Leadership Day, 9/24/19

INNOVATION

- Life Cycle of innovation – 9 stage process
- Water clusters with EPA – established 5 water clusters in US based on economic development
- Committee or conference, how do you introduce innovation?
  - Soft or hard entry – innovation pavilions
  - Took 3 years to build a pavilion
- Rocky Mountain: Student Shark Tank for Innovation
- Trying to create a database to put a list together of ideas across the industry
- Regionally: Sharing best practices and having a soft entry
- Innovation track or innovation 101 presentation to help understand what is going on
- Geographically, have a list local to conferences
- Bring material about who you are and be able to talk to people about product. Who, what and why?
- Many from colleges and universities in the area
- NEWEA: not everyone has a built-in network to curate participants. MAs looking for help.
- Created panel discussions to facilitate. Created themes and panels to talk about experience innovating
- Curating Innovation Pavilion: WEAT
  - ImagineH2o: Who is ready to deploy in Texas market, give me your Top 20
  - Accelerator that takes incubated technologies and gives them to Julie. Associate these folks with Imagine H2o
  - Gets contacts and breakdowns for Texas market

OPENING GENERAL SESSION SPEAKERS

- What does a good keynote speaker do?
  - Inspires and activates greatness, creates trust, improved performance
  - E.G. NEWEA: create sustainability operator workforce
    - Didn’t accept a “no” so reached out to assistant, maybe do a fundraiser
    - Talked about WEF opening session that were inspirational and what made them so good. Connect with mission of organization and emotionally
    - Cust family about coral reef health, engaged shark fins with 5th graders
    - Petitioned restaurants in southeast Asia not to sell soup with shark fin
    - Affordability – Bronx River that connected to organization
  - Inspirational vs. relevance to mission and speak to members and what they do.
  - Session that appeals to everyone – broad spectrum
  - How do we find them and how do we gauge if they are good or not?
  - Check with other organizations –
  - WEF Speaker Bureau idea from Lisa
  - Public officials known to be quasi experts in the industry e.g. former senator that had experience working in with water legislation
**HANDLING DIFFICULT SITUATIONS**

- What do you do if speaker doesn’t show up?
  - Don’t do alternates at WEFTEC. Level of effort is too much
  - People don’t show
  - Local decision

- Disgruntled people
  - Food! Gluten Free option. Food allergies
  - Have various options and most venues have that. Have to draw a line at some point

- Policies
  - Extreme intoxication leading to inappropriate behavior. What as MA’s should we have in place for harassment?
  - Harassment training
  - Ethics policy for speakers
  - What policies are out there? Is there a framework what can be brought back to MAs?
    - That type of behavior is not tolerated ever in our organization
  - WEF has a ton of policies with examples of types of harassment – MA Resource Center

**JOINT CONFERENCES**

- Successes and Challenges
  - WEF MA and AWWA
  - 2 WEF MA’s for Joint Conference
  - Combined chapter coming together with an MA

**Successes**

- REVENUE! Great money makers
- Exhibitors and Manufactures reps decreased spending so going to one
- Energy from Students and YPs
- Social events – mix with members
- One stop shop for CEU and education
- Joint executive board meetings that have authority to make decisions

**Challenges**

- Continual redevelopment of MOUs
- Lookout time and time to make decisions moving forward if wanting to continue
- Insurance
- Split of profits
- Attendance – out of state, will attendees come?
Event management systems
Websites
Trademarked branding themes
Labor Part time/Full time/Volunteer
Sponsorship
Banking and financials
Awards – MA and AWWA joint events since groups have separate awards
Frequency
Space hog – classes and exhibits but can’t make sleeping room requirements
WEF Support – Examples of MOU’s

PROGRAM

- Papers of relevant topics – current events, emerging issues
- Needs assessment – board members to reach out to utilities and what do you need to hear to get employees to attend
- Upfront research before call for abstracts
- Balance of presentations between consulting and agencies – CO-PRESENTERS
- Panels – do they work? CEUs? Panels do work if you have the right people and subjects
- CEUs and apply to program, pre-con workshops
- GET HELP WITH CEUs!!
- Mobile sessions – hard to start but very rewarding
- Operation tracks
- Trouble competing with other conferences. Not everyone can go to everything
- Site tours, can/can’t have them
- Banquets – dinners, awards, 5s’s, everyone is different

CONFERENCE PRICING

- Students: Free, minimal. Meals, all different
- Operators: Separate price, tracks, full conference, half conference
- Exhibitors are given passes to hand out to operators to get them into exhibit hall
- Conference pricing – separate price for 1/2/3/4 days
- Member vs. nonmember – nonmember price Does it artificially elevate member numbers?
- Speakers – free for the day?
- Exhibitors – multiple booths – discounts for multiple booths. Others charge more if you get a large amount of booths so you can chose where you’d like to be. Zone pricing.
• Pricing for joint organizations – divide up costs
  o 50/50
  o AWWA vs. WEF members – algorithm
  o Contract – based on a percentage

Cost escalation and upping price every year,

EXHIBITION
• Allowing to pick spaces
• More you sponsor, the more likely you will get what you need
• Location: same location in Jersey
• Challenges when you move location
• Reasons people go to conferences have changed
• Serving lunches
• Feedback from exhibitors
• Social events and driving traffic in exhibit hall

CONFERENCE APPS
• CEUs
• Modern up to date feel
• YPs and younger folks – cater to young people
• WEF side: compile vendors and give contact info. Put on membership page

AWARDS
• So many awards – boring
• Hard to get people to apply
• Present and not put people to sleep – awards for treatment plants so more than one person getting an award
• AWWA/WEF and giving all the awards since you are doubling everything
• 5S: dated? Does it take away from prestige of the society?
• Nominations at the MA level: crickets. No apps coming in. Suggested: relook and refresh awards
• Value of the award – WEF can help with a template or social media booklet. Show all people that have won the awards.