



PLANNING SESSION – Agenda
March 10-11, 2019
Hawthorne Hotel
18 Washington Square W, Salem, MA 01970

Sunday, March 10, 2019

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| 12:00PM | Lunch and Speakers (Essex Room)
Welcome – Ray Vermette, President
Overview & Presentation of Topics – Jennifer Kelly Lachmayr, President Elect & Virgil Lloyd, Vice President |
| 1:00PM | Presentation of WEF Federal Legislation Initiatives
Steve Dye, WEF Director of Legislative Affairs |
| 1:15PM | Public Awareness and Government Relations History and Overview
Mary Barry, NEWEA Executive Director & Scott Firmin, Government Affairs Committee Vice Chair |
| 2:00PM | Individual Workgroups – Discussion and Concept Development <ul style="list-style-type: none">• Group 1 – Public Awareness - Linda Carroll, Facilitator (Essex Room)• Group 2 – Government Relations - Susan Sullivan, Facilitator (Pickman Room) |
| 3:45 PM | Break |
| 4:00 PM | Combined Work Groups – Present Reports on initial discussions |
| 5:00 PM | Setting Expectations and Goals for Tomorrow |
| 5:30 PM | Adjourn – Day 1 |
| 6:30 PM | Reconvene in Hotel Lobby |
| 7:00 PM | Dinner – Adriatic Restaurant |

Monday, March 11, 2019

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| 7:15 AM | Breakfast (Essex Room) |
| 8:00 AM | Individual Workgroups (same rooms as Sunday) – Refine and Prioritize initiatives |
| 9:15 AM | Combined Work Groups – Present prioritized initiatives, address general questions and feedback |
| 10:15 AM | Break |
| 10:30 AM | Individual Workgroups – Define work plan and schedule to pursue each initiative |
| 12:00PM | Lunch |
| 12:45 PM | Combined Work Groups – Present Plan and Action Item for each initiative |
| 2:30 PM | Closing Remarks– Jennifer Kelly Lachmayr & Virgil Lloyd
Adjourn |



PLANNING SESSION – GOVERNMENT RELATIONS
March 10-11, 2019, 12:00 PM
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Not a member of our
Government
Affairs
Committee? Scan the
code to fill out the
committee
application.

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 safe and accessible. Forging stronger relationships between water professionals and state and federal elected officials is critical, as legislation affects the funding and recognition of water issues. It is essential that we expand relationships with and increase the frequency with which we contact state and federal elected officials.

Sunday Afternoon Assignment:

What can NEWEA do to assist its members to engage further with state and federal elected officials to advocate for the vital work the New England water industry performs?

Our goals and objectives may include:

- Review the SWOT analysis of the six Affiliated State Associations and the NEWEA Government Awareness Committee membership survey.
- Identify the gaps and develop a strategy and outreach materials for filling the gaps.
- Evolve how we partner with other nonprofits, position the needs of New England's water industry, and approach meetings with elected officials to maximize the success of their endeavors.

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

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

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.



PLANNING SESSION –PUBLIC AWARENESS
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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 our members, as well as the public. It is critical to NEWEA's present and future success that we focus on building our network both within and outside of the water industry. Because New England businesses, industries, and individuals often lack an understanding of the work the water industry performs and the essential need for funding of infrastructure, NEWEA has an opportunity to increase 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 the growth of NEWEA and improved awareness of the water environment.

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:

- Share the story and continue the development of Water for Life, a NEWEA campaign designed to build awareness of the ideas, people, and projects that keep New England's water environment safe and accessible.
- Develop a list of relevant individuals, businesses, industries, and/or organizations with water-related interests and create a strategic outreach plan for engaging them with NEWEA.
- Identify relevant business/industry events and trade shows to expand our network and improve the visibility of NEWEA.

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

- a) Do we have a ***comprehensive list of organizations and individuals*** that NEWEA should aim to reach with these public awareness initiatives?
- b) ***What are the strategies for engagement*** that NEWEA will employ to forge relationships and build awareness about the water industry with these relevant audiences?
- c) How will we ***share the story of NEWEA and its Water for Life campaign*** with those outside the water industry, as well as with NEWEA's general membership?

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