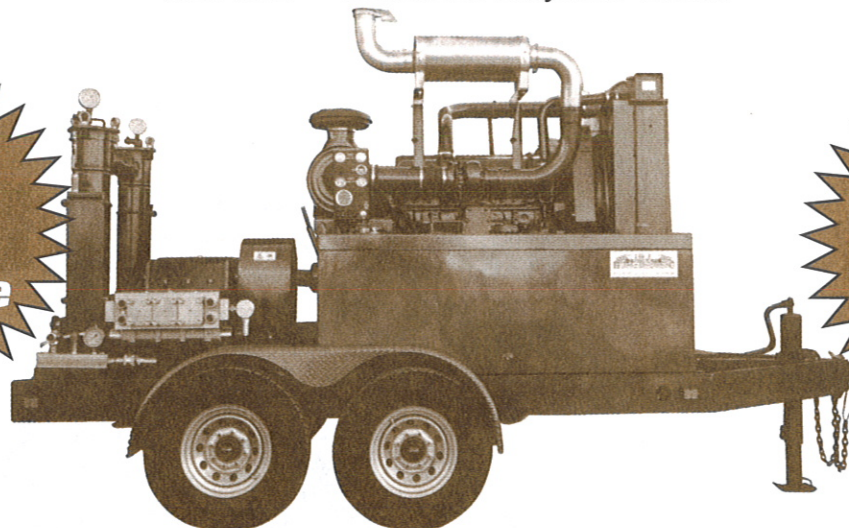
TOTAL ENCLOSED \$ _____



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1.575 IN
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17,271 PSI
15,045 PSI
11,053 PSI
8,463 PSI
6,687 PSI
5,416 PSI
4,476 PSI

FLOW RATE

28.45 GPM
33.00 GPM
37.88 GPM
51.56 GPM
67.34 GPM
85.23 GPM
105.22 GPM
127.32 GPM

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Completed Bare-shaft Pump: 3-years, or 3,000 hours, less wear items. That is 300% longer than any available warranty in the industry.

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make a purchase, there will be no charge. If you decide not to make a purchase of a new machine, you simply pay for the freight and wear items... No questions asked!

During the sale: In the unlikely event that HEI is unable to deliver your new unit when promised, you will enjoy the free use of one of our demonstration units until such time as your new unit arrives...Guaranteed!

After the sale: HEI guarantees that a full years worth of spare parts will remain in our stock at all times, insuring your continued operation. Further, if you experience any down-time during the warranty period, and we cannot solve your problem via phone or technician visit, HEI will mobilize a demo unit, free of charge, to your job location, until such time as we can determine and remedy the cause of your down-time.



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'Learn more, earn more' subject of training seminar

"Regardless of your age, it is never too late to glean expertise, as long as you are willing to invest the time and energy necessary to achieve success," Earl Heard, founder and CEO of the BIC Alliance and Ind-Viro Search, said.

2003 WJTA Conference attendees will be able to tap into a proven resource for mastering industrial marketing and sales when Heard presents his Alligator Management and Marketing seminar, "Winning Strategies for Doing Business in Industry," on the afternoon of Aug. 18. Learn how best to define and achieve your goals and organize your resources during this valuable program.

A veteran manager with both Ethyl Corp. and Hill Petroleum (now Valero), Heard has garnered extensive experience in operations, fire and safety, human resources, training, public relations, employee relations, and personnel as a hands-on member of industry.

The Alligator Management and Marketing seminar provides attendees with firsthand knowledge from industry leaders who have expertise and skills based upon hundreds of years of combined experience.

Seminar topics include:

- The industrial buying process.
- How this process has changed over the last few decades and how to handle the new methods.

- Strategic planning. Learn how to focus your energy on the correct aspects of your business to help it be the most successful.

- The relationship between marketing and sales. Learn how taking the right steps to effective marketing can lead to the best sales results.

- Networking. Learn about how to create and make the most of personal contacts.

- Trade show tactics. Learn effective strategies for being successful before, during and after a trade show.

- Effective listening and communication skills. Learn how listening and nonverbal communication skills are indispensable in communicating with clients and colleagues.

- Approaching different buying personalities. Learn four different types of personalities and how to effectively deal with each.

- Hiring. Learn how to hire the right employees and to make the most of the costly hiring process.

- Motivating your staff. Learn how the power of praise can boost employee productivity.

- Effectively using your time. Learn how to get the most out of your workday by avoiding interruptions and effectively planning your tasks.

- Maximizing your advertising

investment. Learn the best ways to turn your advertising dollars into greater profits, more sales and higher return on investments.

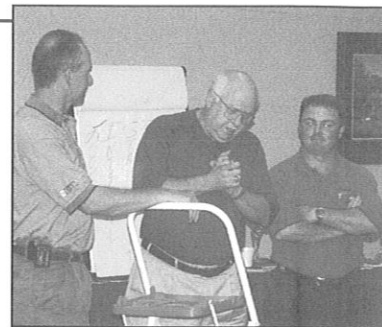
Through his various experiences, Heard has learned many valuable lessons he would like to share. One of Heard's keys to marketing success is to LISTEN — Look, Interpret, Stay alert, Think, Encourage, and Never interrupt.

"I immediately began listening to employees' ideas more. I learned that listening more than talking is very important," Jesse C. Martinez, chief operating officer of GOTAR Technologies, said. "I would definitely recommend the session to others. I think anyone in sales or management would learn a lot from it and be able to put it into practice the same day," Martinez said.

Whether you are a novice or an expert in marketing, you can benefit from attending an Alligator Management and Marketing session.

"The seminar was very informative," Tony Houston, account representative for Team Industrial Services, said. "I enjoyed it and brought a lot back to my company."

"Earl covered so much at the seminar. I learned quite a few selling techniques. I was immediately able to put into practice the techniques he presented on closing a sale. I am using them now,"



2003 WJTA Conference attendees will be able to tap into a proven resource for mastering industrial marketing and sales when Heard presents his Alligator Management and Marketing seminar, "Winning Strategies for Doing Business in Industry" on the afternoon of Aug. 18.

Lynn Marie Thompson, vice president of operations for Scafftag, said.

"The session exceeded my expectations. It was a good refresher for the items I have learned over the years," Hal Dale, a business developer at Curran International, said. "I would recommend the course to anyone in sales or marketing."

"What really stood out from the seminar was Earl's unique way of blending personal life with business life and how significant it is to be aware how one affects the other," Gary Noto of KGN Management Services said. "I would give the session a very high recommendation. It is an outstanding sales and marketing seminar."

Plan now to attend the WJTA Conference and "Winning Strategies for Doing Business in Industry" and discover for yourself how to "learn more, earn more." Visit www.wjta.org, e-mail wjta@wjta.org, call (314) 241-1445 or fax: (314) 241-1449. □

Alligator Management & Marketing

Next seminar August 18, Houston, TX, in conjunction with WJTA. Call (314) 241-1445 or visit www.wjta.org for more information.

Industry Experience plus Business Savvy equals Success for You!

Each day we all face obstacles blocking our road to success. These challenges must be met and overcome. Earl Heard, founder and CEO of the BIC Alliance and Ind-Viro Search, can help you take those adversities and transform them into opportunities.

A veteran manager with both Ethyl Corp. and Hill Petroleum (now Valero), Heard garnered extensive experience in operations, fire and safety, human resources, training, public relations, employee relations, and personnel as a hands-on member of industry.

As founder and CEO of the BIC Alliance, he has coordinated, launched and maintained marketing campaigns for several hundred companies each year ranging from small business and industrial service companies to large corporations. The BIC Alliance utilizes its BIC and The Leisure Connection publications to help deliver the messages of its 250 member companies to over 80,000 readers each issue for BIC and TLC.

Now, Heard brings to you his unique brand of management and marketing savvy in his informative and enjoyable Alligator Management and Marketing seminar and keynote presentation in which he presents winning strategies for turning adversity into opportunity and for making your company run more smoothly and deliver greater bottom-line profits.

Contact Earl Heard today to schedule a seminar or arrange to have him present a keynote address at your next event.

Turn Adversity Into Opportunity

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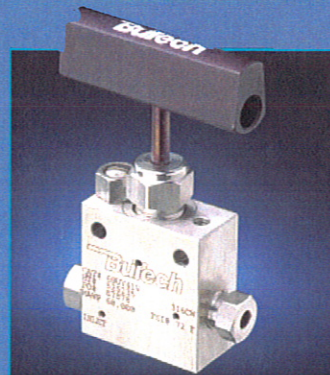
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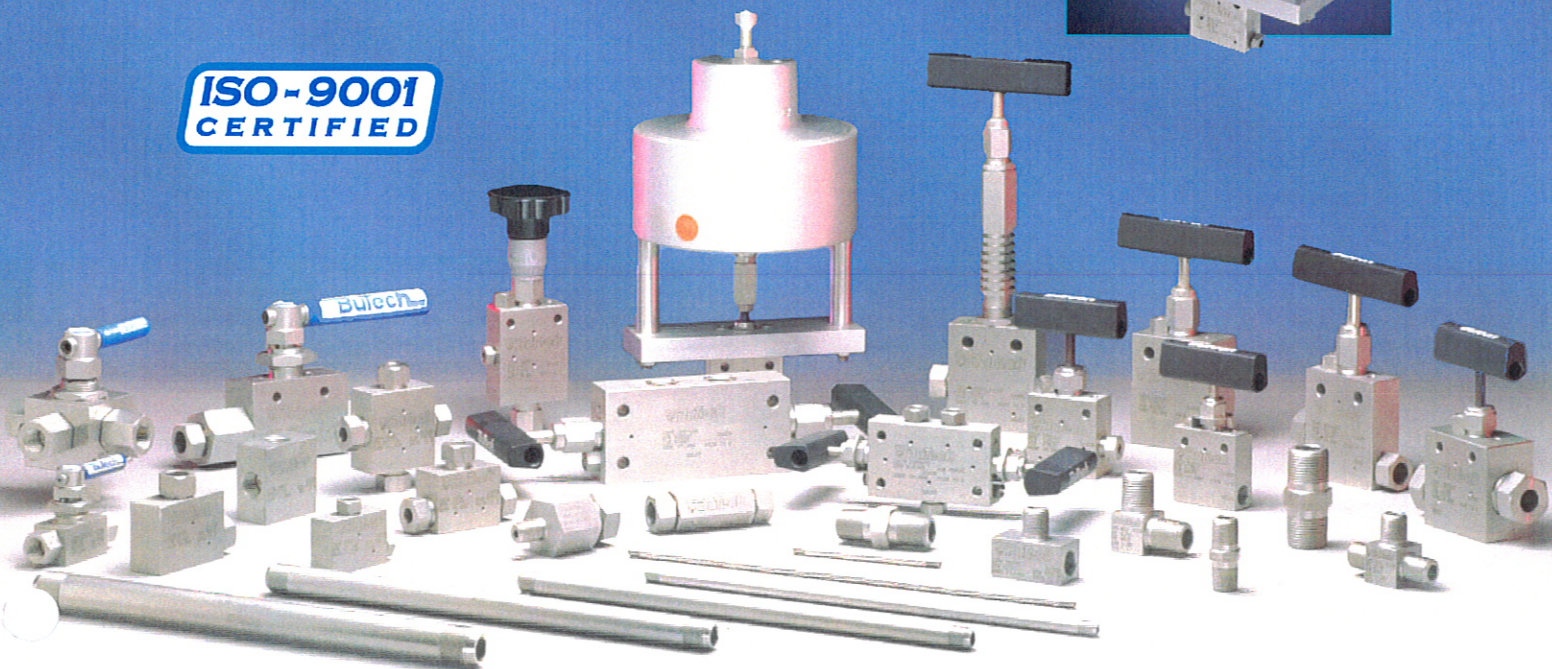
*We Listen.
We Understand.
We Provide Effective Solutions.*

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Booth #87**

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