

WEF & MAS PARTNERING FOR MUTUAL SUCCESS WORKSHOP

Holiday Inn | 625 First Street | Alexandria, VA

WEDNESDAY, FEBRUARY 20

6:30 – 8:00 pm **ICEBREAKER** – Holiday Inn Bar/Lounge (1st Floor)
Join WEF Staff and your peers for a meet & greet. Appetizers and beverages will be served.

THURSDAY, FEBRUARY 21 – BALLROOM D (1ST- FLOOR)

7:30 – 8:00 am **CONTINENTAL BREAKFAST**

8:00 – 8:15 am **WELCOME AND WORKSHOP GOALS**
EILEEN O'NEILL, WEF Executive Director

8:15 – 8:30 am **INTRODUCTIONS**

8:30 – 10:00 am **BUILDING A SUCCESSFUL APPROACH TO MANAGING MEMBER DATA**
PRESENTERS: LINDA KELLY, LYNN THOMSON, WEF AMS Team
ASSISTED BY: GRETCHEN STEENSTRA, Strategic Consultant, DelCor Technology Solutions
Member Associations and WEF will partner to develop a process for planning, selecting and implementing the next association management system to best fit WEF and MA needs.

10:00 – 10:15 am **BREAK**

10:15 – Noon **AMS PARTNERSHIP APPROACH** – continued

12:00 – 1:00 pm **LUNCH** - Bistro (1st Floor)

1:00 – 2:30 pm **TOUR OF WEF HEADQUARTERS**

2:30 – 4:00 pm **WHAT MAKES A GREAT CONFERENCE: KEEPING IT TRENDY AND CURRENT**
MODERATOR: DEANA GISSENDANNER, Director, Conferences
PRESENTERS: STEFANIE WALTER, Sr. Manager, Exhibition Operations
SARAH EVANS MORETTI, Manager, Exhibition Sales
SUSAN MERTHER, Director, WEFTEC Programs
LAURA CHILDS, Sr. Manager Education & Training
Attendees will engage in discussions on exhibits, technical program, registration, conference communication, conference apps, food/beverage, modernization and more.

4:00 – 4:45 pm **RESERVES – PREPARING YOUR BOARD**
PENNY YOUNG, WEF Deputy Executive Director and CFO
This session will discuss how to develop a viable operating reserve including the need for board agreement and a policy that establishes the purpose and use of and goals for operating reserves, clearly describes authorization for use of reserves, and outlines requirements for reporting and monitoring.

4:45 – 5:00 pm **WRAP UP**

5:00 pm **ADJOURN DAY 1**

6:30 – 9:00 pm **DINNER** – Enjoy dinner with your peers and WEF Staff at Blackwall Hitch located at 5 Cameron Street in Old Towne Alexandria.

FRIDAY, FEBRUARY 22 – BALLROOM D (1ST- FLOOR)

7:30 – 8:00 am	CONTINENTAL BREAKFAST
8:00 – 8:10 am	WELCOME MESSAGE TOM KUNETZ , WEF President
8:10 – 9:00 am	MANAGING RISK TOGETHER STEPHANIE JONES , WEF Sr. Director, Conferences As associations, we are exposed to risk just by the nature of our activities and the environment in which we operate. Does your MA have an emergency plan in place should a situation come up at your conference? Learn ways to minimize risk through having an emergency management plan in place.
9:00 – 10:00 am	WEF & MAS “PARTNERING FOR MUTUAL ORGANIZATIONAL SUCCESS” LINDA KELLY , Retired, Former Senior Director of Association Engagement We will continue the conversation from WEFTEC events (HOD, Leadership Day, and MA Staff Luncheon) about MA priorities and what elements are important in our Partnership for Mutual Organizational Success.
10:00 am	BREAK
10:15 – 11:00 am	PARTNERING FOR MUTUAL ORGANIZATIONAL SUCCESS – CONTINUED
11:00 am – Noon	WORKFORCE DEVELOPMENT / DIVERSITY & INCLUSION SHARING WEF’S PILOT AND LEARNING FROM EACH OTHER BRI NAKAMURA , Manager, Collection Systems and Sustainability WEF has a strategic goal to increase diversity and inclusiveness in the water sector. One of the ways WEF has tackled this goal is through WEF InFLOW (Introducing Future Leaders to Opportunities in Water). This was a pilot program at WEFTEC 2018 that brought under-represented minority students to WEFTEC and introduced them to working in the water sector. Multiple MAs have asked for guidance on how to create a similar program on the local level. During this presentation WEF Staff will discuss why this program was needed, how it was put together, and its successes and challenges. There is also a chance to incorporate a case study on how WEF INFLOW was administered at a local MA conference.
Noon – 1:00 pm	LUNCH
1:00 – 2:30 pm	BREAKOUT SESSIONS MAS WITHOUT PAID STAFF – STEVENSON (1ST FLOOR) <ul style="list-style-type: none">• Intro for the afternoon session (Kelsey Hurst)• 1:00 – 1:20 pm- Insurance (Frank Andersen, The Andersen Group)• 1:20 – 1:40 pm – Summarize Elements of WEF-MA Partnering for Success (Linda Kelly)• 1:40 – 2:00 pm - Cyber Security and Data Privacy (Andy Decker & Lynn Thomson)• 2:00 – 2:30 pm – Open discussion MAS WITH PAID STAFF – MARTIN (1ST FLOOR) <ul style="list-style-type: none">• Intro for the afternoon session (Dianne Crilley)• 1:00 – 1:20 pm- Cyber Security and Data Privacy (Andy Decker & Lynn Thomson)• 1:20 – 1:40 pm – Insurance (Frank Andersen, The Andersen Group)• 1:40 – 2:00 pm – Summarize Elements of WEF-MA Partnering for Success (Linda Kelly)• 2:00 – 2:30 pm – Open discussion
2:30 – 2:45 pm	BREAK
2:45 – 3:30 pm	GROUP OPEN DISCUSSION
3:30 – 4:00 pm	WRAP UP AND NEXT STEPS
4:00 pm	ADJOURN