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.

Attracting Professionals to the Water Industry
- Inspire 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 – An emphasis on sound resource and infrastructure planning

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

Advocate for Appropriate Financial Resources Dedicated to Water and the Environment
- 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

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

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 training and professional development organization
- Continue to support and improve the Annual Conference & Exhibition
- Increase Arizona’s participation in the Tri-State Seminar
- Encourage Committees to develop seminars, workshops, and other training opportunities
- Foster the development of future water industry leaders
- Support operator certification through training sessions, collaborating with ADEQ, and developing educational programs for emerging needs (e.g., reuse systems and advanced treatment)
- Transfer key information between national water organizations and AZ Water (e.g., AWWA, WEF, WateReuse, ASCE)

AZ Water will be the authoritative resource on water in Arizona:
- For policy-makers in making decisions
  » Issue policy, regulatory, and legislative position statements for actions affecting the water industry
  » Sponsor periodic legislative events and candidate forums (e.g., “Day at the Capitol” and CAWCD elections)
- For K-12 students to foster interest in the industry
  » Support curriculum development (e.g., Project WET)
  » Continue outreach/extension efforts (e.g., Future City Competition, Stockholm Junior Water Prize)
- For institutions of higher learning
  » Provide scholarships
  » Support water-related research (e.g., funding support, facilitate participation, organize the Annual Research Seminar)
- For the public in understanding the value of water
  » Enhance and expand the website
  » Embrace social media
  » Develop best in class public outreach programs
  » Issue proactive press releases on key industry issues
  » Collaborate with industry partners (e.g., Tap into Quality, Engineers Without Borders, Water For People)
- For supporting a balance between the natural and built environments
  » Support water environment initiatives to enhance quality of life
  » Support public uses that demonstrate the value of water (e.g., Tres Rios, Sweetwater Wetlands, Gilbert Riparian Preserve, Payson Green Valley Lakes)

AZ Water’s “Arizona Water Network” will be visible and vocal in supporting investment:
- In water supplies
  » Support solutions to regional and state-wide supply issues
  » Host marquee water events
  » Engage AZ Water leadership as stakeholders in state-wide policy development
- In water infrastructure
  » Provide support to communities making the case for infrastructure investment
  » Disseminate information on financing and rates, including development of talking points to better inform water industry personnel and the public
  » Promote sustainable engineering principles

AZ Water will continue to be a thriving and healthy volunteer organization
- Increase Membership
  » Understand membership needs and demographics (e.g., survey)
  » Retain members from the traditional membership sectors
  » Diversify membership by recruiting from underrepresented sectors (e.g., academia, regulatory, legal)
- Employers will benefit from connections to AZ Water
  » Restate and build our value proposition
  » Recognize the utilities, firms, vendors, and service providers that support AZ Water
- Partnerships with outside organizations will be enhanced and expanded
- Remain fiscally sound
- Periodically review and update strategic direction
- An AZ Water paid professional will be retained to become the recognized voice for water in Arizona