



RehabZone Sets Records

Mission of 'Zone Continues To Impress, Help Attendees by Jeff Griffin Senior Editor

This year marked the 20th anniversary of the Underground Construction Technology International Conference & Exhibition (UCT) and the 14th year for the RehabZone, the popular "show within a show" which offers objective, "no-sell" information about the rapidly-growing pipeline rehabilitation industry.

"We had a very high and active attendance this year," said RehabZone Chairman Guy Leslie. "It was the first year that I am aware of that all of the RehabZone T-shirts were given out early on the second day of the show!"

Near the exit of the "Zone", a commemorative T-shirt from each year was displayed. The tradition of giving a T-shirt to each RehabZone visitor began the first year in 2002, said Gerry Muenchmeyer, P.E., who has been involved each of the 14 years.

"The mission of the first RehabZone," said Muenchmeyer "was to educate, inform and generally help industry attendees learn about and better understand the technologies available for pipeline rehabilitation, along with the many tools that are available to assist in the renewal of pipeline infrastructure. The tradition of giving a souvenir T-shirt has continued for each subsequent year of the RehabZone."

A key to the RehabZone's continuing success is the generic approach taken to display information about technologies and services. The space devoted to the Zone has grown, and presentation techniques have also evolved over the years.

Milestones

Muenchmeyer noted key milestones in the evolution of the RehabZone.

"In 2003," he said, "the Pima County Arizona Historic Sewer and Pipe Artifacts Exhibit presented by Jon Schladweiler was added and has

been part of the exhibit ever since."

In 2004, "Rehabilitation Toolbox" was the theme and exhibits were enhanced with video presentations and the addition of static hands-on samples and displays.

"In the following years," continued Muenchmeyer, "the RehabZone has continuously expanded and improved. Due to the generosity of industry volunteers and sponsors, exhibits have been enhanced with new and better illustrations, exhibit materials, the addition of technical presentations, live demonstrations, hands-on activities, guided tours, publication of the *RehabZone Technology Guide* and much more.

"In 2015, it was evident that the mission has not changed. The RehabZone was again a very popular, must-go-to, part of the UCT Conference and it exceeded attendee expectations."

The RehabZone is attracting not only those in the rehabilitation industry, but representatives of other underground construction disciplines.

"We are a gas contractor in Canada and as most contractors are, I am naturally curious and I want to know more about the rehabilitation business," said John Tolman, general manager of T.W. Johnstone Contractors. "The RehabZone is a great format to present information using visualization techniques to make the process of learning much simpler. For example: how a CIPP liner is inverted inside a pipe could be difficult for some to understand, but seeing how it's done makes it clear. The RehabZone is very well organized."

Tony Collinson of Ranger Field Services said he is a regular at UCT, but 2015 was his first time through the RehabZone. "I did a walk through and found it very interesting. Information at the individual stations was very well presented."

"Great," is the RehabZone rating from Jack

Burdick, superintendent at Specialized Maintenance Services. "I haven't been in a couple of years and I'm impressed with the technologies. I like the layout with different stops along the way and I liked the demonstrations. Going through various stations was very worthwhile."

Connections

James Dugger, Quadex western regional sales manager, has been going through the RehabZone for more than five years.

"I participate in all the national industry trade shows in our market and UCT is by far the best show I attend," Dugger said. "I always look forward to going to UCT. The presentations are excellent and the networking is always very beneficial. The UCT show itself is well attended by key people and the exhibit hall traffic is solid. I believe much of this is due to the RehabZone.

"Because so many people attend, setting up appointments with customers and prospects is more achievable here. I've had customers come in from Los Angeles, Boise, ID, and Virginia just to name a few who met with us here at the conference."

Consulting Engineer George Kurz, P.E., DEE, said he participates in the RehabZone as a volunteer docent.

"In addition to meeting people from across the country," said Kurz, "the RehabZone gives me a great opportunity to study the exhibits, review displays about the history of sewers and watch demonstrations. In the RehabZone, I find that people are more open to asking questions and trying to understand how their underground systems work.

"The RehabZone is still truly unique among national conferences and expositions, and it is interesting to watch people's reaction when they realize this is a non-commercial, educational



area. I feel really good that several times this year I saw people get excited about new things that they saw and learned. If I couldn't answer all their questions, it was easy to send them to one or several exhibitors who are experts to answer their questions."

Dedication and growth

The RehabZone is jointly sponsored by NASSCO (National Association of Sewer Service Companies) and UCT in cooperation with the Ameri-

can Society of Civil Engineers' Trenchless Installation of Pipelines and Pipeline Infrastructure Systems technical committees, the Water Environment Federation's Collection System Committee and *Underground Construction* magazine. It is funded by sponsoring organizations and participating companies.

The RehabZone is planned and staffed by industry professionals, many of them business competitors, who take off their sales and marketing hats to provide objective, generic information.

Growing interest and attendance at the RehabZone documents its relevance to the industry, said Leslie.

"This encourages me and the members of the RehabZone committee to look to the future and what else we can add and/or do in the RehabZone to continue to stay relevant and never become stale," Leslie said. "And, of course, we can't say enough about the volunteers who devote countless hours to planning and executing this event. And it's impressive to me that first time volunteers understand that this is an educational forum and not a sales platform."

Leslie, southern region sales manager for Rapidview IBAK, will be chairman for the 2016 RehabZone. Muenchmeyer is owner of Muenchmeyer Associates and has served as president and technical director of NASSCO. Muenchmeyer's wife, Patti, is well-known to RehabZone visitors as the friendly women with the T-shirts as their tours are completed.

The next UCT and RehabZone will be at the Georgia World Congress Center in Atlanta, Feb. 3-5, 2016.

FOR MORE INFORMATION

RehabZone:

Guy Leslie (574) 224-5430 or
Heather Myers (410) 442-7473, rehabzone.org

RehabZone Leadership Years 2002-2015

- 2002 – Co-Chairpersons:
Joanne Hughes, Raven Lining Systems
Gerry Muenchmeyer, K.R. Swerdfeger
- 2003 – Co-Chairpersons:
Gerry Muenchmeyer, Raven Lining Systems
- 2004 – Co-Chairpersons:
Gerry Muenchmeyer, Raven Lining Systems
Wayne Long, Rinker Materials
Rod Thornhill, White Rock Consultants
- 2005 – Co-Chairpersons:
Gerry Muenchmeyer, Raven Lining Systems
Wayne Long, U-Liner
Ed Kampbell, Rehabilitation Resource Solutions
- 2006 – Co-Chairpersons:
Ed Kampbell, Rehabilitation Resource Solutions
Wayne Long, U-Liner
- 2007 – Co-Chairpersons:
Ed Kampbell, Rehabilitation Resource Solutions
Dave Kozman, R. S. Lining Systems
- 2008 – Dave Kozman, R.S. Lining Systems, Chairperson
Dorcas Hermes, WBE Dorcas, Vice Chairperson
- 2009 – Dave Kozman, R.S. Lining Systems, Chairperson
Dorcas Hermes, WBE Dorcas, Vice Chairperson
- 2010 – Larry Kiest, LMK Industries Inc. Chairperson
Dorcas Hermes, WBE Dorcas, Vice-Chairperson
- 2011 – Dorcas Hermes, WBE Dorcas, Chairperson
Guy Leslie, Rapidview Vice-Chairperson
- 2012 – Dorcas Hermes, WBE Dorcas, Chairperson
Guy Leslie, Rapidview Vice-Chairperson
- 2013 – Daniel Magill, Avanti International, Chairperson
Guy Leslie, Rapidview Vice Chairperson
- 2014 – Daniel Magill, Avanti International, Chairperson
Guy Leslie, Rapidview, Vice Chairperson