VISION
A vibrant Arizona through safe, reliable water

MISSION
Advocate for Arizona’s water through bold leadership, connecting professionals, providing education, and inspiring environmental stewardship
OUR STRATEGIC OBJECTIVES ARE:

AZ Water will be the State’s premiere technical education and professional development organization focused on water. We will:

• Foster the development of future water industry leaders.

• Support and improve the AZ Water Annual Conference and Exhibition, and the Tri-State Seminar.

• Support and participate in local, regional, and national conferences and seminars.

• Transfer key information between other professional water organizations and AZ Water.

• Encourage AZ Water committees to develop seminars, workshops, and other training opportunities.

• Support operator certification through training sessions, agency collaboration, and educational programs for emerging needs.

AZ Water will be the authoritative resource on water in Arizona. We Will:

• Educate the public to understand the value of water.

• Conduct outreach for K-12 students to foster interest in the water industry.

• Engage and support institutions of higher learning.

• Inform policy-makers in making decisions affecting water.

• Support a balance between the natural and built environments.
AZ Water will advocate for investments in water supplies and water related infrastructure. We will:

- Support sustainable solutions to regional and state-wide supply issues
- Engage AZ Water leadership as stakeholders in state-wide policy development
- Provide support to communities making the case for infrastructure investment
- Disseminate information on financing and rates to water industry personnel and the public.

AZ Water will continue to be a thriving and healthy volunteer organization. We will:

- Increase, retain and diversify membership.
- Expand and promote the benefits of membership.
- Enhance and expand partnerships with outside organizations.
- Remain fiscally sound.
- Review and update strategic direction.
- Evaluate and adjust operations and resources to meet the needs of our membership.

OUR STRATEGIC OBJECTIVES ARE (cont’d):
THE AZ WATER ASSOCIATION IS COMMITTED TO:

Career Advancement for Water Professionals
- Provide education, training, networking opportunities, and leadership programs to help water professionals advance their careers and build trust, inside and outside the industry.

Workforce Sustainability and Growth
- Attract and inspire new talent to enter the water industry.
- Promote a sustainable, diverse workforce.

High Quality Water and Public Health
- Support the industry in ensuring that Arizona’s water resources are consistently safe.

Future Water Certainty for Arizona Water Consumers
- Help industry professionals ensure that people have highly reliable water resources.
- Have a long-term view with an emphasis on sound resource and infrastructure planning.

Collaboration and Public Outreach
- Encourage networking and collaboration with related organizations, stakeholders, and in our communities.
- Help the industry effectively communicate important water issues to the public.

Environmental Leadership
- Advocate for protecting and enhancing Arizona’s natural environment.
- Advocate for ensuring that there is appropriate water for the environment.

Investment in Water
- Support appropriate and continued investment in water resources, watersheds, water quality, and water infrastructure.
- Provide resources and training designed to help utilities invest and operate efficiently.