

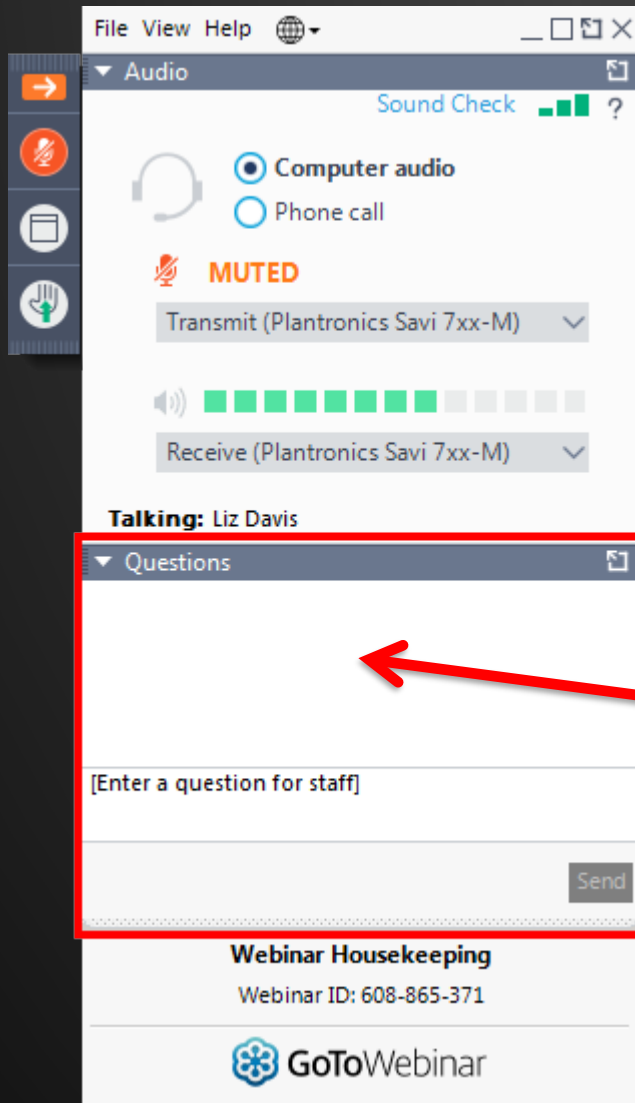


**Water Environment  
Federation<sup>®</sup>**  
the water quality people<sup>®</sup>

# **Tips & Resources for Addressing COVID-19: A WEF Offering for Member Associations**

**March 16, 2020 - 2:00 pm EDT**

# How to Participate Today



- Audio Modes
  - Listen using Mic & Speakers
  - Or, select “Use Telephone” and dial the conference (please remember long distance phone charges apply).
- Submit your questions using the Questions pane.
- A recording will be available for replay shortly after this webcast.

# Welcome/Overview



Jacqueline A. Jarrell, P.E.  
WEF President



Walt Marlowe, P.E., CAE  
WEF Executive Director  
PH: 703-684-2400  
Email: [wmarlowe@wef.org](mailto:wmarlowe@wef.org)

# WEF Specialty Conference Status Update

Stephanie D. Jones, CAE, CMP  
*Acting Deputy Chief Administrative Officer &  
Senior Director, Conferences and Events Management*  
PH: 703-684-2404 | Email: [sjones@wef.org](mailto:sjones@wef.org)

# Hotel/Facility Cancellation

- Force Majeure - unforeseeable circumstances or events that prevent someone from fulfilling a contract
  - Cancellation without penalty
  - Specify unforeseeable events (acts of God, act of government, terrorism or threat of terrorism, medical epidemic, disruption of travel, etc.)
  - Include flexible language to excuse performance (inadvisable, commercially impracticable, illegal, or impossible to perform)
  - Catch all phrase - “any other occurrence beyond parties' control”
  - Mutually beneficial
  - Not always a waiver of full damages (deposits or pre-payments may be kept)



Dianne Crilley  
Director, Member Association Programs  
703.684.2445 work | 703.283.3668 cell  
Email: [dcrilley@wef.org](mailto:dcrilley@wef.org)

- **Event Cancellations**
  - WEFMAX Jersey City (3/11/20)
  - WEFMAX Honolulu (3/16/20)
  
- **Monitor Situation**
  - WEFMAX Charleston
  - WEFMAX Fargo
  
- **Next Steps...**
  - Work with host on cancellation follow-up details
  - Work with the WEFMAX Committee
    - Brainstorm ways to share resources/presentations



# Financial/Insurance/Contracts

Penny Young, CPA  
Chief Administrative Officer  
703-684-2425 | Email: [pyoung@wef.org](mailto:pyoung@wef.org)

# Communications

Travis Loop  
Director, Communications and Outreach  
703-684-2465 | Email: [tloop@wef.org](mailto:tloop@wef.org)

# Communications

- Have a responsible individual
- Tend to communications regularly
- Consider your target audience(s)
- Shape your message for that audience
- Choose the vehicles that reach them
- Pick the appropriate messenger - executive leadership in a crisis
- Pay extra attention to incoming communications (email, social media, etc.)

# Messaging Dos

- Express concern and that health and safety is top priority
- Reference WHO, CDC, state, local health authorities
- Be clear about what you know
- Be clear about what you don't know
- Be positive and reassuring, project calm and control
- Promise to provide updates as available
- Provide a method of contact

# Messaging Don'ts

- Cite with business/financial reasons for changes
- Rely on speculation or lower-tier sources of info
- Make claims you aren't 100 percent certain about
- Be too technical or scientific or bureaucratic
- Be too lengthy

**CDC**  
**Crisis and Emergency Risk**  
**Communication**

<https://emergency.cdc.gov/cerc/>

# General Q & A

# Resources

- WEF Current Priority: Coronavirus  
<https://www.wef.org/coronavirus>
- US Centers for Disease Control and Prevention (CDC)  
<https://www.cdc.gov/coronavirus/2019-nCoV/index.html>
- ASAE Issue Roundup: Coronavirus Disease  
<https://www.asaecenter.org/resources/roundup/issue%E2%80%90roundup%E2%80%90coronavirus>
- “COVID-19 - What Your Nonprofit Needs to Know” by Venable LLP  
<https://www.venable.com/insights/events/2020/03/covid19-what-your-nonprofit-needs-to-know>