creating impact in a new era
2019 was a year of change for WEF in many ways from executive leadership to creating new avenues for success and greater impact.

After more than 27 years of service to our organization and the water sector, Eileen O’Neill stepped down as executive director in September. She guided us to many noteworthy accomplishments and left us with a solid legacy of financial security and programmatic strength that we are honored to continue.

Moving forward we will follow the example set by WEF leaders, both past and present, who have had the vision to adjust course and adapt to the changing needs of the times. While our essential purpose—to be a convener of water environment professionals—has not changed, our programs and activities have changed through the decades to meet the needs of the day.

Clean water gives us a clear purpose both as an organization and as the individuals who have brought WEF to life. We sincerely thank WEF members, Member Associations (MAs), and all of our water sector colleagues for an outstanding and meaningful year.

Walt Marlowe WEF Executive Director
Jackie Jarrell WEF President, 2019-2020
Tom Kunetz WEF President, 2018-2019
The foundation of WEF membership is simple: every member contributes to making our world a better place by choosing to work in water.

WEF transforms that passion and collective knowledge into “The Power of WE,” a dynamic force that supports a strong and stable water sector; provides leadership and professional development opportunities; and progresses our shared goal of improving water quality around the world.
2019 brought us one step closer to this vision. It was a huge year for us. You gave your time, resources, and heart to WEF, to each other, and to the communities you serve. Together, we created more impact than ever before. Here’s a look at what we did, and will continue to do, as we make progress for the future.

We believe everyone should have reliable access to clean, safe water. With your support, WEF provides the educational programs, services, and training that advances water innovation and unites our global network of water professionals around the common goal of protecting public health, the environment, and quality of life.

we create impact
A Warm Welcome
We welcomed Walt Marlowe as the new executive director following Eileen O’Neill’s retirement in early September.

Watch Walt talk about his first WEFTEC experience, extensive leadership experience, and first priorities for WEF.

Partnering for Mutual Success
37 MA representatives joined WEF staff for a special Partnering for Mutual Success Workshop. This bi-annual workshop is an opportunity for MAs and staff to engage in priority discussions for mutual organizational success.

10 MAs were selected by the House of Delegates Budget Committee to receive funds from the new Pilot Membership Association Grant Program, which supports operations, education, sustainability, and growth.

198 members from 41 MAs came together to exchange ideas and experiences about membership workforce, and engagement at four WEF/Member Association Exchange (WEFMAX) meetings in Vancouver, British Columbia, Scottsdale, Ariz., Orange Beach, Ala., and Nashville, Tenn. The 2019 series saw a 32% increase in new participants.
Making Waves in Washington

WEF member and Charlotte Water Director Angela Lee testified before Congress during the hearing “The Cost of Doing Nothing: Why Investing in Our Nation’s Infrastructure Cannot Wait.”

Rep. John Garamendi (D-Calif.) introduced the WEF-supported legislation, HR 1764, which will give flexibility to States and the EPA to extend the maximum term for National Pollutant Discharge Elimination System permits issued under the Clean Water Act from five to 10 years.

The U.S. House of Representatives Committee on Transportation and Infrastructure passed the WEF-supported Water Quality Protection and Jobs Creation Act of 2019, HR 1497. This bill increases funding for the Clean Water State Revolving Fund and includes up to $140 million over five years for wastewater utility workforce development funding, which was championed by U.S. Rep. Greg Stanton of Arizona at WEF’s request.

WATER WEEK 2019
ELEVATING WATER AS A NATIONAL PRIORITY

- 385 members came to Washington, D.C. for the National Water Policy Fly-In
- 31 U.S. states were represented
- 300 WEF Member Congressional & U.S. Environmental Protection Agency (EPA) visits
- 25 Young Professionals (YPs), including 10 YP Scholars
1 **successful debut** of the Workforce Pavilion, a new exhibit area designed to address some of the water sector’s key issues in recruiting, retaining, and developing a prepared workforce.

2 **teams** bested the rest at the 2019 Operations Challenge Competition. The Rocky Mountain Water Environment Association’s Elevated Ops from Denver won Division 1 and the Water Environment Association of Texas’ North Texas Rangers from Mesquite placed first in Division 2.

3 **Water Security Grand Challenge** announcements were made by the U.S. Department of Energy (DoE). Watch Daniel R. Simmons, DoE’s Assistant Secretary for the Office of Energy Efficiency and Renewable Energy talk about the $100 million for the DoE Energy-Water Desalination Hub and two new prizes for Wastewater Resource Recovery and Solar Desalination.

22 **municipalities and 1 university** received recognition in the National Municipal Stormwater and Green Infrastructure Awards, which celebrate administrators of municipal separate storm sewer systems (MS4s) that perform beyond regulatory requirements.

43 **Utility of the Future Today recipients** were recognized for transformational work in community engagement, watershed stewardship, and recovery of resources such as water, energy, and nutrients.

200 **volunteers** installed a rain garden at Chicago’s Maria Saucedo Scholastic Academy during the Students and Young Professionals’ (SYPC) 12th annual WEF Community Service Project.
ReGeneration: Workforce focuses on the power of individuals to regenerate and reinvigorate the water sector by providing new solutions that protect our shared environment.

As we move further into the 21st century, WEF aims to model how an industry can be renewed and strengthened by embracing and welcoming new people, ideas, and perspectives into the water workforce.

**330+ students and YPs set new attendance records** for our joint YP Summit with AWWA and the 3rd Annual WEF Emerging Young Professionals Leadership Workshop. This unique workshop stressed creative thinking and engaged participants in exercises including using improv to work on emotional intelligence.

**11 speakers from 9 organizations spoke on current and relevant issues related to innovation, management, resource recovery, and governance** at the Intelligent Water Systems & Resource Recovery Workshop that we co-organized with the Water Research Foundation (WRF) at the ACODAL Congress 2019. Colombia’s Minister of Environment and Sustainable Development, Dr. Ricardo Lozano Picón, stressed the importance of organizations like WEF continuing its good work and global support.
New look for our flagship publication, WE&T.

Developed with input from members, volunteers, and staff, the refreshed design elevates operations to the cover, alludes to an online experience, and provides better recognition of author credentials.

We also launched WEF SmartBrief, a free subscription-only daily news service dedicated to informing water quality professionals of the news shaping our sector and impacting the communities that we serve.

IT’S FUNDAMENTAL

We debuted 5 online short courses and released a set of 10 Spanish language fact sheets based on the popular Wastewater Treatment Fundamentals I-Liquid Treatment. Paired with Wastewater Treatment Fundamentals II-Solids Handling and Support Systems, this peer-reviewed training line helps prepare operators for the first three levels of certification examinations.

NEWS TO NOTE

Most clicked items:

- High court hears Hawaii case involving Clean Water Act
- Grease blockage blamed for clogging NYC wastewater pipe
- Supreme Court justices focus on groundwater pollution in CWA case
- A look at the U.S.’ polluted waterways before EPA regs
- Former uranium processing site collapses into the Detroit River
Increasing the InFLOW

41 students received InFLOW scholarships to attend WEFTEC 2019 and expanded the program to include more students from underrepresented minority groups and to reach more young people looking for viable career paths in green industries. The new CareerTech track—formerly the Emerging Water Quality Scholars Program—targets young adults interested in water fundamentals and operations. Watch WEF’s Bri Nakamura explain the program.

Water Works

We partnered with the Francis L. Cardozo Education Campus, TransSTEM Academy (District of Columbia Public Schools), and the Congressional Black Caucus Foundation to support their Introducing Youth to American Infrastructure internship program. Students toured local facilities, learned about water careers, and saw green infrastructure in action.

Diversity & Inclusion Taskforce

Following the release of the Brookings Institute Inclusion and Diversity 2019 Report, we established the diversity & inclusion task force to explore ways to increase diversity in the water sector. Watch Committee Chair Carla Reid discuss the goals.
Growing a Green Workforce

To broaden its reach, we piloted a new blended learning method for the National Green Infrastructure Certification Program (NGICP). Featuring a combination of online, in-person, and condensed training, the flexible format is being assessed with four sessions in 2019 and 2020. The first two pilot sessions were held in May and October 2019.

Certified Individuals: 589
Partners: 14
Approved Trainers: 69
Volunteers: 100+
Trainings: 27

Licensees for regional trainings in the southeastern U.S., New England, Midwest, Hawaii, and New Zealand

NGICP Gets an A+

The NGICP earned a 2019 Power of A Summit Award from the American Society of Association Executives (ASAE) for being a collaborative initiative that strengthens society, improves lives, and fosters positive change. The Power of A(ssociation) Awards is the industry's highest honor and recognizes the association community’s valuable contributions on the local, national, and global levels. Watch ASAE’s profile video.
**Great Careers for a Great Cause**

With help from AWWA, we revamped www.WorkforWater.org. Inviting job seekers to discover “great careers for a great cause,” the interactive website features state-by-state education, training, certification requirements; a state-by-state listing of AWWA sections and WEF MAs; and a dedicated section for veterans.

**Virtual Career Fair**

Eight organizations and more than 200 attendees from as far away as France participated in our first Virtual Career Fair, a new benefit of WEF’s Career Center that connects job seekers with hiring organizations, engineering/consulting firms, and public utilities.

**Building the Future of Water**

More than 30 YPs applied for the 2019 Midyear Springboard Program and 18 were chosen to attend the WEF Midyear Meeting. The Springboard Program was developed to increase opportunities for SYPCs to become involved in WEF, with an emphasis to integrate YPs into technical committees.

**Stockholm Junior Water Prize**

Students from 45 states and Puerto Rico competed in the 2019 U.S. Stockholm Junior Water Prize national finals at Ohio State University. The winning project by N.J. high school student, Sonja Michaluk, explored the use of DNA barcoding to measure the health of waterways. Sonja and Canadian winners Emily Mah and Jazlyn McGuinty joined national winners from a total of 38 countries for the international competition during World Water Week in Stockholm.

**2019 Water Leadership Graduates**

We graduated the eighth class of the Water Leadership Institute. The 54 water professionals from 28 states, Canada, El Salvador, and the Cayman Islands brings us to nearly 300 total alumni.
We released our first children’s storybook, *Why Water’s Worth It*. The double award-winning book went to #1 on Amazon’s best-selling new children’s book on water within hours of release in March and has quickly become one of WEF’s best-selling publications.

Originally produced in English and as a print-on-demand paperback, the book expanded into Spanish and French translations as well as a library-bound hardcover. It also attracted the attention of a new distributor that we will begin working with in 2020.

**It Takes a Village**

Positive reaction to the children’s book led to new ideas for increasing WEF visibility at MA events, including a traveling WEF bookstore at the Chesapeake Water Environment Association’s annual conference in August.

Throughout the year, members and staff also spent time in communities around the world doing book readings, presentations, donations, and exhibitions at schools, festivals, and conferences.

We received many exciting reports from the Howell Water Treatment Plant (Mich.) and the Michigan Water Environment Association using it as a float theme in a holiday parade to the Central States Water Environment Association organizing a donation drive to supply books to students in Costa Rica.
THE JOURNEY BEGINS

WATER’S WORTH IT

Fact sheets, ads, and social media graphics were released in Spanish and French. These materials help WEF’s international members share the story of water in Canada, Mexico, Latin America, and Europe, as well as bilingual communities within the U.S.

In addition to our toolkit of free resources, we also added new products such as reusable straws, stickers, and magnets to our online merchandise portal, www.WEFMarketplace.org. T-shirts, umbrellas, and the Toilet Rules magnet were 2019 bestsellers.

Words on Water

A total of 48 podcasts were released through the Words on Water podcast series. Featuring conversations with the world’s most influential water leaders, new episodes are published every two weeks throughout the year. In 2019, new and archived podcasts were downloaded 44,674 times for listeners in 116 countries.

We were a production partner for a feature-length documentary, Brave Blue World, that examines how new technologies and innovations can create a sustainable water future. We walked the blue carpet at the Los Angeles-based U.S. premiere in December and are currently working with MAs to host screenings throughout 2020.
We continued promoting the ReNEW Water Project. The initial ReNEW baseline was released at WEFTEC 2018 and the first bi-annual progress report will be released at WEFTEC 2020.

**Student Design Competition**
A record-setting 30 teams representing 26 MAs and 3 countries participated in the SYPC-organized Student Design Competition. The University of British Columbia won the Environmental Design category and the University of Colorado won the Wastewater Design category.

**SUSTAINABLE DEVELOPMENT GOALS**
We continued our support of the United Nations’ Sustainable Development Goals (SDGs) with the approval of a position statement that reaffirms our dedication to partnerships and activities that advance the SDGs and the water profession.

**LIFT**
53 participants across 9 teams competed in the 2019 LIFT Intelligent Water Systems Challenge. The interdisciplinary team from the City of Boulder, Colo., walked away with the $10,000 prize for using aeration control to maximize the efficiency of biological nutrient removal.

**RESIDUALS & BIOSOLIDS**
We contributed $5,000 to support a critical literature review on 61 identified emerging contaminants, including PFAs. This review will be conducted in conjunction with the U.S. Department of Agriculture W-3170 Committee, an academic research group focused on land application. A credible review of existing research will assist EPA with identifying holes and developing action plans for additional research.

**Stormin’ the Sector**
The WEF Stormwater Institute led the first analysis of U.S. stormwater sector needs, which revealed an estimated $7.5 billion annual funding gap and identified top priorities and challenges across the country. The Municipal Separate Storm Sewer System Survey will assist analysis for the ASCE 2021 Infrastructure Report Card that will now include stormwater infrastructure for the first time!

We launched a new collaboration with American Rivers and Corona Environmental Consulting to help local leaders advance green infrastructure solutions through market-based incentives, community-based programs, and other approaches.
### NEW AREA OF PERFORMANCE

#### SECOND YEAR

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
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<tbody>
<tr>
<td>Albuquerque Bernalillo County Water Authority</td>
<td>(Albuquerque, N.M.)</td>
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<tr>
<td>Camden County Municipal Utilities Authority</td>
<td>(Camden, N.J.)</td>
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<td>City of Tallahassee Underground Utilities</td>
<td>(Tallahassee, Fla.)</td>
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<td>Delta Diablo</td>
<td>(Antioch, Calif.)</td>
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<td>Fairfield-Suisun Sewer District</td>
<td>(Fairfield, Calif.)</td>
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<td>Fort Wayne City Utilities</td>
<td>(Fort Wayne, Ind.)</td>
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<td>Great Lakes Water Authority</td>
<td>(Detroit, Mich.)</td>
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<td>Houston Water</td>
<td>(Houston, Texas)</td>
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<td>Knoxville Utilities Board</td>
<td>(Knoxville, Tenn.)</td>
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<td>LOTT Clean Water Alliance</td>
<td>(Olympia, Wash.)</td>
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<tr>
<td>NEW Water, the brand of the Green Bay Metropolitan Sewerage District</td>
<td>(Green Bay, Wisc.)</td>
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<tr>
<td>Orange County Sanitation District</td>
<td>(Fountain Valley, Calif.)</td>
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#### THIRD YEAR

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<tr>
<td>Charlotte Water</td>
<td>(Charlotte, N.C.)</td>
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<tr>
<td>City of Grand Rapids</td>
<td>(Grand Rapids, Mich.)</td>
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<tr>
<td>City of St. Cloud Public Utilities</td>
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<tr>
<td>Clean Water Services</td>
<td>(Hillsboro, Ore.)</td>
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<td>Gwinnett County Department of Water Resources</td>
<td>(Lawrenceville, Ga.)</td>
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<tr>
<td>King County Wastewater Treatment Division</td>
<td>(Seattle, Wash.)</td>
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<tr>
<td>Tucson Water</td>
<td>(Tucson, Ariz.)</td>
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#### FOURTH YEAR

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<tr>
<td>City of Fayetteville Water Resource Recovery Facilities</td>
<td>(Fayetteville, Ark.)</td>
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<tr>
<td>DC Water</td>
<td>(Washington, D.C.)</td>
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impact through service

AWARDS

NATIONAL MUNICIPAL STORMWATER AND GREEN INFRASTRUCTURE AWARDS

INNOVATION PROGRAM MANAGEMENT

wef awards

MS4
RETIRING COMMITTEE CHAIRS

AWARDS COMMITTEE
Amanda Sheposh | 2017 - 2019

COLLECTION SYSTEMS COMMITTEE
Kevin Waldron | 2018 - 2019

COMMITTEE LEADERSHIP COUNCIL
Keith McCormack | 2017 - 2019

DISINFECTION & PUBLIC HEALTH COMMITTEE
Jay Swift | 2017 - 2019

GOVERNMENT AFFAIRS COMMITTEE
Rudy Chow | 2016 - 2019

LABORATORY PRACTICES COMMITTEE
Jennifer Loudon | 2017 - 2019

MEMBERSHIP COMMITTEE
Douglas Wing | 2017 - 2019

RESIDUALS & BIOSOLID COMMITTEE
Lynne Moss | 2017 - 2019

STORMWATER COMMITTEE
Wes Sydnor | 2017 - 2019

STUDENTS & YOUNG PROFESSIONALS COMMITTEE
Alvin Pilobello | 2017 - 2019

BOARD COMMITTEES

AUDIT
Jamie Eichenberger | 2017 - 2018

NOMINATING
Jenny Hartfelder | 2018 - 2019

CONSTITUTION & BYLAWS
Scott Cummings | 2017 - 2019

COMMUNITY OF PRACTICE DIRECTORS

TREATMENT
Greg Woodward | 2017 - 2019

SUSTAINABILITY
Chris Stacklin | 2017 - 2019

OUTREACH & INNOVATION
Sam Hardin | 2017 - 2019
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2018 – 2019 BOARD OF TRUSTEES

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Executive Director

Peter Vanrolleghem
Trustee

Jackie Jarrell
President-Elect

Tom Kunetz
President

Mark Poling
Trustee

Jenny Hartfelder
Immediate Past President

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Trustee

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Ifetayo Venner
Trustee

Aimeé Killeen
Trustee

Jamie Eichenberger
Treasurer

Rajendra Bhattarai
Trustee
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