



NEW ENGLAND WATER ENVIRONMENT ASSOCIATION

NEWWEA

WORKING FOR WATER QUALITY

WEFMAX 2021:

**Recruiting and Maintaining
Members**

*Using Innovation to Engage New
Members*

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AGENDA

Recruiting & Maintaining Members

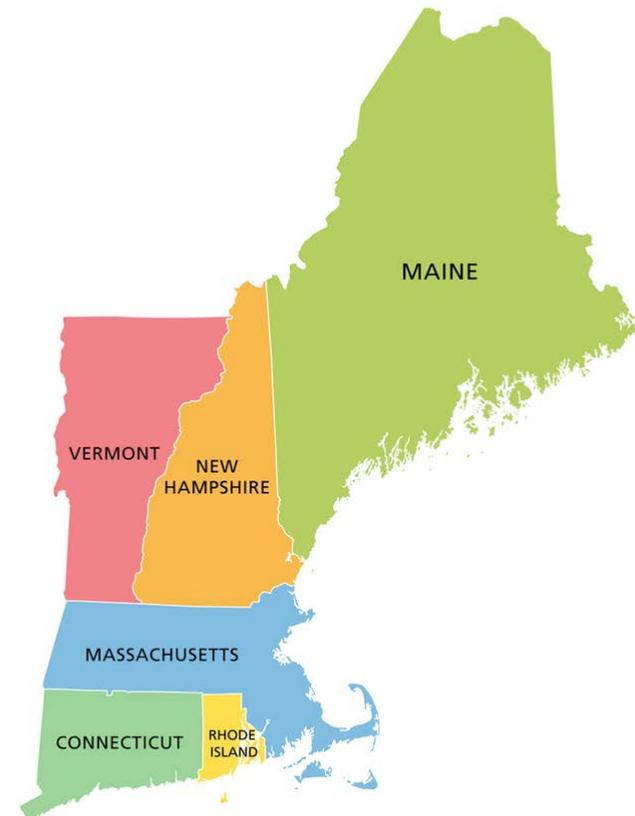
- NEWEA Background
- Using Innovation to Engage New Members



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



NEWEA Annual Activities

- 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 Breakfasts
 - Operations Challenge
- National Events
 - WEFTEC
 - WEFMAX
 - DC Fly-in
 - YP Summit
 - Operations Challenge
 - WEF Management Meeting



Councils - Over 40 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 and Development
- Awards
- Bylaws
- Member Appreciation
- Nominating
- Sponsor

Outreach Council

- Government Affairs
- Membership
- Safety
- Scholarship
- Student Activities
- Young Professionals

Meeting Management Council

- Conference Arrangements
- Exhibits
- Program
- Registration

Communication Council

- Journal
- Public Awareness
- Youth Education

Treatment, System Operations, & Management Council

- Asset Management
- Energy
- Laboratory Practices
- Contaminants Emerging Concern
- Operations Challenge
- Plant Operations
- Residuals Management
- Small Community
- Utility Management

Innovation Council (NEW)

- Innovation
- Onsite Water Systems Task Force

Ad-hoc Council (NEW)

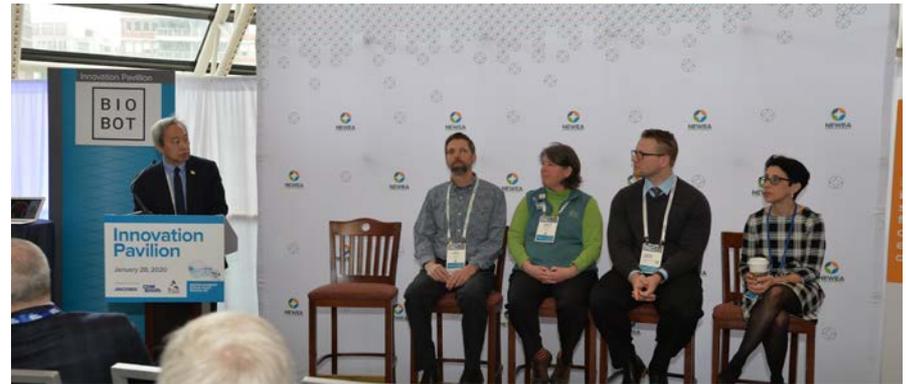
- Workforce Development
- Certification
- Charitable Giving
- Diversity, Equity and Inclusion

Northeast Water Innovation Network Merger

- NEWEA and NEWIN merger finalized in January 2020
- Water Cluster of 300 companies
- 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)
- Symbiotic Relationship – Natural fit between both organizations
 - For NEWEA - Connections with private industry, business community, venture capitalists, legislators
 - For NEWIN – Access to engineers and operators (end users) and NEWEA's staff and its well-established management and operational structure
 - One Water - Supporting development of clean water, drinking water and stormwater products and services

Innovation Pavilion at the Annual Conference

- 2019 thru 2021 Annual Conference - Innovation Pavilion
- Modeled after WEFTEC
- Forums for participation in timely and emerging topics:
 - What are the top challenges in innovation adoption?
 - Introduction to LIFT for Innovators
 - Reverse Pitch
 - Student Shark Tank



Ongoing Innovation Activities

- Innovation always been a part of NEWEA culture
 - Standing technical committees
 - Operators Gizmos and Gadgets
- Pitch Nights – Innovators present their products to end users
- Reverse Pitch Webinars – Operators provide ideas and issues to innovators “What do we need?”
- Innovation Council
 - Onsite Water Systems Task Force



Innovation – Workforce Development

- Established Workforce Development and Diversity Equity and Inclusion Committees in 2020
- DEI/WD sponsored webinar on Workforce Development - Reaching Underserved Communities
- Essential Workers Video

<https://www.youtube.com/watch?v=aB9Dseslq7o&t=2s>



**THANK YOU
TO ALL ESSENTIAL WORKERS!**



Thank You

