



## WEFMAX in Indianapolis – March 14 – 16, 2018

### WEFMAX Day I

WEF Business– Presenter: Jackie Jarrell

- Review of critical objectives and strategic plan
- The board is looking for feedback on what the needs of WEF members are; MAs are the conduit to get this information from the membership back to WEF
- Stockholm Junior Water Prize – 2 US students won the international prize
  - View 2017 SJWP video on YouTube
- Midyear Springboard program – any YP can apply to be part of this program
  - Integrates students into WEF
- UNLEASH – innovative program where people come together from all over the world to create innovative solutions; it's a competition; another opportunity for Young Professionals
- What can we do to get members engaged?
  - Mentor a student/YP
  - Hold networking events
  - Encourage YPs to join the WEF YP committee
  - Encourage YPs to apply for the springboard program
  - Promote job opportunities
  - Start/support a student chapter
- Engaging operators – what WEF is doing
  - OWWL – On-demand Wastewater Library;
  - Ops challenge
  - Training materials
- What can we do to support operators
  - Support/mentor ops challenge team
  - Encourage ops committee volunteers
  - Encourage volunteers to review technical publications
  - Share operator training and knowledge
  - Encourage volunteers to review OWWLs; WEF needs a lot of help with this
  - Let WEF know how they can help
- Utility Management
  - Partnership this last year with EPA; bringing workshop to various utilities about effective UM
  - There are programs being offered by WEF for MA UM/Finance committees
- Resource Recovery – WEF has a lot of resources on this topic as well; WEF is also looking for ideas from MAs and members on this topic
- Utility of the Future program – utilities have to stay in this program for three years; there are 10 components to becoming an effective utility management and several of them focus on becoming a utility of the future
- LIFT – leadership innovation forum for technology;

- Look over the website to learn about this; helps to take the research that's been done and apply it in real life
- A lot of utilities have already been able to use this program
- Water Research Foundation
  - WERF joined with the Reuse Foundation to become WE&RF and has now become the Water Research Foundation
  - This is in the process of merging right now
- NGICP – National Green Infrastructure Certification Program
  - Now have the first certified people in the program
  - workforce development program
  - this program is expected to grow a lot
- WEFTEC – main ways to engage with all members at one time
- What can we all do together to get people more involved?
  - Connect MA committee members with WEF committees
  - Connect with your WEF delegate
  - Ask WEF how to...
  - Exchange information with other MAs – at WEFMAX or other events
  - Provide WEF your ideas
  - Make the most of MA visits – we are there to listen, help and learn
- Calendar of Key Events Throughout the Year
  - Includes webinars, SJWP dates, Water's Worth It, etc.

#### WEF'S Public Awareness Plan – Rahkia Nance

- Working to increase the awareness of impact and value of water
  - Permanently embedded in the strategic plan
- Working not just to create awareness, but specifically in a way that increases funding
- Hired a new Sr. Director of public outreach that is working with task force members and others in WEF memberships
- Have created a 3-year roadmap
- Continuing to build content in the MA resource library; also looking for any opportunity possible for the materials to be co-branded between WEF and the MAs (including materials in Spanish and French where applicable)
- Invitations and reminders for events will go out a month in advance of the event or activity
- Public awareness dates
  - World water day – March 22
  - World toilet day – November 19
  - Infrastructure week – in May
  - Imagine a day without water – October 12 (organized by Value of Water Campaign)
- Water Palooza Toolkit – hands-on activities for grades 1-5
- VOW Campaign
  - Making the case for infrastructure report
  - Annual public poll on infrastructure
  - Wef.org/valueofwater
    - Lots of resources in here including print-outs, infographics, bill stuffers, etc.

- #mywaterlegacy challenge on social media
  - Every three months, there's a new theme introduced; people are asked to share stories and photos that follow the theme and tag them with #mywaterlegacy
    - Quarterly topics are: mentorship; leadership and advocacy; community service; public education
- Planning a refresh of the Water's Worth It campaign this year
  - Not changing the program completely, just a brief refresh and building off what was created previously
- More interactive, frequent posting on social media channels
- Live streaming certain events throughout the year as well
- Words on Water Podcast – each week, a prominent water leader is interviewed for the podcast
- National Water Policy Fly-In – April 17-18, 2018 in D.C.
- Becoming a water advocate; great way to learn about writing letters to elected officials, writing op-eds on water quality; giving presentations on water quality issues

#### HOD Update – Presenter: Aimeé Killeen

- There are 5 standing committees in the HOD and 3 workgroups
  - Steering, WEFMAX, outreach, nominating, budget
  - Operator workgroup; membership workgroup (working on dues strategy); student chapters

#### Operator Workforce Strategies – Presenter Ingrid Bella

- IN CALIFORNIA
  - 30% of certified operators are over 56 years old; 56% are over 46 years
  - 38% of Grade IV and Grade V operators are over 56 years old
  - Certification exam passing rate for grades 1-3 are at 65-70%
  - Exam passing rate for grades 4-5 seems to be declining; only 15.5% of operators passed the most recent exams
- More people are eligible for retirement every year; these are mission critical jobs
- Fewer students preparing to fill these jobs
- BAYWORK: a regional consortium; Started with 14 utilities; organization is around 10-years old
  - Roadmap
    - Goal 1 – develop qualified candidates
    - Goal 2 - Provide staff with info they need
    - Goal 3 - Modify work processes to optimize available jobs
    - Goal 4 –
  - BAYWORK Principles
    - Research based action
    - Continuous improvement
    - Cost-effective through collaboration
    - Knowledge-sharing among peers
    - Commitment to the industry as a whole
- Check out baywork.org for lots of the information that was presented in the slideshow
- Recommendations
  - Increase awareness of industry and trades

- Increase readiness of youth and other job seekers for trades
- Increase classroom training capacity
- Increase entry level job opportunities for mission critical positions
- Address financial barriers to training leading to the trades
- Continuous innovation
  - Workshops on wheels – rent a bus with 50+ people and go to 5-6 utilities that are in the same region to see new technologies; good opportunity for networking and learning
- Knowledge transfer toolkit
- Baywork training buffet
  - Curriculum for a day (sort of a mini conference with concurrent sessions) that provides contact hours
- Collaboration with community college system
  - Internship guidebook
- Website resources page – baywork.org; downloadable for your use
- Lot of local work including job fairs

### Operator Workforce Strategies – Presenter Sidney Innerebner

- New game-changing education
  - New manuals are much more graphics-intensive (there are 2)
  - Vendor-supplied graphics and real world photos all printed in full-color
  - Accessible language – targeting a 6<sup>th</sup>-grade reading level
  - Relatable analogies/explain complex topics
  - Lots of practice exams
  - Scenario worksheets
  - Chapter summary guides
  - Companion online training course that goes along with the manuals
    - WEF is applying for CEUs to be validated for course time and progress in the online system
- Operations-focused publications
  - Released at WEFTEC 2017

### SESSION I: MEMBERSHIP

Scribe Notes – by Doug Baldessari

### NEW YORK WATER ENVIRONMENT ASSOCIATION – Presenter: Mark Koester

- Past president
- Many initiatives including membership, clean water
- NYWEA mission
- Video on
- Most significant advancement – sanitation
  - Reason why people can enjoy a healthy lifestyle
  - Enjoy waterways with improvements in sanitation
  - Underlying infrastructure critical to economy
  - Work on clean water far from done
  - Huge improvements since the 60s
  - Lots of people working together for a common goal

- Water quality and public health and strong infrastructure
- WEF did a video last year
- It's all about education and the importance of what we do
- 2500 members
- Took over state certification program for operators – 5 years to in the black
  - Directly in touch with certification
- \$1.7 million in scholarship fund
  - Give away \$50k per year
  - 177 scholarships totaling \$117,000
- 24 committees and staff of 6
- 400 volunteers
- How do you keep track of delinquent members
- Differential member coming to function – a bit higher
- Concern about WEF increasing dues in 2019
- Membership volatile – up lately
- Established Utility membership program – become popular
  - Sense of pride and cost savings
  - WEF has utility membership as well
- Concerted effort to get out to grade, high schools and colleges
- Maintain and recognize the old folks – hall of fame inductees.
- Want to end with Thailand
  - The elephant rope – same size rope no matter the size elephant – can't break the rope
  - Our responsibilities to re-create ourselves. It's amazing what we can do!

#### OHIO WATER ENVIRONMENT ASSOCIATION – Presenter: Dawn Kennedy

- 60 days in to her job new executive administrator for OH
- Twitter feed
- Social media
- Association facebook
- Twitter
- Linked in
- Pres will focus on twitter
- Wanted to improve OH's presence on social media
- Less competition for twitter and linked in
  - Less users and less competition
  - Facebook more users and competition
- Linked in is more professional
  - Get an association linked in page
- Staff of 3 so only can do the two linked in and twitter
- Overall theory – more professional
- Twitter is fast and she is more comfortable
- Volunteer loves twitter
  - Forces you to focus your message – limited verbiage
  - Beg borrow copy and steal – don't reinvent the wheel

- What to post
  - Picture of Dawn
  - Membership wants to know what have you done for us lately
  - Easy way to show them what you have done lately
  - More than promotions – not read
  - Be funny, relevant, timely, mindful
  - Use pictures and video
  - General images and messages?
    - Lots of pictures – don't have to be pictures you take
      - Cell phone pictures not great
      - Valentine's day tweet the most popular tweet they have done
      - Easy fun and don't have to be expert
      - Simpsons, sesame street, knocked off scaffolding
    - Did live tweet – tagged WEF –
    - Tag others to get more traction and more views
  - More general feel good posts get more attention
  - Be broad with tweets
  - Followers need to see your just not selling something
  - Never know what will go viral – be mindful of what you post.
  - Get into social game to move up the google posting
    - Need to get organic hits from twitter, linked in, Facebook
  - Must grow organic reach.
  - Over 7500 organic impression – someone looked at it
  - 8 posts in Feb and got 7,500
  - Most popular include photos
  - Feb 2018 – 29,200 impressions from 22 tweets
  - Flushable wipes, motivational and fun to inspire people
- on twitter follow OWEA
- Do something
- Have fun and be creative
- Takes time – no immediate return on investment
- Not as hard as it looks
- Ask for help
- Look for inspiration - @neorsd
- Have goal. OWEA got 1,000 followers
- Brandon plant manager in Columbus –
  - Challenge don't see operators at WEFMAX
  - Wanted to grow involvement
  - So much more our industry has to offer
  - He told his employees to follow OWEA on twitter
  - New staff required to have license
  - Older folks don't want to be involved
  - Younger folks do want to be involved
  - Outside the box thinking for staff who want to be involved
- Brandon great example
- Must do social media

## WEFTEC MEMBERSHIP RECIPROCITY DISCUSSION – Presenter: Aimeé Killeen

- Membership recruitment initiative
  - Went to WEFTEC and signed up for a membership to WEF they were given the membership for a year
  - Way to ask people at WEFTEC who are not WEF members
  - MA's had to choose to be a part
  - 32 Mas participated
  - 351 new members
  - 10 MA's gained 10+ members
  - Majority of new members from US
  - Average 11 new members per participating Mas
- HOD member relations work group
  - Will WEF be willing to waive the membership fees like MA's also waive the fee –S reciprocity
  - Keep the 351 new members – how?
  - Tools to help MA's keep the new members from joint WEF/MA
  - Plenty of stuff on WEF website
  - MA has the information and also go to the WEF website
  - How many MA's have membership retention tool kits or use them
    - New member welcome letter
  - So much on line so don't need to reinvent the process
  - Are welcome letters effective?
  - NY – letter and call to new members effective
    - Dedicated member hired – part-time
    - Go through stages because it is hard to stay on top of it
    - Is there a script – number of years ago had a script
  - Want suggestions on how to improve the materials
  - Feedback on what is missing in order to engage and retain members
- Membership reciprocity
  - Plan is to provide a minimum memberships after verified – WEF willing to give them 11 new members equal to the same amount of new members gotten at WEFTEC
  - Could be a scholarship for operator – don't need to follow WEF's rules exactly
  - Given year timeframe to disperse the complimentary memberships
  - Information back from MA's on what they did to WEF – required
  - Specific market codes
  - Suggested uses of WEF free memberships - for never before members

## OPEN DIAGLOGUE SESSION

**Comment:** How to use from MAS

**Comment:** How was it determined to limit the number of WEF memberships for free?

**Jenny Hartfelder** - there should be no limit. WEF – not tying the new memberships to state conferences.

**Other participant** – should be no limit for new member signups who also go to WEFTEC this year.

**Fred** – There are parameters.

**Jennifer from MI** – Gamble to MA/WEF on budget to give unlimited new memberships

Target is memberships which weren't on the budget this year – so not really lost money from the budget

**Alan Will, Chesapeake WEA** – heavy on consultants, missing regulators due to no budget for that – target law makers and regulators

**Aimee Killeen, WEF HOD Speaker** – New memberships did not have to be new members to help with underserved membership sections.

**Jackie Jarrell, WEF VP** – The membership discussion is huge – This initiative is just one of the steps. Board will be having a lot of discussions regarding membership. Do have a choice of new members – the first investment.

**Aimee Killeen, WEF HOD Speaker**– Significant investment if unlimited

**Attendee** – Important to know what a new member cost you.

**Aimee Killeen**– Membership committee should look at the cost

**Brandon Fox, Ohio WEA** – This is a MA budget issue. No brainer to try and bring new members in.

**Aimee Killeen**–Will continue to give new memberships for free in LA

**Attendee** – This initiative is great!

**Comment:** Will state's need to opt in again for this year? MAs will need to opt in for 2018.

**Comment:** Be sure to send information to new members regarding all of the free information

\*\*WEF Staff will research questions and provide clarification

## **WHAT DID WE LEARN**...summarized by Mike Sedon, PWEA President

- Impressed by New York's scholarship fund
- NY membership assistant for dedicated staff.
- No idea welcome packet existed
- Statistics on pass/fail for operator exam
- New training manuals – Thumbs up!
- Free memberships
- Social media – important observation! – This is something you better do. Came out last year at WEFTEC
- Confusion over why limit on free memberships in the membership initiative
- Free memberships for students and regulators important. Regulators may not be able to take free memberships
- Best attended sessions are the ones with regulators
- Membership always number one from feedback from MA's. Why is membership #1 but struggle to get presenters.
- Maybe a different format for discussions on membership in future – more roundtable discussion



- Baylor presentation very informative. Columbus struggling with hiring.

## SESSION II: ENGAGEMENT

Scribe Notes – by Jessica Eckerle

### NEW ENGLAND WATER ENVIRONMENT ASSOCIATION – Presenter: James Barsanti

- NEWEA at a glance
  - Founded in 1929 (89<sup>th</sup> year)
  - 2,000 members
  - Annual Conference, Spring Meeting, and Committee Specialty conferences
  - Affiliated State Associations, Legislative Engagements
- Volunteer Opportunities
  - They have several council's with committees
  - Board members are on the councils and serve as liaison to the executive committee
- Student Outreach
  - Presentation Tool Kit K-12 created by Public Education Committee
  - Teacher training annually to sit down with them and discuss water industry
  - College and university initiative – have an executive committee meeting at one of the colleges or university every year and also have student chapters
  - Recommend having a career day at schools
- YP Summit
  - Half day program that's part of annual conference
  - YP's plan, organize, and stage the event
  - After the event there's a networking reception with members, also after the Executive Committee Meeting
- Mentor Program
  - Match mentors with mentees for an 18 month program
- Poo and Brew
  - Plant facility tour followed with a networking session at a local micro-brewery
  - Planning the 13 event currently
  - Attendance is typically around 40 people
- Veterans Workforce Development
  - Connect veterans with job opportunities
  - Create awareness of water infrastructure jobs
  - Established an ad-hoc committee in 2017 with state subcommittees and liaisons
  - Four step process – recruitment, placement, training, and certification
- Innovation Task Force
  - Innovation pavilion similar to WEFTEC
  - Connecting with colleges and universities on research programs
  - Started in 2017 and continues to evolve

## Q & A

**Q:** Was the YP Summit during the conference or before?

**A:** Started planning well in advance since conference was in January. The first one in 2017 was planned by YP's and Seasoned Professionals and the one in 2018 was completely planned by the YP's. They developed the entire mentor program, which is very engaged. Conference is Sunday – Wednesday with the Executive Committee Meeting on Sunday so the YP Summit was on Sunday also and did not compete with the technical sessions.

**Q:** New England is a large area – how do you engage members in the removed far out areas?

**A:** It is helpful that the state associations have several trade shows. In New England they aren't that far away from anything so can get to the locations. Always have a member of the senior management team attend the event.

**Q:** Doug Kimbler, Kentucky/Tennessee – please share your experience

**A:** Just got it underway on the website and can make available to everyone

**Q:** Jackie Jarrell – do you have any recommendations to maintaining the student chapters?

**A:** Once a semester we go to the student chapter to connect with students. Have a dedicated alumnus that continually check in and having a faculty sponsor that is engaged. Rotate Executive Committee Meeting at different colleges and universities to try and build student chapters at those locations. Mostly repetition, have to continually go to keep focus of students.

#### **PACIFIC NORTHWEST CLEAN WATER ASSOCIATION** – Presenter: David Keil

- PNCWA Make Up
  - Have 1,500 members
  - Big geographic area with different regions that roll up into PNCWA
  - Conference rotates between 3 different cities and it is bursting at the seams and continues to grow
  - Also, rotate Board Meetings between 3 states
- They are using music as a recruiting tool – Water Palooza
- Having a fly fishing/picking up trash in river competition
- Connecting with micro brewers to provide with recycled water to use for brewing
- Engagement through Programs and Activities
  - Webinars
  - Newsletter
  - Digital Content
- Starting a walk-in at their state capitols
- My Water Legacy – Videographer at conference
  - Viewed finished video
    - Government Affairs Committee – Goal to help operators become better at their jobs
    - Multiple Committees – Worked on wastewater treatment and process control for 50 years. Continues to be involved with abstract reviews and other volunteer opportunities
    - Conference Chair – Her kids give her inspiration every day to care about the water they use. She wants to give the same treasurers back to children. You should always give more than you take and do more!
    - Board Member, Secretary – Had opportunity to travel to Nicaragua and was ignorant on the impacts of poor sanitation and when returned to US had passion to continue working on clean water. Biggest contribution is to make sure he'd never have to see another kid die due to bad water.
  - Members expertise captured by videographer who was visibly moved after hearing how passionate they were about water

- Short videos that can be put on multiple platforms – Twitter, LinkedIn
- Goes with WEF’s My Water Legacy Campaign
- Shows what water professionals do in the industry every day
- YP’s developed list of “Fishbowl” questions – what gives you inspiration? What does a legacy mean to you? How have you created a legacy?
- Setup in a quiet area of the conference center
- Recorded raw footage prior to the conference to have playing outside the video booth to give members an example
- Had prizes to entice people to participate
- Got 55 videos that were combined to create 17 different videos to post
- All of the videos were successful – great addition to conference program and replaced twitter contest
- Lessons Learned
  - Raw footage is good, but once edited is much more usable
  - Not timely with conference so couldn’t be posted “live” because needed to be edited to ensure person was focused on discussing “water legacy”
  - Icebreakers needed prior to being on camera
  - Had volunteered time for the editing
  - Get all of raw footage immediately
- Video
  - Students & YP Committee – started out knowing what she wanted to do and then absorbed passion of people around her to help shape what she does every day
  - Member – She wants to be able to equip individuals to know about water and its importance and they can take that message to their communities
  - Plant Operation & Maintenance Committee – His legacy has impacted people outside the industry. Has had a rewarding career going from operator to construction to engineering. Has passed on his legacy to his son who now works at the Water Facility. His grandson said his daddy supplies me water and I poop in it and I give to you and you take the poop out
  - Member – Past experience was when the focus was removing nutrients from water, which has changed to recovering nutrients from wastewater.
- Also grouped the 17 videos by cohorts (i.e. water services), but some are random
- It takes a team – YP Committee organized everything to ensure it could happen

## Q & A

**Q:** Was there a release form?

**A:** He hopes so, he thinks there was like one they did for their calendar

**Q:** How did you handle marketing for the video at the conference?

**A:** Wasn’t marketed at all before the conference. They think this worked better because people may have avoided it in that case. Since they weren’t aware it was there they could convince members to participate when they walked past the videographer booth. It happened organically at the conference.

**Q:** PNCWA is a large area – how do you engage members in the removed far out areas?

**A:** A lot of people in the area are used to the long range events. Have a lot of phone calls and webinars to connect with the outlying regions.

**Q:** Joe Pavoni, Kentucky/Tennessee – have a strong student chapter, when you’re having Board meetings do you try to engage student chapters and professors?

**A:** Plan to rotate having Board Meeting at the universities and as part of the agenda invite the student chapter to come in and discuss what they're doing. Also, have a networking session at a local brewery after the Board Meeting with the student chapter. Also have meetings at universities that don't have a student chapter to try and create awareness of WEF.

**Q:** Jackie Jarrell, WEF Vice President – do you have any recommendations to maintaining the student chapters?

**A:** Having engaged alumni is very critical as well as having engaged faculty. It's hard since students continually cycle through, but then hopefully they will be involved with YP's. Having the Board Meetings there, gets the board members there to be able to network with the student chapters.

**Q:** Dawn Kennedy, Ohio WEA – Where did you set up the video booth to make sure not a lot of background noise.

**A:** It was in the 2<sup>nd</sup> loudest area of the conference, which could've been a disaster if didn't have a professional videographer. Maybe it would've helped if it was disguised as an outhouse.

## **OPEN DIAGLOGUE SESSION**

**Comment:** Mark Koester, New York WEA – They did a build a bike program where purchased 50 bikes and went to an underprivileged school in Syracuse. They worked with the kids to build a bike that they got to take home. It was inexpensive and extremely effective and had a huge impact. They've had a member at each of their sectors champion their YP section.

**Comment:** It is really important to get your name out there as an MA.

**Comment:** Watched another PNCWA video for My Water Legacy. Member, didn't know prior where water went, and he hopes to inspire others by seeing the science involved now that he's in the water industry. Member, his most significant contribution is that it's provided him with livelihood for his family and that he's doing something for his children and simply getting involved to have clean water to maintain our quality of life. Member, he has a younger brother that wants to be just like him, which makes him want to be successful for him, really enjoys the industry and all the hard working people, he feels like they're the unsung heroes where they're out of sight out of mind.

**Comment:** Great way to engage younger operators by getting them to talk about their water legacy with the videographer.

**Jackie Jarrell, WEF Vice President:** WEF would love to know what resources you're looking for

## **WHAT DID WE LEARN...**summarized by Bradley Fix, WEF Delegate-at-Large

- Brandon Fox, Ohio WEA – Veterans opportunity
- Jackie – Engaged alumni and faculty
- Alan – Need to come back to the student chapters for repetition and reinforce the industry
- Student and young professional ownership of a project
- Being open to new ideas from the young professionals
- Really like the Poo and Brew, where you have situations where you can take people to a treatment plant or construction site and then network afterward is really helpful.
- Reaching out to remote members and keeping them engaged
- Mark, NYWEA – Loves the saying "What is your Water Legacy?"
- Brandon Fox, Ohio WEA – Thought the video booth at the conference was awesome

- Mentorship of YP's – need to get YP's involved in other committees and get integrated with members

### SESSION III: MA HOST – Annual Conference

Scribe Notes – by Jessica Eckerle

#### INDIANA WATER ENVIRONMENT ASSOCIATION – Presenters: Gary Ruston and Julia Whitson

- Annual Conference is our lifeblood
- Executive Director (paid staff) takes care of a lot
- Details of Conference
  - Mid-August timeframe (used to be in November)
  - Downtown Indianapolis at the Westin Hotel (2<sup>nd</sup> largest hotel connected to convention center). Continue to look at other options
  - Have 1,100 attendees over 2.5 days (Weds – Friday), 124 vendor booths, 75 breakout sessions
- Planning Timeline
  - 18 months prior get the venue contract in place for the following year
  - 12 months prior form the committee and pre-registration exhibitors
  - 8 months – call for abstracts
  - 6 months – keynote & theme determined
  - Once get closer have deadline for speaker registrations, badges, etc....
- Abstracts, Scheduling and Continuing Education
  - Collecting Abstracts
    - Online process through a website
    - Categories to choose from in a drop-down box (O&M, Collection System, Gov't Affairs, Community Engagement and Outreach, Plant Operations, etc....) – select your 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices
    - Easy export for committees to review
    - Online list for committees to review and download
    - The Abstract Form is pretty simple to complete online, committee reviews short description, but there is a longer description included if they want to review more
  - Reviewing Abstracts
    - The committee that most aligns with the category selected reviews the abstract
    - Have a final meeting to decide which category gets a subject that overlaps 2 categories
    - Committees determine if there's any holes if didn't get enough abstracts and can ask for more
  - Building Schedule & Tracks
    - Most tracks are determined before abstract review, but some tracks will be determined by the abstracts that are submitted
    - O&M category used to be engineers that discussed a project they worked on, but wasn't appealing to operators
    - Some tracks are always available, but can change slightly from year to year
  - Special Sessions
    - Keynote presentation to kick off the conference
    - Lunch presentations – 2<sup>nd</sup> day is usually a WEF representative
    - Looking to potentially add in other plenary sessions that include everyone

- Continuing Education
  - Wastewater – general and technical credits, Drinking Water – general credits only, and Engineering PDHs
  - After each 25 minute sessions, there is a form that is physically stamped for that session to get half a credit for that session
  - At the end of the conference, they turn in the form from each session attended. They keep one copy, IWEA keeps one copy, and one gets turned in for credit
  - Are looking into electronic scanning
- Other activities at the conference
  - Rain barrel auction
    - PCO Committee organizes
    - Reach out to schools, boy/girl scout troops to decorate and provide the paint
    - Deliver to hotel and then have a live online auction at the conference
  - Golf outing – works really well because vendors are going to be in town for conference already
  - Exam prep session
    - Past president runs a company called Wastewater 101
    - Offered 2 day exam prep session to get ready to take the exam
    - Very intensify session that covers a wide range of topics
  - Registered pretreatment coordinator course – Similar prep sessions with an exam at the end
  - Awards luncheon – Last day of the conference
  - Tours – can be costly and time consuming
  - Receptions
  - Exploring a service activity – similar to what takes place at WEFTEC
  - Exploring a student activity to have a special session for them to highlight the careers in the industry
- Exhibit Hall Planning
  - Pre-registration of vendors the year prior – vendors have a timeframe to purchase their same booth followed by another timeframe to purchase any booths that didn't get purchased
  - Lunch & reception take place in center of vendor hall – seems to help with traffic
  - Set up is on the Tuesday evening before the beginning of conference
  - Closes at the end of Thursday and no booths open on Friday
- Registration & Fees
  - Registration is offered online and by paper for mail, fax or email
  - Speakers are free on the day they present, full rate for other days
  - Vendors get one free full conference registration
  - Lunch is offered free for everyone on first day
- Sponsorships
  - Used to offer sponsorships for particular items (i.e. lunch, breaks, receptions, speaker, etc....), but was hard to keep track of and had more interest than sponsorships are available
  - Changed to different levels for sponsorship (Platinum, Gold, Silver), each level decreases what company receives
- Conference Themes
  - Is a hard decision to come up with a theme and coordinating logo
  - Try to parallel with the theme of WEF for the year
- Planning for the Future
  - Indianapolis is a growing convention city – used to be out by the airport and then had to move downtown. There are only a few hotels that have the space to hold the size of our conference

- Not 2018, but the next year (2019) there is a block on all the hotels for conference season so it will be the first year it's not hosted in Indianapolis. Will be hosted in Fort Wayne and the problem is that it's not in central Indiana. Are anticipating attendance to decrease, but also have fewer costs associated with this location
- Follow up items for discussion
  - Plenary Sessions
    - Bob, AZ WEA – They have a number of panel sessions in addition to technical sessions (one on media, climate change, and water resource uses). The governor has convened to look at water issues in the state. The panel discussions are combined tracks, but mostly regular sessions that are a little longer.
    - Pennsylvania – Have a business meeting at the conference. They have delegates and other board members elected in June. Everybody, but the WEF delegate takes office at the conference. The WEF d
    - NYWEA – They have an opening session to kick the conference off from 8:30 am – 11:30 am (everyone attends), which includes roundtable discussions, panel, and keynote address. After that there's a ribbon cutting at the exhibit hall and a lunch. Also have the Utility Executive Roundtable, it's a couple hours with about 250 people
  - Electronic Badge Scanning
    - Joan, Kentucky/Tennessee – started using in 2013, they purchased a certain amount as an MA and then rent some if need more and also use at specialty conferences. They have runners that get them to the session rooms. They will get a pdf with all the credits on it.
    - Bob, AZ WEA – Contracted with a company for electronic scanning and to handle registration. He will connect us with the people that helped set up so they can share the lessons learned.
    - David Keil, PNCWA – are also looking to switch to this in the fall so will be interested in what we find out. Looking at some phone scanning so it's not as capital intensive on the equipment.
    - Dawn, Ohio WEA – scanning this year. Do your sessions also scan or still using paper forms? If you attend the session, at the end of the session when you leave have to stand in line to get scanned. The sections have a lot of sessions that has to be entered. They use ipods for scanning because they are cheaper.
  - Conference App – running into issue where Apple is changing the role in being able to use it because is going to be much more expensive.
    - David Keil, PNCWA – have had mixed reviews on having an app. There are price issues and their conference planning consultant said they're changing the rules where can't have a one-time conference app it has to be an on-going app. They are getting excited about having an association app because not everyone reads email blasts
  - Community Service Activity
    - Mike, Pennsylvania – going to try to have one this year. Starting it small to see how it works.
  - High School Students at Conference
  - Enticing People to Visit Exhibit Hall
    - Mike, Pennsylvania – had a bingo game and people had to be in the exhibit hall when ticket is drawn to win
    - Joan, Kentucky/Tennessee – have also used the electronic scanning to help with the Exhibit Hall to track who has paid for the conference before breakfast and lunch
    - Have an operators challenge in the exhibit hall and have had one lunch in there. Also, tried having a passport that has to get stamped by 10 exhibitors and get a credit for that when you turn it in.

- Pennsylvania – you can get “conference” time, which isn’t hour for hour training, but counts for credit. Have tried closing the Exhibit Hall when sessions were going on.
- Jennifer, Michigan – Exhibit hall is only a few hours, which also has dinner and drinks.
- Moving to a New City
  - Mike, Pennsylvania – have moved from year to year and there were some challenges. Have started to go more out to the east because there’s a bigger population and more attendance
  - Bob, AZWEA – Two years ago moved to the Phoenix convention center. The first year attendance didn’t change, but the vendor space increased significantly. They hope there will be increased attendance this year.

#### **HOD DIALOGUE SESSION IV**– Moderator – Aimeé Killeen

Scribe Notes – by Bradley Fix

#### **BUDGET COMMITTEE**

Presenters: Aimeé Killeen and Jackie Jarrell

- No presentation but they did tell us no dues presented for 2018 and WEF will give Mas at least 12 months’ notice if increase is needed in 2019

#### **OPERATOR INITIATIVES WORKGROUP** – Presenter: Jackie Jarrell

In joint session with WEF Operator Advisory Panel

Essential to water professional around the world

Operators are needed wherever people live

WEF is seriously looking at reciprocity

Board of Trustees Focus

Operators since 2013

Current Operator Workgroup within HOD

Board of Trustees leaders for Operators is Joanie Hawley and Jackie Jarrell helped form Operator Task Force

Want to get more recognition for the operator ingenuity award.

Professional Operator pinning by ABC will be promoted more at WEFTEC.

Several Mas have Operator Initiatives.

Need people to write and review for the OWWL program

Ohio is looking at attracting more mechanics and electricians more hands-on operators

AZ giving a lot of focus on operators



In Puerto Rico has events for operators through Opercon. This event is held every year. Entire island is divided into 5 regions and they compete in 5 events. The region that wins the competition wins the right to host the event the next year. They would like to share how they do this event at a future WEFMAX.

Michigan does several training events with vendors and operators.

LA has a plant beauty contests where operators dress up the part. A lot of participation and fun.

Several Mas offer operator scholarships.

The ethics of giving scholarships to operators

Operator salary surveys are needed. Every state is different.

## WEFMAX Day 2

### SESSION V: WEF SESSION

Scribe Notes – by Kylee Daily

**COLLABORATION AND PARTNERSHIPS** – Presenter: Jackie Jarrell & Jenny Hartfelder

- Organizations have certain amount of volunteers, and often times not enough, so collaboration of uses is appropriate
- By working together we can go farther
- Why do we partner?
  - Knowledge-will help grow the knowledge base of the organization
  - Capacity
  - Innovation & Creativity
  - Build Community
  - Continuous Improvement-always working towards doing something more
- You must understand your goals and values and understand your partners goals and values
  - Are you trying to achieve the same goals?
  - Are your goals entirely different?
- There must be a clear definition of what each party is going to receive out of the partnership
- Things you should consider when adopting a partnership
  - Scope of work
  - Money-how to split revenue and who will split the loss if there is one
  - Insurance
  - Branding/marketing/etc.
  - Schedule
  - Who will be reviewing contracts and signing them?
  - Who owns the attendance database? Controlling the database and how it is being updated
  - Organizational Structure-who is charge, conflict resolution
  - Promotional deals
- Partnership with AWWA and why it is confusing
  - AWWA is organized differently than WEF, the association is telling the sections what to do, due to them being a 5013c, they don't want to lose their status
  - They organize finances differently

- There is not a right or wrong structure, but we must understand both organizations structures so you can move forth and partner together
- If you are trying to partner with an organization and have hit a road block, you are able to call Scott Wilson, WEF with questions. Scott has a wealth of information on partnering and collaborating with other organizations. AWWA also has someone to help
- MA's have had hard time partnering with other organizations due to lack of obtaining bank account, etc.
- Collaborating with other organizations to not plan an event over the top of one another
- Collaborating with partnerships can become a struggle when one organization has paid staff and another does not
- Partner with other organization by offering member pricing for their members to your events a visa versa

### BEING A WATER ADVOCATE: NOT AS HARD AS YOU THINK! – Presenter: Steve Dye

- Grassroots lobbying is aimed at persuading members of the general public to contact their legislative representative
- Individual lobbying is not as strict as you think, you have freedom of speech
- Some employees are government employees and have code of conducts, therefore those members may not be able to advocate for certain topics
- Water Advocate Program brochure has glossary of common terms
- Build relationships with your local officials-this is grassroot
- Asking attendees to the fly-in to advocate for increase on certain budgets
- Tax Reform and Job Act, advocating to try and fix the bonds to fund fixing existing infrastructure and restricting the bond
- Trump's infrastructure package provides a 20% grant for new infrastructure, but limits funds federally and puts a lot of pressure on the local government to fund the majority
- WEF is asking to revise and have more money for SRF, WEF has made a called to action for water advocates to send letters to congress
- WIFIA, WEF is asking to double the funding for both programs
- WIFIA, new program allows states to submit for money for infrastructure
- Water advocates have made changes, and supported WEF on their call to actions and have made changes
- DC Wipe Law was going to be completely cleaned, and a lot of push back happened, and congress decided to dot move forth
- As stakeholders, we have the right and responsibility to do grassroot advocacy
- Water is not high in the political climate, and unless we are engaging with elected officials, they do not understand us or our goals
- Examples of grassroot activities
  - Calls
  - Letters
  - Social Media
  - Facility tours and site visits
- If your MA is wanting to start a program there are objectives you can put in place
  - Teach participants how to communicate
  - Explain the importance of grassroots advocacy
  - Establish your goals and messages

- Assess resources, manage expectations, and determine timing
- Provide how you will talk to the media and elected officials
- Offer mock sessions to talk with individuals
- Media Training, stay on message and not derail
- Empower participants to use social media to impact decision makers
- Offer incentives
- Digital Advocacy-persuading political figures using a digital format
- Social media influences, inspires and impacts
- You can go online and send a letter in as little as 5 minutes via WEF's resources
- Share what you are doing and how you are impacting the water industry with the hashtag #mywaterlegacy

## Q & A

**Q:** What is New England WEA doing?

**A: James Barsanti, NEWEA** - have great access to our legislators. We do legislative breakfasts either at the state house or at a hotel next to the state house. Typically hold the breakfast in the spring. At the federal level we participate and have each state representative. If you never have done the fly-in, it is an impossible experience.

**WHAT DID WE LEARN**...summarized by Gary Ruston, IWEA President

- Water Advocacy letters
- Lobby Rules
- Partnering strategies
- Overview of WEF Advocacy
- Available templates
- Overview of organizational structures

## SESSION VI: WORKFORCE DEVELOPMENT

Scribe Notes – by Kylee Daily

**ROCKY MOUNTAIN WATER ENVIRONMENT ASSOCIATION** – Presenter: Julie Smith

- Program designed specifically for water and wastewater industry operators, leadership development program
- Personality assessment is a part of the course, due to leaders needing to know yourself and understand each other
- Books also accompany the course
- Attendance around 18-23
- The program is self-supporting
- Pay facilitators, and use utilities to hold the course
- Joint program with RMSAWWA

## Q & A

**Q: Who are you promoting this too? How many Nonmembers have you had, and do you have a cap?**

**A:** I do not know the answer to any of them. 20% would be nonmembers, but some of them were AWWA members. Weekly blasts on upcoming course, marketing to all members via digital marketing and the cap is dependent on where it is held.

**Q: How long did it take to get 230 attendees through the classes?**

**A:** Has been going on since 2012

**Q: Is it mainly soft skills?**

**A:** Yes, people interaction, role playing etc.

**Q: Do you bring in content experts?**

**A:** Yes, they are all volunteers.

## AZ WATER - Presenter: Bob Hollander

- Water sector published report indicating 50% of the workforce will retire between 2010-2020
- Bureau of Labor statistics said there would be a 3% decline in the water sector job industry
- Will need a more sophisticated workforce
- Why does this matter?
  - Environmental impacts
  - Potential litigation
  - Land degradation
- AZ Water Leadership Learning Series
  - Breakfast meetings with Arizona water industry leaders
  - There is assigned reading related to leadership
  - Podcasts
- Arizona Water Association is partnering with national veteran organizations to connect veterans with the waste water industry
- Active young professionals, with six subcommittees
  - Outreach
  - Student affairs
  - Networking
  - Professional development
  - Service
  - Resource and marketing
- At their annual conference they have a job fair, utilities, contractors and laboratories participate
- Home grown operator training where basics are taught such as math, operator 101, plant processes, etc.
- Annual conference track dedicated to operator training
- Mentor bank is currently focused on operation
  - Bank of seasoned operators that can call or email and discuss technical issues or career guidance
- Three active student chapters
- Student activities include student design competition and student poster contest
- School outreach program

- Visiting middle school and up
- Attend science fairs
- Provide plant tours
- Provide students the ability to come to the conference hall
- Hold water festival-had 900 4<sup>th</sup> graders in 2018
  - 30 minutes stations that cover water conservation including watershed, ground water etc.
- Continue to inform the public that water jobs are critical, and involved skilled workers

## Q & A

**Q: Can you explain, 900 4<sup>th</sup> graders, that is impressive, how does that happen?**

**A:** It is a collaborative effort. Organization is key, and they traveled around the state and works with utilities. Utilities provide facility and staff to help set-up. We also have sessions of what will be taught at each section.

**Q: Do you hold the breakfast meetings at the same place each time?**

**A:** Yes, as of now it is at the same place. This has been a negative for us, some individuals cannot come from outside the metropolitan area.

## OPEN DIALOGUE SESSION

**Comment: NCWEA has operator training schools that provide soft skills and hard skills to operators**

**WHAT DID WE LEARN**...summarized by Gary Ruston, IWEA President

- Job Fair
- Operating Training
- Student Chapter
- Funding YPs
- Leadership training
- Veterans partnering with the water industry