



## Letter from your President, Jason Jackson August 2018

Hello **Canadian Water Quality Association Members**

Let me begin with the same opening from a previous President's Address:

*These are exciting times for CWQA and its members. Our Association, has grown to the highest membership in our history. Regulators and government officials not only in Canada but in the USA, recognize the expertise and depth of knowledge found in the Canadian Water Quality Association.*

*The value of CWQA membership continues to grow.*

I would like to provide a recap of the last few months and a small glimpse of the future for CWQA.

**In February 2018**, CWQA held a member and industry strategic planning session. Our session brought forth several concepts and initiatives that have shaped where we are today and where we are going as the focus for our Associations' next 5 years was discussed. Key notes and a draft plan were created and approved by the working group.

Such initiatives included:

- CWQA will be an active, trusted stakeholder with all levels and locations of government.
- CWQA will be a recognized and trusted consumer resource.
- CWQA will deliver education that includes educational standards and best practices.
- CWQA will be the organization to provide members with ever-changing services that meet or exceed their expectations.

- CWQA will partner with other trade associations and promote our Canadian values (products, ethics, technical support, etc.)

In addition to the above, it was agreed that CWQA alter its relationship with CIPH and move to a new location and operate as a separate entity, in control of our own development, growth and outreach.

**March 2018**, the strategic plan was approved by the Board of Directors and the journey to reform CWQA began. Unfortunately we had to say good-bye to Kevin Wong, our long term staff.

**April 2018**, the search for an Executive Director begins. Our successful candidate, Anne Baliva, agrees to return to CWQA on a part time basis. Anne's CAE designation, past experience with CWQA members and attention to detail are true assets to the role. Welcome back Anne!

**May 2018**, many discussions and meetings held with CWQA ED, Executive and Board of Directors to implement pieces of the strategic plan. Regional meetings and education sessions across Canada were held in Moncton, NB, Red Deer, AB and Alliston, ON which included our Annual General Meeting where we shared our strategic plan which was well received. The information and education at these events was a great experience. Many thanks to the regional members who lead these sessions, as your support is greatly appreciated.

**June 2018**, the change from a management agreement to a memorandum of understanding with



CANADIAN WATER QUALITY ASSOCIATION

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CIPH was defined and a collaborative effort between CWQA Executive and CIPH General Manager Ralph Suppa. This change was a mutual decision between the Associations as CWQA's membership, needs and industry position has grown. The relationship with CIPH is and will remain collaborative in regards to regulations, codes and government interactions. The exit of our Program Manager, Aysha Muzaffar furthered the urgency of our restructuring as interviews for a new Operations Manager role and a search for new office space occurred.

**July 2018**, The CWQA Executive and Executive Director interviewed several candidates for the new position. We are pleased to welcome Shelley Peters to CWQA in the new role. Shelley is a familiar face to many members of CWQA. As CWQA Past-President and Director, along with many years of industry experience, Shelley brings a wealth of understanding that CWQA members can depend on. In the coming months we will focus on training, certification and government relations as the CWQA Executive and Board have re-enlisted the services of a past friend and colleague. Kevin Wong, has agreed to return on a part-time, contract basis as our Technical and Legislative Advisor and to mentor some of our many education learners. This is exciting as the intrinsic knowledge that Kevin has regarding our industry will, once again, prove valuable to our members, the water treatment industry and consumers. Welcome back Kevin!

**August 2018**, the move to our new office took place and we were off and running. Meetings with new staff, Executive and Directors occurred to evaluate the current status and formulate next steps.

The restructuring of any Association involves planning, dedication and many, many hours. For our recent transition the CWQA executive, committees, staff and involved members need to be recognized for their outstanding efforts and contributions. The strategic plan designed by CWQA members for the

best interests of the Association is moving forward and it's exciting times. CWQA will meet the needs of our members and our industry. Change is imminent, change is never easy, but change is required to grow.

I encourage each of you to take this journey with CWQA and I ask all members to actively promote our Association, communicate with our staff regularly, enrol to become certified and trained, and become the single source for information, installation and equipment for consumers from source to tap.

Our vision is and continues to be:

*To continue to be the recognized industry Association representing Water Treatment in Canada*

***Thank you for your membership with CWQA!!***

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Sincerely,

**Jason Jackson**

President | Canadian Water Quality Association

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