



**NEW ENGLAND WATER ENVIRONMENT
ASSOCIATION PLANNING SESSION AGENDA
March 10-11, 2019, 12:00 PM
Hawthorn Hotel
18 Washington Square W, Salem, MA 01970**

Sunday, March 10, 2019

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| 12:00 Noon | Lunch and Speakers
Welcome – Ray Vermette, President
Overview/Presentation of Topics – Jennifer Kelly Lachmayr, President Elect and Virgil Lloyd, Vice President |
| 1:00 PM | Presentation of WEF Federal Legislation Initiatives - Steve Dye, WEF |
| 1:30 PM | Public Awareness and Government Relations initiatives - Sue Sullivan, Executive Director, NEIWPCC and Mary Barry, Executive Director, NEWEA |
| 2:00 PM | Individual Workgroups – Discussion and Concept Development <ul style="list-style-type: none">• Group 1 – Public Awareness• Group 2 – Government Relations |
| 3:45 PM | Break |
| 4:00 PM | Combined Work Groups – Present Reports on initial discussions |
| 5:30 PM | Adjourn - Day 1 |
| 6:00 PM | Reception – Hotel Restaurant/Lounge |
| 7:00 PM | Dinner will be at a local restaurant within walking distance to the hotel. |

Monday, March 11, 2019

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| 7:30 AM | Breakfast |
| 8:30 AM | Individual Workgroups (same rooms as Sunday) – Refine and Prioritize initiatives |
| 9:15 AM | Combined Work Groups – Present initiatives and general questions with feedback |
| 10:15 AM | Break |
| 10:30 AM | Individual Workgroups – Define work plan and schedule to pursue each initiative |
| 12:00 Noon | Lunch |
| 1:00 PM | Combined Work Groups – Present Plan for each initiative |
| 2:30 PM | Adjourn |



**NEW ENGLAND WATER ENVIRONMENT ASSOCIATION
PLANNING SESSION –PUBLIC AWARENESS
March 10-11, 2019
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PUBLIC AWARENESS

Mission - NEWEA's mission statement clearly identifies the goal of collaborating with and providing education, technical training, and professional development to the public and to our membership. It is critical to the present and future success of our organization that we as water quality professionals are building our network and creating awareness of our association and the work of our members. New England businesses and individuals often lack an understanding of the work the water industry performs, enhancing the need for increased awareness of the vital role water professionals play in communities. It is essential that we forge partnerships with associations, organizations, and individuals outside the water industry that share like-minded goals and values to facilitate growth and improved awareness.

Sunday Afternoon Assignment:

What can NEWEA do to engage directly with organizations and individuals outside of the water industry and build awareness of the vital work the water industry performs?

Our goals and objectives may include:

- Continuing the development of Water for Life, a revamped NEWEA campaign designed to build awareness of the ideas, people, and projects that keep New England's water environment safe and accessible.
- Developing a list of relevant public figures and organizations with interests related to water and creating a strategic outreach plan for engaging them with NEWEA.
- Attending events and trade shows to expand our network and improve the visibility of NEWEA among organizations and associations related to and interested in the water industry.

With the above in mind, please consider the following questions:

- a) Who are the most relevant audiences that NEWEA should aim to reach with these public awareness initiatives?
- b) What will NEWEA do to effectively and efficiently engage these relevant audiences with the intention of forging relationships and building awareness about the water industry?
- c) How will we measure the success of these initiatives during 2019 and over the next five years? What are the metrics for measuring broader awareness among the relevant audiences?

Monday Morning Assignment:

Identify no more than three priority initiatives from your Sunday session. Develop recommended implementation (action) steps, including assignment of champions and other responsible parties to support the champions (committees, task forces, Executive Committee, staff, etc.) proposed completion date, financial requirements, and measures to evaluate success (value) of the initiative.



**NEW ENGLAND WATER ENVIRONMENT ASSOCIATION
PLANNING SESSION – GOVERNMENT RELATIONS
March 10-11, 2019
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GOVERNMENT RELATIONS

Mission - NEWEA's mission statement clearly identifies the goal of collaborating with and providing education, technical training, and professional development to the public and to our membership. It is critical to the present and future success of our organization that we as water quality professionals are advocating for the interests of the water industry to keep New England's water environment safe and accessible. Forging stronger relationships between water professionals and state and federal representatives is critical, as legislation affects the funding and recognition of water environment issues. It is essential that we expand relationships with and increase the frequency with which we contact state and federal representatives.

Sunday Afternoon Assignment:

What can NEWEA do to engage directly with state and federal representatives to advocate for the vital work the New England water industry performs?

Our goals and objectives may include:

- Developing a strategy and outreach materials for building relationships and more frequent engagement with state and federal representatives from the six New England states.
- Performing a SWOT analysis of the six New England states, including how we can better serve our membership with the transfer of information about bills and action items of local and federal government.
- Evolving how we partner with other nonprofits, position the needs of New England's water industry, and/or approach meetings with representatives during the Water Week Fly-In to maximize the success of this trip.

With the above in mind, please consider the following questions:

- a) Who are the state and federal representatives that NEWEA should aim to reach with government relations initiatives?
- b) How can NEWEA effectively and efficiently engage these government officials to advocate for New England's water issues?
- c) What should NEWEA be doing to increase contact and build connections between water professionals and government representatives in 2019 and over the next 5 years?

Monday Morning Assignment:

Identify no more than three priority initiatives from your Sunday session. Develop recommended implementation (action) steps, including assignment of champions and other responsible parties to support the champions (committees, task forces, Executive Committee, staff, etc.) proposed completion date, financial requirements, and measures to evaluate success (value) of the initiative.