**Vision**
Better communities through safe water.

**Mission**
Providing resources to effectively manage water and protect public health throughout Kentucky and Tennessee.

**Core Principles**
- Protect Public Health
- Safeguard the Environment
- Share Best Practices
- Inspire Innovation
- Foster Diversity and Inclusion

---

<table>
<thead>
<tr>
<th>Member Engagement &amp; Development</th>
<th>Organizational Stewardship</th>
<th>Knowledge Creation &amp; Exchange</th>
<th>Water Policy &amp; Leadership</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWWA will be the association of choice for water utilities, professionals, and organizations.</td>
<td>AWWA will effectively and efficiently use its resources to serve its members and the water community.</td>
<td>AWWA will be the authoritative resource on water.</td>
<td>AWWA will be recognized, valued, and credible voice for water</td>
</tr>
</tbody>
</table>

**Strategic Objectives**
1. **Strategic Goal**
   - Enhance the value experience for members.
   - Strengthen the relationship of members with AWWA.
   - Retain and grow our membership across all membership categories.

2. **Strategic Objective**
   - Enhance the long-term viability of the KY/TN Section by enhancing revenue growth.
   - Enhance the effectiveness of the business relationship between the Association and the Section.
   - Improve the effectiveness of the volunteer leadership in guiding the Section.
   - Improve the use of technology to create greater efficiency and effectiveness.
   - Support partnerships that enhance the Section’s ability to achieve its strategic goals.

3. **Strategic Objective**
   - Advance and expand the Section’s knowledge resources for drinking water and total water solutions.
   - Increase the coordination and collaboration of educational programs and services between the Association and the Section.
   - Improve the variety of effective distribution channels through which section members can access AWWA.

4. **Strategic Objective**
   - Enhance the Section’s credibility with decision makers.
   - Advance public awareness and clarity on water issues and the value of water.
   - Increase Section and member participation in advancing AWWA’s water policy and leadership.
   - Strategically partner to advance AWWA’s water policy and leadership.
   - Build partnerships to support advocacy programs for the local water community.

---

<table>
<thead>
<tr>
<th>Board Liaison(s)</th>
<th>Director Elect</th>
<th>Champion’s Club</th>
<th>Membership Engagement</th>
<th>Honors &amp; Awards</th>
<th>Public Affairs</th>
<th>WPC Technical Program</th>
<th>Water For People</th>
<th>WPC Local Arrangements</th>
<th>Finance</th>
<th>Competitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brad Montgomery</td>
<td>Dorothy Rader</td>
<td>Kim Childress</td>
<td>Sonia Allman</td>
<td>Hal Balthrop</td>
<td>Greg Heitzman</td>
<td>Scott Clark</td>
<td>TN KE Chair</td>
<td>Amy Kramer</td>
<td>Alison McGee</td>
<td></td>
</tr>
<tr>
<td>AWWA Director</td>
<td>Past Chair</td>
<td>Trustee</td>
<td>Chair Elect</td>
<td>TN WUC Executive Committee</td>
<td>Vice Chair</td>
<td>Secretary/Treasurer</td>
<td>TN KEC Chair</td>
<td>KY KEC Chair</td>
<td>KY MAC Chair</td>
<td></td>
</tr>
<tr>
<td>Dorothy Rader</td>
<td>Kim Childress</td>
<td>Sonia Allman</td>
<td>Hal Balthrop</td>
<td>Greg Heitzman</td>
<td>Scott Clark</td>
<td>TN KEC Chair</td>
<td>Amy Kramer</td>
<td>Alison McGee</td>
<td>Tom Guthrie, Jr.</td>
<td></td>
</tr>
<tr>
<td>Past Chair</td>
<td>Trustee</td>
<td>Chair Elect</td>
<td>TN WUC Executive Committee</td>
<td>Vice Chair</td>
<td>Secretary/Treasurer</td>
<td>TN KEC Chair</td>
<td>KY KEC Chair</td>
<td>KY MAC Chair</td>
<td>Tom Guthrie, Jr.</td>
<td></td>
</tr>
</tbody>
</table>

---

**Board Liaison(s)**
- **Director Elect**
- **Champion’s Club**
- **Membership Engagement**
- **Honors & Awards**
- **Public Affairs**
- **WPC Technical Program**
- **Water For People**
- **WPC Local Arrangements**
- **Finance**
- **Competitions**