



# **2015-2017 STRATEGIC PLAN**



## Vision Statement

**“Voice of Technology Providers in the Water and Wastewater Industry”**

## Mission Statement

WWEMA, as the respected voice for water and wastewater technology providers, has as its mission to advance the industry to ensure a future sustainable environment and improve its members' economic viability.

### WWEMA WILL ...

- 1) **Advocate and Influence** – Communicate our member's positions to Congress, Federal and state agencies, and industry stakeholders that directly impacts the legislative and regulatory environment.
- 2) **Inform and Educate** – Members and industry stakeholders as it relates to products, technology, market conditions, and business opportunities.
- 3) **Connect and Create Opportunity** – For networking with members and topic area experts for mutual growth and understanding.

## About WWEMA

WWEMA was established in 1908 as a 501(C)(6) non-profit national trade association. Today, it is the leading organization serving all the related industries in the water and wastewater sector. WWEMA's aim is to enhance and promote its members' businesses by providing a unique range of essential services, and by altering the paradigm of treating water issues by segment or region to one that leverages the water industry into one integrated system of water management.

## Strategies

To support the Mission Statement, WWEMA will provide resources to ensure efficient and effective implementation of the following strategies as specified by the Bylaws or Board of Directors.

- I. **Advocate and Influence** - WWEMA will be the principal advocate for water and wastewater technology providers to legislative and regulatory bodies and allied organizations by promoting value-based procurement; defending fair and open trade; supporting sustainable infrastructure financing; developing scientifically-based,

technologically-achievable environmental regulations; promoting adoption of new and innovative technologies; and advancing a holistic approach toward stewardship of the water environment.

- II. **Inform and Educate** - WWEMA will lead with events, products, and services including conferences, programs, data points, and relevant communications to aid our members in identifying legislative, regulatory, and policy trends and market opportunities.
- III. **Connect and Create Opportunity** - WWEMA will connect members, environmental experts, and key stakeholders within the industry with compelling opportunities for business growth and development.

## **Implementation**

- I. **Advocate and Influence** - WWEMA will be the principal advocate for water and wastewater technology providers to legislative and regulatory bodies and allied organizations by promoting value-based procurement; defending fair and open trade; supporting sustainable infrastructure financing; developing scientifically-based, technologically-achievable environmental regulations; promoting adoption of new and innovative technologies; and advancing a holistic approach toward stewardship of the water environment.

- A. Develop pro-active legislative and regulatory agendas, through WWEMA’s Legislative / Regulatory Committee, addressing such priority issues as (but not limited to):

Biosolids management	Industrial treatment
Climate-energy-water –food nexus	Invasive species (ballast water)
Decentralized treatment	Municipal wastewater discharges
Drinking water contaminants	Nutrient control
Environmental compliance/enforcement	Stormwater management
Fair and open trade	Sustainable infrastructure financing
Green technologies	Water quality monitoring
Groundwater management	Water reuse
	Water security and resiliency

- B. Monitor, report and take action as necessary on relevant existing and proposed legislative and regulatory issues that may impact the demand for our members’ products and services in the water and wastewater sector, through submission of written and oral testimony, participation in industry coalitions, and meetings with senior government officials.
- C. Advocate fair trade practices and promote effective use of Federal export promotion programs including Export-Import (EXIM) Bank funding and Intellectual Property protection to expand our members’ competitiveness in the global market through participation in the U.S. Department of Commerce’s Environmental Technologies

Trade Advisory Committee (ETTAC) and the U.S. Office of Trade Representative's Trade and Environmental Policy Advisory Committee (TEPAC).

D. Align with industry associations, government agencies, and other key stakeholders, as appropriate, for the purpose of advocating WWEMA's positions and priorities.

II. **Inform and Educate** - WWEMA will lead with events, products, and services including conferences, programs, data points, and relevant communications to aid our members in identifying legislative, regulatory, and policy trends and market opportunities.

A. Develop educational programs on topics of interest to WWEMA members to enhance member value.

B. Publish bi-monthly *Washington Analysis* newsletter tracking the latest developments in the international arena, legislative and regulatory initiatives, state activities, and industry trends. Engage WWEMA manufacturer representatives to submit brief statements on developments at the regional/state level for inclusion in the newsletter.

C. Conduct annual *Washington Forum* to provide insightful knowledge from the nation's Federal policy makers on future laws and regulations; experts on the economy and future trends affecting the industry; and international trade activities affecting demand for members' products and services in the municipal and industrial sectors.

D. Conduct *Annual Member Meeting* to explore business trends and market opportunities in the water and wastewater industry for municipal / industrial applications and to facilitate networking among member companies and experts in the field.

E. Conduct annual event of WWEMA's *Financial & Contract Administration Council* to discuss issues and provide education concerning contract negotiations and financial risk management.

F. Conduct annual event of WWEMA's *Presidents Council* to discuss critical issues on the minds of our members' senior executives.

G. Educate and share best practices among member companies on pursuing export business, and understanding the pros and cons of public-private partnerships, through the conduct of workshops or webinars.

H. Issue weekly *WWEMA Member Bulletin* and special e-alerts to members to keep them apprised of current issues and opportunities.

I. Use social media to facilitate communications with members, prospective members, and industry stakeholders.

III. **Connect and Create Opportunity** - WWEMA will connect members, environmental experts, and key stakeholders within the industry with compelling opportunities for business growth and development.

- A. Provide members with access to key stakeholders through programs such as joint event with engineers, utilities, states, and other industry stakeholders.
- B. Focus on networking throughout all WWEMA events to provide maximum access to speakers and industry experts.
- C. Form strategic partnerships with allied organizations, and assign member liaisons to monitor the work of industry organizations, whose activities impact our members' business interests in the water sector, including but not limited to other organizations as deemed beneficial to WWEMA's strategic objectives:

Alliance for Water Efficiency	National Association of Clean
American Council of Engineering	Water Agencies
Companies	Nat'l Assoc. of Public-Private
American Society of Mechanical	Partnerships
Engineers	National Fire Protection Association
American Water Works Association	National Governors Association
Associated General Contractors of	National Rural Water Association
America	National Sanitation Foundation
Association of Clean Water	National Utility Contractors
Administrators	Association
Association of Metropolitan Water	Submersible Wastewater Pump
Agencies	Association
Association of State Drinking Water	Sustainable Water Infrastructure
Administrators	Coalition
Clean Water America Alliance	U.S. Chamber of Commerce
Clean Water Council	U.S. Conference of Mayors
Canadian Manufacturers and	U.S. Water Alliance
Exporters	Water Environment Federation
Emergency Committee for	Water Quality Association
American Trade	WateReuse Association

- D. Promote WWEMA and increase member connections by:
  1. Creating a prospect, onboarding, and member maintenance system including developing a strategy to outreach to non-WWEMA members.
  2. Establishing and maintaining committees to address critical member issues.
  3. Exhibiting at national trade shows and distribute brochure of exhibiting members to promote WWEMA and its member companies. Trade shows include but are not limited to AWWA ACE, WEFTEC, ASDWA, and the WateReuse Association Annual Meeting. Request members to display WWEMA placards at national/regional/state industry trade shows.
  4. Promoting WWEMA member products and services through maintenance of WWEMA's *Membership Directory and Products Guide* on the Association's website.
  5. Posting the WWEMA committees, their purpose, and member roster on the website.

6. Giving speeches at industry functions to generate awareness of, and membership in, WWEMA.
7. Publishing monthly columns in *WaterWorld* magazine and *WaterOnline* presenting members' views on topics of interest to the water and wastewater industry.
8. Publishing regular news releases to advise the industry of WWEMA activities.