Overview

• NWEA Facts
• NWEA Diversity
• NWEA Membership Growth Goals
• Growth Goal Implementation
• Value of Membership
• New Ideas
• Expanding Target Audience
NWEA Facts

• ~ 250 members
• Executive Board and Certification Board
• 100% Volunteer with the expect of the Cert Board
• NWEA/WEF Membership and NWEA-only Membership
• 5 Standing Committees: Cert Board, Membership Services, Outreach / Young Professionals, Professional Development, Conference
• Annual Conference 200 – 300 Attendees
NWEA Executive Board
How to Grow NWEA’s Membership

• Who should we target to grow membership?
• Majority of engineers and engineering firms are members
• State of Nevada has over 1,200 certified wastewater treatment operators
• Less than 50 are NWEA members
Target Operators

• How do we get operators to join NWEA?
  • 7 large wastewater treatment plants in Nevada
  • Approximately 80 medium to small plants or pond systems in rural communities
  • State of Nevada just passed regulation requiring CEUs for operator licenses renewal and also raised renewal fees
• NWEA/WEF membership is approximately $130 with only $7 going to NWEA
  • Most of our operators can’t afford that price
• Goal: To have all certified operators NWEA members
Created NWEA-Only Membership

- Updated NWEA bylaws to create a NWEA-only membership
- Voted and passed April 2017
- NWEA-only membership is $30

- How do we sell our membership?
- What is the value of our membership?
Membership Benefits

• New website with members-only portion (login) where members can create member profile, store CEUs, have message boards, post training material, etc...

• Invitations to our special events, networking opportunities, and tours

• Biannual Newsletter / Journal, the WaterSpot
2019 Annual Conference

• Conference fees
  • Members: $200
  • Non-members: $300

• Utilities and State government purchased memberships for their attendees in order to pay the lower membership rate.
  • Added benefit we did not anticipate

• Non-member rates included a free 1 year membership
Next Target Groups

• Construction Industry
  • All construction sites need a construction stormwater permit

• Mining
  • All mining activities have tailings ponds, state-only permit
  • Some mines have their own WTF onsite
Membership Engagement

Poo to Brews Tours

City of North Las Vegas Technical Tour

Event Properties

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Membership Engagement

Holiday Happy Hour / Ugly Sweater Competition
Growing Member Engagement

• Recently start student chapter at UNLV
  • NWEA purchases pizza and a board member attends their meetings
• Monthly Thursday mixers at engineer and construction firms around Las Vegas with Student Chapter
• Having Southern Nevada board meeting at different location. April meeting will be onsite at the Raiders Stadium construction office
New Sponsorships

- Casino Industry
  - Sands, Caesars, Wynn, MGM
- Mining Industry
- Companies with headquarters in Nevada
  - Switch Data Center
  - Zappos
Question / Comments

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