

# W A T E R

## Industry Solutions

*Business Consulting in the Water Age*

**For Immediate Release**

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### **Water Industry Solutions' Mark Lambert to serve as Moderator at the WQA Aquatech annual conference and tradeshow March 9-12 in Orlando Florida.**

Water Industry Solutions LLC, a consulting services firm serving the water and energy technology sector, announced today that Mark Lambert, its Managing Partner, will serve as speaker and moderator at the WQA Aquatech annual conference and trade show. The conference will be held March 9-12, 2010, at the Orange County Convention Center in Orlando Florida.

Mr. Lambert will serve as Moderator of the Business Planning and Growth Seminar entitled "My Business is Worth What?" on **Wednesday March 10<sup>th</sup> at 8:00 AM**. More information can be found online at <http://www.wqa-aquatech.com>.

This seminar will focus on how business owners can create and maximize value. The business that may be sold in the future is a result of how the business is being positioned today. Most business owners naturally focus on making sure they deliver a good quality product on-time to create satisfied customers at the present time, but don't take time to reflect on how they exit the business down the road. It's something that shouldn't be contemplated only when you're ready to sell but should be given deep consideration as you grow your business. Learn what makes a business valuable and how you can ensure a better position for yours at the end.

#### **About WQA Aquatech**

WQA Aquatech USA is the only venue representing every segment of the increasingly complex and dynamic water treatment and supply market- **residential, commercial, and industrial**. This comprehensive water quality forum will showcase the **latest information, tools, resources, and strategies** you need to **build your business**.

#### **About Water Industry Solutions and Mark Lambert**

Water Industry Solutions LLC, is a consulting services firm specializing in water and energy technology solutions. Water Industry Solutions LLC manages industry focused strategic planning, technology assessment, growth capital fund raising, transactional and acquisition support services in the water, clean energy and infrastructure markets serving developed and developing markets.

Mr. Lambert is Managing Partner of Water Industry Solutions LLC. He is actively involved in the water industry community and is a member of the American Water Works Association (AWWA), Water Quality Association, and has served on several AWWA and WQA steering committees including the Point of Use committee and was a founding member of the WQA World Assembly.

*SOURCE: Water Industry Solutions LLC. [www.waterisnow.com](http://www.waterisnow.com)*