

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. NYWEA: 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
 - Custo 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
 - E.G. Michigan: Artist, New York, Activists with public facing and engaging in water; Arizona: environmental activists in water health.
 - 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

- RELEVANCE!
- Reaching out to members and network
- NJ: Regulator comes to conference and gives PDH's

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-PRESENTORS
- 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
 - 50/50
 - AWWA vs. WEF members – algorithm
 - 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.