WEFMAX 2020: Engagement

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AGENDA

- NEWEA Overview

- Engaging the Current and New Members
  - NEWIN/Innovation Pavilion
  - NEWEA/NEWWA YP Summit
  - Workforce Development – Water Warriors Job Initiative

- Engaging the Public
  - Partnership Program / Water for Life Campaign (2018)
  - Charitable Giving Programs
    - Silent Auction
    - Charitable Contributions

- Engaging Legislators
  - Fly-in and State Legislative Programs
New England Water Environment Association

- Founded in 1929 as New England Sewerage Works Association – 90th Birthday year
- Rebranded from New England Water Pollution Control Association to NEWEA in 1990s
- 2,500 members
- Representing the six New England states
New England Water Environment Association

- Annual Conference – January in Boston, 3,000 attendees
- Spring Meeting - June, rotates among six states, 350 attendees
- Committee Specialty Conferences - Typically six per year
- Affiliated State Associations
  - Conferences and Tradeshows
  - State Legislative Breakfats
  - Operations Challenge
- National Events
  - WEFTEC
  - WEFMAX
  - DC Fly-in
  - YP Summit
  - Operations Challenge
  - WEF Management Meeting
Engagement - Over 45 Active Committees

Collection Systems/ Water Resource Council
- Collection Systems
- CSO/Wet Weather Issues
- Industrial Wastewater
- Stormwater
- Sustainability
- Water Reuse
- Watershed Management

Management Review Council
- Assessment & Development
- Awards
- Bylaws
- Member Appreciation
- Nominating
- Sponsor

Outreach Council
- Government Affairs
- Membership
- Humanitarian Assist. & Grants
- Public Education
- Safety
- Scholarship
- Student Activities
- Water for People
- Young Professionals

Meeting Management Council
- Conference Arrangements
- Exhibits
- Program
- Registration

Communication Council
- Journal
- Public Awareness
- Newsletter
- Website

Treatment, System Operations, & Management Council
- Asset Management
- Energy
- Laboratory Practices
- Microconstituents
- Operations Challenge
- Plant Operations
- Residuals Management
- Small Community
- Utility Management

Innovation Council (NEW)
- Innovation

Ad-hoc Council (NEW)
- Workforce Development
- Certification Committee
- Charitable Giving
Engaging the Public: Charitable Giving Program

- Formal Charitable Giving Task Force Established January 2020

- Charitable Giving Program Elements
  - Messaging - Gather stories about how NEWEA has positively impacted their education, career, and/or community
  - Donate/Bid Annual Silent Auction
  - Direct Online Donations
    - Giving Tuesday
    - Tax-exempt charitable giving program
      - Qualified Charitable Distribution
      - Leaving a legacy
Engaging the Membership: NEWIN / Innovation Pavilion at the Annual Conference

- NEWIN Merger finalized in January 2020
- Working on new ways to bring diverse stakeholders together: Regulators, Startups, Utilities, Consultants and Equipment providers
- Continued NEWIN work with larger companies (i.e. Evoqua, Watts) as well as local emerging companies of interest (i.e. BioBot, Aclarity)

- Forums for participation in timely and emerging topics:
  - What are the top challenges in IoT innovation adoption?
  - Introduction to LIFT for Innovators
  - Innovation Opportunities for the Water/Health Nexus
  - Reverse Pitch
  - Student Shark Tank
Engaging New Members: Water Warriors Job Initiative

- Workforce Development Committee formed in 2020
- Water Warriors Job Initiative
  - Modeled after Maine’s program
  - Veterans – underemployed
  - Overlapping skills
- Tenants of the Program
  - Training
  - Certification
  - Internship/Apprenticeship
  - Job Placement/Recruiting

Most Operators in Maine are 51-60 years old
Thank You