2018 Summer Leadership Retreat

Flagstaff, Arizona

WELCOME

• Retreat Goals
  • Understand Expectations
  • Foster Leadership Growth
  • Encourage Committee Collaboration
  • Provide tools to help you achieve your/ Association goals
ASSOCIATION GOALS?

• In Updated Strategic Plan
• My Focus areas for the Association are:
  • Increasing Member Value, Retention and Recruitment

ASSOCIATION GOALS?

• In Updated Strategic Plan
• My Focus areas for the Association are:
  • Increasing Member Value, Retention and Recruitment
  • Operator Training, Mentorship, Recruitment and Retention
ASSOCIATION GOALS?

- In Updated Strategic Plan
- My Focus areas for the Association are:
  - Increasing Member Value, Retention and Recruitment
  - Operator Training, Mentorship, Recruitment and Retention
  - Financial Alignment

My Ask from You

- Meet and Talk with Three People You Don’t Know
- Identify and act on at least three new ways you will collaborate with other committees
- Document three new take-aways from this meeting
Meeting Norms

• Be Here Now
  • Out-of-office/ Phones on silent
  • Actively listen
  • Respect our Presenters
  • Hold off on the side-bar conversations
• Stand up, stretch and take a break if you need it but hurry back
  • Move to different tables after breaks

2018 Summer Leadership Retreat

EMPOWERING VOLUNTEERS
Kevin Conway

July 20-21, 2018
Flagstaff, Arizona
EMPOWER EMPOWER EMPOWER EMPOWER

COULD BE THE MOST IMPORTANT LEADERSHIP SKILL

Empowering Volunteers

• Group Exercise
  – Objective is to learn a little bit about our class

WHAT IS YOUR AGE GROUPING
WHAT IS YOUR FAVORITE PRIMARY COLOR
WHAT BEST DESCRIBES YOUR PROFESSION
Empowering Volunteers

Getting to Know You

- Two Teams
Job Descriptions

TEAM EYE

• Accomplish task however you want

Job Description Paper Cutters

TEAM US

• Paper Cutters collect the forms
• Make two cuts
  – One between What is your favorite Primary Color and What is your Age Grouping
  – One between What is your Age Grouping and What best describes your Profession
• Create three sorted decks (Color, Age, Profession)
• Hand the three sorted decks to the Box Counters
Job Description Box Counters

TEAM US

• Box Counters have three sub-teams
  – Team Color
  – Team Age
  – Team Profession

• Team Color
  – Take the deck of Color Responses
  – Count the YELLOW responses and give to the Graph Markers Color Team
  – Count the RED responses and give to the Graph Markers Color Team
  – Count the BLUE responses and give to the Graph Markers Color Team

• Team Age
  – Take the deck of Age Responses
  – Count the 20-25 responses and give to the Graph Markers Age Team
  – Count the 26-30 responses and give to the Graph Markers Age Team
  – Count the 31-40 plus count the 41+ responses and give to the Graph Markers Age Team

• Team Profession
  – Take the deck of Profession Responses
  – Count the ENGINEER responses and give to the Graph Markers Profession Team
  – Count the OPERATIONS responses and give to the Graph Markers Profession Team
  – Count the BOTH responses and give to the Graph Markers Profession Team

Job Description Graph Markers

TEAM US

• Graph Markers have three sub-teams
  – Team Color
  – Team Age
  – Team Profession

• Team Color
  – Receive the count of Color Responses
  – Mark the number of YELLOW responses
  – Mark the number of RED responses
  – Mark the number of BLUE responses

• Team Age
  – Receive the count of Age Responses
  – Mark the number of 20-25 responses
  – Mark the number of 26-30 responses
  – Mark the number of 31-40 responses and mark the number of 41+ responses

• Team Profession
  – Receive the count of Profession Responses
  – Mark the number of ENGINEER responses
  – Mark the number of OPERATIONS responses
  – Mark the number of BOTH responses
Exercise Results

- Favorite Color
  - Yellow
  - Red
  - Blue
- Most Popular Age Group
  - 20-25
  - 26-30
  - 31-40
  - 41+
- Most Popular Profession
  - Engineer
  - Operations
  - Both

Exercise Take Away

- SPEED
- COMMUNICATION
- CONNECTION
- BELONGING
- ORGANIZATION
- TEAM BUILDING
Back to the **EMPOWER**

What did that exercise have to do with Empower?

- Need to release **CONTROL**
- Leader’s role is to **ORGANIZE** and **COMMUNICATE**
- Requires advance **PLANNING**
- **TRUST** that the group will succeed
- **SHARE** a collective sense of accomplishment

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**Who am I?**

- Graduate of Leadership Development Program at the Center for Creative Leadership, San Diego, California
- Past Board Member and Owner of a National Engineering Firm
- Professional Engineer specializing in Water and Wastewater
- Current Chair of the AZ Water Leadership Committee
- Past President of AZ Water
- Amateur Photographer
Why Volunteer?

“Help someone.”
“Makes me feel good.”
“New experience.”

“Use a talent or skill.”
“Make an impact.”
“Sense of belonging.”

Key Steps in Successful Volunteers

- Carefully place volunteers in positions
- Delegate authority to volunteers
- Empowering one person to act for another
- Chair must learn to let go of certain duties

University of Florida Four H

University of Florida
Four H Milton Boyce USDA
Case Study

• AZ Water Technical Program Committee

Past AZ Water President

Technical
Program
Committee Chair

BBQ

Registration

Abstract Reviewers

TEAM EYE

Technical Program Challenge

• Abstract Reviewers attended few meetings
  – Reviewed and scored abstracts
• Chair organized best abstracts into Tracks
• Chair notified Speakers
• Chair asked for Moderator Volunteers
• Chair worked with AZ Water Manager for Signage, Program
• Chair the days of the conference ran around to see if everything was okay
• Many of the Chair Duties were performed by Administrative Support Staff or a Young Professional
Technical Program Challenge

• Need to organize the committee to place volunteers into positions
  – Share in Program Ownership and Responsibility (1)
  – Volunteers will have nothing to contribute if the Chair does not give them meaningful assignments and responsibilities (1)

• Created the following Jobs:
  – Vice Chair
    • Abstract Review
  – Key Note Speaker
  – Moderator and Track Chair
  – Exhibit Liaison
  – BBQ Chair
  – Audio Visual Chair
  – Signage
  – Program Cover Design

[Note: (1) Cooperative Extension Program Prairie View A&M University of Texas]

2018 Conference Committee

<table>
<thead>
<tr>
<th>Conference Chair/Board Liaison</th>
<th>Marie Pearlree</th>
<th>Student Poster Session</th>
<th>Nashita, Namrata, Clayton Freed</th>
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<tbody>
<tr>
<td>Planning Chairs</td>
<td>Curt Counter (Chair), Craig Caggiano (Vice Chair)</td>
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<tr>
<td>Past Chair</td>
<td>Gretchen</td>
<td>Operator Training</td>
<td>Doug Berchuer</td>
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<td>Task Force</td>
<td>US!</td>
<td>Check In/Processing</td>
<td>Tricia Cook, Patrick Goodfellow</td>
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<tr>
<td>Keynote, Theme, Program &amp; Panel</td>
<td>Marie Pearlree</td>
<td>Job Fair</td>
<td>Jonie Jensen</td>
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<td>Moderator</td>
<td>Tom Brazoien</td>
<td>Sponsorships</td>
<td>John Mache, Gretchen, Baumgardner, Dave Ivanishi, Coord.</td>
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<tr>
<td>YP Committee Liaison</td>
<td>Clayton Freed</td>
<td>BBQ</td>
<td>James Taylor, Lisa Calvert, Sub-committee</td>
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<tr>
<td>Exhibitor Liaison</td>
<td>Mike Ambrozak</td>
<td>App</td>
<td>Amy Baker</td>
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<td>IT</td>
<td>Patrick Goodfellow</td>
<td>Meter Mania</td>
<td>Arthur Lomeli, Samantha Hoppe</td>
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<td>Registration Chair</td>
<td>Cindy Martinez</td>
<td>A/V and Room Setup</td>
<td>Larry Hanson</td>
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<tr>
<td>Awards Chair</td>
<td>Sarah Regerstal</td>
<td>Regulatory Outreach</td>
<td>Kevia Chadstock</td>
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<td>Conference Program</td>
<td>Debbie Muse</td>
<td>Signs</td>
<td>Maria Bandy, Mike Cansor</td>
</tr>
<tr>
<td>Manufacturer Technical Session</td>
<td>Mike Ambrozak</td>
<td>Website</td>
<td>Clayton Freed, Patrick Goodfellow</td>
</tr>
</tbody>
</table>

35 Positions, 26 Assignments
HOW?

- Create Positions
- Explain Position Responsibility
- Delegate Authority
- Let Go of Control
- Get Out of the Way

EMPOWER

So, What did the Exercise have to do with EMPOWER?

- Create Positions
  - PAPER CUTTERS
  - BOX COUNTERS
    - TEAM COLOR
    - TEAM AGE
    - TEAM PROFESSION
  - GRAPH MARKERS
    - TEAM COLOR
    - TEAM AGE
    - TEAM PROFESSION
So, What did the Exercise have to do with EMPOWER?

• Explain Position Responsibility

Job Descriptions

TEAM US
- Water Eaters collect the frills
- Make hot-cuts
- Ever between What is your favorite Primary Color and
  What is your Agi Marginal
- Ever between What is your Agi Disappearing and What
  Best describes your Preference
- Create three sorted decks (colors, ages, profession)
- Hand the three sorted decks to the Box Counters

So, What did the Exercise have to do with EMPOWER?

• Delegate Authority
• Let Go of Control
• Get Out of the Way

The Exercise is an Example of HOW
EMPOWER EMPOWER EMPOWER EMPOWER

EMPOWER

THE MOST IMPORTANT LEADERSHIP SKILL

Water
AZ WATER SUMMER LEADERSHIP RETREAT

EMPOWERING VOLUNTEERS
Friday, July 20, 2018

Kevin Conway, P.E.
EPCOR
kconway@epcor.com

Recognizing and Thanking Members

CUSTOMIZED
REGULAR CONTACT
PERSONAL
TIMELY
AUTHENTIC
Recognizing and Thanking Members

• Many Opinions on Recognizing and Thanking Volunteers
• All Agree that it is Extremely Important to Recognize and Thank Volunteers
• A Common Approach is to Verbally Thank at an Annual Volunteer Luncheon
  • Many Caution that these Events Could Carry a Mixed Message
  • Could you Imagine Being Thanked in a Public Gathering by a Speaker that Mispronounces Your Name?

“You Should ALWAYS Tailor your Thanks to the Individual Volunteer” (knowhownonprofit)
• Some Volunteers Enjoy the Spotlight of Public Events, while Others would Like a more Personal Touch
  • Regular Contact
  • Pat on the Back
  • Email
  • Telephone Call
  • Thank You Note
Recognizing and Thanking Members

- Case Study
  - Volunteer for WEF on the Technical Practices Committee
  - Spent Nearly 10 years on the Committee
  - Left Consulting Engineering Practice in 2013
  - In 2017 EPCOR Received Thank You Letter for my Recent Efforts on the Committee
    - I had not Participated on the Committee for Nearly 5 Years
  - How did I Feel?

Recognizing and Thanking Members

- Thank You Must be Authentic
- Must be Personal to Reap Maximum Benefit
- Must be Timely
  - Best if the Recognition and Thanks Occur at the Time Something is Done
- Must be From YOU
  - Leader’s Time Spent with Volunteers Builds RESPECT and COMMITMENT
Recognizing and Thanking Members

• What About Thank You Luncheon Events?
  • An Event which is all Consuming, may Send the Wrong Message
  • Many Organization have Success with More of a Potluck Connection Activity
  • The Recognition and Thanks Should be as Close to Personal as Reasonable

• What About Plaques and Gifts?
  • Whatever is Given, Should be Secondary to the Recognition and Thanks

Recognizing and Thanking Members

• What About Written or Electronic Notes?
  • The Power of a Personal, Hand Written Thank You Note Could Go a Long Way
  • Personal Emails of Recognition and Thanks Can be Very Effective
  • Mass Email-Thanks can Miss the Mark
  • Letter of Thanks to Volunteer’s Organization can be very Effective, if Personal
Recognizing and Thanking Members

BIGGEST TAKE AWAY

YOU

• Acknowledgement to:
  • knowhownonprofit
  • Energ!ze
  • Leipper Management Group

2018 Summer Leadership Retreat

Strategic Plan Overview

Lisa Jackson
Strategic Plan Updated

- **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

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Strategic Plan Update

- **AZ Water will be the State’s premier 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 & 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.
Strategic Plan Update

- **AZ Water will be the State’s authoritative resource on water. 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.

Strategic Plan Update

- **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.
Strategic Plan Update

- **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.

2018 Summer Leadership Retreat

Business Plan Overview

Mike Worlton

July 20-21, 2018
Flagstaff, Arizona
Business Plan Updates

• Impetus
  • Original Plan Developed in 2014
  • Refresh and Recalibrate to Updated Strategic Plan
  • Update to Include New Committees
  • Simplify Format

Business Plan Updates

• Approach:
  Assemble an Awesome Committee
  Board Sponsor: Lisa Jackson

<table>
<thead>
<tr>
<th>Title</th>
<th>Name</th>
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<tbody>
<tr>
<td>Executive Director</td>
<td>Dave Iwanski</td>
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<tr>
<td>Board Member</td>
<td>Doug Kobrick</td>
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<td>Jason Joynes</td>
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<td>Clayton Freed</td>
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<td>Navid Najari</td>
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<td>Bill Kenning</td>
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<tr>
<td>Vendor Rep</td>
<td>Lisa Snyders</td>
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<td>Tom Galeziewski</td>
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<tr>
<td>Other – N AZ.</td>
<td>Mark Richardson</td>
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<td>Other – S AZ.</td>
<td>Beth Scully</td>
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<tr>
<td>Academic</td>
<td>Trevor Boyer</td>
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Business Plan Updates

Goals:
• Focused
• Ambitious
• Relevant
• Transformational

Business Plan Updates

• Approach
  • Align Categories with Updated Strategic Plan
  • Survey Committee Chairs
  • Update Action Items
  • Clayton Freed / Bill Kenning
  • Board Review Comments
  • Distribute to Committee Chairs
Business Plan Updates

- **Next Steps**
  - Receive & Address Final Comments
  - Present for Board Approval at August Meeting
  - Publish to AZ Water Chairs and Membership
  - Review and Update Regularly
Jesse Black- Operator Focus

Committee updates

2018 Summer Leadership Retreat

Committee Budgeting

Asia Philbin and John Masche

July 20-21, 2018
Flagstaff, Arizona
Website Resources (Support Docs)

Administrative: Budget, Finance, Audit

Welcome to the Budget and Finance Committee

Vision
An organization with the financial resources to meet operational needs and achieve strategic goals.

Mission
To provide oversight and guidance for A2 Water budgeting and finances.

Committee Resources
Find budget proposal materials, vendor payment, reimbursement and other forms here:

Budget and Finance Documents

**You must be signed in to view and download forms**

Website Resources (Support Docs)

Budget and Finance Forms

**2019 Budget Proposals – coming end July**

(more detailed info tomorrow)
Website Resources (e-commerce)

- Event Invoicing
  - **All Online**
  - Registration & Sponsorship
  - Enable credit card / check / cash
  - Invoicing
    - related to registration record and member record (if applicable)
    - invoice becomes receipt
    - Pay online at time of registration OR later

Website Resources (e-commerce)

- Payments
  - Square POS: Alternative / Onsite option
Budgeting

• 103 Events*
  • Webinars - 6
  • Tours - 19
  • Training - 8
  • Workshops - 14
  • Seminars – 4
  • Luncheons – 23
  • Social Events - 29

*Based on web calendar from Jan 2017 – June 2018

Budgeting

• What do the events have in common?
  • Enthusiastic Committees
  • Enthusiastic Attendees
  • PDH’s
  • Costs
    • Staff
    • Website / IT / Social Media
    • Meeting Venue
    • Food / Refreshments
    Overhead
    Overhead
    Sponsored
    Sponsored
Guidance has been at Committee Budget level
Committee events should cover overhead costs
$2000 per Special Interest Committee

Budgeting – Event Consistency

Events | Avg Cost / PDH
--- | ---
Webinars | $4
Tours | $4
Training | $0
Workshops | $7
Seminars | $9
Luncheons | $20
Conference | $26
Sponsorship Recognition

• 103 Events with 82 Event Sponsors
  • Does not count committee meetings, conferences or social events
  • 18 were sponsors twice
  • 7 were sponsors three times
  • 2 were 4x sponsors
  • 3 were 5x sponsors
  • 2 were Super Sponsors (6 times!)

Sponsorship Recognition

• How can we thank our Sponsors?
  • At the Event! Signs and verbal!
  • Personally. Shake a hand. Send a note.
  • Facebook – Picture(s) of the Event with signs!
  • Website – Front Page Splash, Your Committee Page, Event Flyer, Event Recap
  • Kachina – Event Advertising, Recap Article with Pictures
Sponsorship reporting requirements

Examples of non-taxable ACKNOWLEDGEMENTS

1. Featuring the sponsor’s name and logo in printed media, on a nonprofit’s website, or on a banner at an event.
2. Posting a link that takes the viewer only to the sponsor’s home page - not to a page where a product or service is marketed or sold.
3. Displaying or distributing free samples of a sponsor’s products at a nonprofit’s event, as long as the nonprofit does not endorse the product/service.
4. Inviting corporate sponsors to special events, such as a dinner or reception, as long as the monetary value of the event is not more than 2% of the corporate sponsor’s payment to the nonprofit.

Examples of taxable SUBSTANTIAL BENEFIT

1. Promising the for-profit that it will be the exclusive provider of products or services in return for sponsorship.
2. Providing a link from the nonprofit’s website to the page of a sponsor’s website where products are sold, or listing the phone number where the products or services can be ordered.
3. Endorsing the sponsor, or inducing others to buy the sponsor’s products or services.
4. Giving more than token services or other privileges to the sponsor, such as tickets to an event or lavish receptions, if value to sponsor exceeds 3% of sponsor’s payment to the nonprofit.
5. Making sponsorship payments contingent upon how many people attend the nonprofit’s event.

https://www.councilofnonprofits.org/sites/default/files/images/Corporate%20Sponsorship%20.png

Graphic not intended as legal advice - when in doubt ASK

Quid Pro Quo
• $75

Written Acknowledgement
• $250

Sponsorship Coordination

• 82 Sponsors for 103 Events
• 14 Sponsors contributed to 56 of the events
• Sponsorship
Sponsorship Coordination

- Understand limitations of sponsors
- Be Consistent in Sponsorship Levels!
- Deliver value to the Sponsors! Check the website!
- Think out of the box!
- Ensure fees reflect cost
- Be consistent in Valuing PDH’s

Tim Thomure- Working with AZ Water Staff
2018 Summer Leadership Retreat

Working with Your Board Liaison
Darlene Helm

Board Liaison Role

• Resource for the Committee Chair
• Brings any committee requests or updates on activities to the Board
• Inform the committee of any initiatives and/or decisions that impact the committee
• Assist with budget development and submittal
• Active participant/attendee of committee meetings/events
  • Participate in official Association functions whenever possible (monthly luncheons, seminars, workshops, etc.)
• Recruitment and recognition of volunteers
Committee Chair Role

• Provide leadership for the committee
  • Guide, monitor and coordinate activities
• Mentor Vice-Chair
• Develop/review work plan
• Engage new members
• Recognize committee volunteers
• Prepare the annual budget
• Prepare an annual update/report
  • Summarize the activities of the current year

Meetings – Board Liaisons and Chairs

• Board Liaison should be invited to all committee meetings
  • Liaison should be regularly attending or calling in
• Communication should be occurring between the liaison and chairs
  • Doesn’t have to be a formal meeting
  • Phone calls and emails work great
• Schedule a meeting when you need help to plan a major event or discuss a specific topic
  • Maybe before or after a committee meeting
Coordinate Board Presentation

• Once a year – attend a Board Meeting
  • Coordinate with your liaison
• Present major accomplishments, upcoming events or new initiatives
• Opportunity to interact and engage other Board Members
• Opportunity to see/hear what happens and what is discussed at a Board meeting

2018 Summer Leadership Retreat

Committee Meetings
Doug Kobrick

July 20-21, 2018
Flagstaff, Arizona
Successful Committee Meetings

Doug Kobrick, on behalf of the “Committee Expectations Committee”

Committees are the heart of AZ Water

- **Committee meetings** are at the core of each committee’s work, provides the venue for:
  - Ideas to be generated
  - Plans developed
  - Commitments made
  - Results reported

- Also, the intangible benefits:
  - Team bonding / PRIDE IN THE GROUP
  - Networking
  - Fun and friendships
Meetings – basic requirements

1. Consistent location
   Low/no-cost, parking, transit
2. Advance notice/reminders to all members
3. Teleconference or web meeting arrangements
4. Agenda
5. Be on time (start and finish)
6. Involve everybody, drive engagement
7. Meeting minutes with action items

Meeting agendas

Basic agenda
Informative agenda
Meeting agendas

Keys to successful committee meetings

- Keep it simple
- Keep it frugal
- Keep it going
  - Meetings on a predetermined schedule
  - Have and follow an agenda
  - Start on time, finish on time
  - Always be recruiting and welcoming new members
- Engage everybody
- Encourage new ideas
- Do what we say we’re going to do
Keys to successful committee meetings

- Introduce everybody – attendees vary month to month
- Include an item for “Member News"
- Brief members on general AZ Water events, news, etc.
- Follow the agenda
- Involve everybody, draw out the non-participants, seek ideas
- Seek commitments to action  eye contact  delegate
- “Control without dominating”
  - The members rely on the chair to make the meeting meaningful
- Keep it moving
- Review action items
- Finish on time
- Distribute minutes

Tracking Committee Progress

Doug Kobrick, on behalf of the “Committee Expectations Committee”
Committee Vision, Mission, Goals, Objectives

**Vision:** The Wastewater Treatment Committee is the recognized source of information on wastewater treatment, and advances knowledge of wastewater treatment and the wastewater treatment profession by education and outreach to our members, utility customers and the general public. **WHO ARE WE**

**Mission:** The Wastewater Treatment Committee will provide value to our colleagues and the public through education, training and increased awareness of wastewater treatment technology and the associated regulations and policies that impact them in order to protect water quality, public health and the environment. **WHAT DO WE WANT TO DO**

**Goals:** The Wastewater Treatment Committee has established the following goals:

- Provide opportunities for continuing education and technical advancement
- Promote the exchange of information
- Identify common goals and challenges and provide a forum for the exchange of ideas
- Follow the development and implementation of new regulations and technologies
- Identify opportunities to provide services to rural utilities and operators
- Increase our visibility in local schools and public interest groups **SPECIFICS**

Committee Vision, Mission, Goals, Objectives

**Strategies**

- Maintain an active, diverse and energized Committee membership. **TASKS**
- Solicit papers and presentations for the Annual Conference and lunchtime seminar series.
- Coordinate with national organizations on wastewater treatment specialty conferences.
- Develop and prepare articles on wastewater treatment topics for the *Kachina News*.
- Develop and maintain an active and dynamic site on the AZ Water Association website.
- Provide tours of facilities to enhance education
- Utilize information technology including on-line meetings, webinars and webcasts.
- Coordinate with other AZ Water Association Committees
- Identify existing and cutting-edge wastewater treatment technologies
- Work with the ADEQ to identify operators in rural communities to initiate outreach
- Work with the licensing board and the licensed operators to understand the standard test requirements, and offer training and education to operators
- Promote wastewater treatment in a new light, one that views wastewater not as a waste, but as a resource, and the wastewater profession as providing value not just by preventing pollution but also by reclaiming resources and producing beneficial products.
How to develop a good VMSO

• Find a good writer
• Borrow from other successful committees
• Ask your members
  • They are on the committee to accomplish something – what is it?
  • Don’t agonize over it - you can always revise it later

Have a Work Plan
Track and report your progress

• AZ Water Business Plan and your VMSO should be in sync and should feed into the committee Work Plan
• Work Plan should guide your activities
• Track your progress
• Report your results: Annual Report
  • Events and Activities
  • Committee Business
  • Finances
  • VMSO review and Work Plan results
  • Plan for coming year
  • Appendices, such as: roster, seminar agendas, budget, VMSO
• Proudly communicate your results to the rest of AZ Water!!
Committee Events: Getting Events on the AZ Water Calendar

https://www.azwater.org/members/group_content_view.asp?group=141403&id=630469
Committee Events: Early Booking

Committee Events: Double Booking
Committee Events: Event Collaboration

• PDHs (free but many organizations charge to earn, so a cost has been associated to create value)
• Food/Beverage
• Rentals (space, tables/chairs, a/v equipment, bounce houses)
• Speakers
• Services (DJ, course timer, bartender)
• Crowdrise*
• Give Aways or purchase items* (shirts/jerseys, bottles, awards)
• Raffles or silent auctions* (mostly donations)
• Insurance (required for specific activities)
• Resources for Kachina announcement, Website host, staffing that spends time on helping you, money handling, etc.
Committee Events: Advertisement

- Kachina Newsletter (2,200 publications out to members)
- E-blasts (entire constant contact list)
- AZ Water Facebook post/promotion (varies and reach is based on how appealing/interesting your post is)
- AZ Water calendar
- AZ Water website banner (?)
- Flyers at local businesses
- Email to colleagues and associated organizations

Committee Events: PDHs

CERTIFICATE OF PARTICIPATION
This certifies that
 NAME

has participated in the
AZ Water 30th Annual Conference & Exhibition
May 7-9, 2017
Phoenix Convention Center
Phoenix, Arizona

Sponsored by:

AZ Water Association

1121 E. Queen Creek Rd, Suite 100
Queen Creek, AZ 85142

To attend this conference, you must submit

XX
Professional development hours.

Association Representative:

[Signature]
Committee Events: Policy on Speaker Honorarium and Expenses

1. Committees seeking reimbursement for speakers or speaker honorariums shall prepare a budget request as part of the annual budget and work plan submittal process.

2. The training event coordinator shall make a reasonable case as to the benefits of the proposed speaker to the training event and document that a comparable volunteer speaker who does not require compensation is not available.

3. Prior to accepting the request for compensation or expense reimbursement from the proposed speaker, the Association staff and training event coordinator shall determine an appropriate increase to the registration fee to cover the additional expenses to be incurred based on reasonable assumptions of attendance, etc. Association staff shall use the approved pricing matrix spreadsheet to account for all costs of the event in a reasonable manner. The Association staff and event coordinator shall then determine whether the additional cost to the registrants for the event is appropriate for the training being offered at the event.

There’s more on the next slide.....

Committee Events: Policy on Speaker Honorarium and Expenses Cont’d

4. Registration for speakers who are attending Seminars solely as speakers shall be complimentary. Speakers at Association Conference events shall be required to pay registration if they wish to attend any session other than the one at which they are speaking.

5. Requests for honorarium compensation and expense reimbursement shall be accompanied by receipts and shall be forwarded by the training event coordinator to the Association Executive Director who shall have final authority as to whether requests for compensation or reimbursement are approved.

6. Expense reimbursement shall be at the Federal Government published Per Diem Rates for the city closest to the training event location.

7. Where the event is more than 4 hours from the speaker’s residence, air fare may be reimbursed at the discretion of the Association. Automobile mileage shall be reimbursed at the published Federal Government rate. Maximum reimbursement shall be the lower of economy airfare or automobile mileage. Lodging costs shall be paid for one night prior to or the day of the event only.
Questions

2018 Summer Leadership Retreat

Insurance
Debbie Muse

July 20-21, 2018
Flagstaff, Arizona
Insurance

AZ Water currently has Commercial General Liability Insurance, Director’s & Officers Liability Insurance, and Hired and Non-owned Auto Liability policies. Additional insurance may be purchased according to required event needs, such as event liability insurance and liquor liability insurance. As the Arizona Section of AWWA, our Section is also covered under AWWA’s insurance policies for AWWA-related events.

Commercial General Liability Insurance
This coverage protects our organization against allegations that someone suffered bodily injury, property damage or various kinds of personal injury arising from our events or operations. Current coverage is $2 million per occurrence with an annual aggregate of $4 million.

Directors & Officers Liability Insurance
Directors and officers of nonprofit organizations face virtually the same exposures to lawsuits as do corporate directors and officers. Therefore, Directors & Officers Liability coverage protects our directors and officers from being sued for wrongful acts, or mismanagement of the organization or its resources. Current coverage is $2 million per year.

Liquor Liability Insurance

Host Liquor Liability Coverage - host liquor liability coverage is contained within our Commercial General Liability Policy. A Host Liquor Liability policy covers events when AZ Water is hosting an event, but proceeds and serving is conducted by the facility (such as the Annual Conference Awards Reception, BBQ, and Manufacturers Reception)

Liquor Liability Coverage – Required when AZ Water is profiting from the sale of alcohol

If the event venue requires a certificate of insurance, send the insurance requirements to the Executive Manager.

2018 Summer Leadership Retreat

“Statements of fact and opinion expressed are those of the author(s) / presenter(s).
AZ Water, AZAWWA, and AZWEA assume no responsibility for the content, nor do they represent official policy of the Association.”
AZ Water 2019 Conference Planning Committee Report

Leadership Retreat July 20th 2018

Critical Conference Items

  - Venue Confirmed
  - Call for Abstracts/Volunteers
  - BBQ Location/Date
  - Review 2018 Conference Financials
  - Conference Website
  - Develop Technical Program
  - Exhibitors
  - Sponsorship
  - Keynotes
  - Panels
  - Competitions
  - Awards
  - Operator Training
  - Registration
  - Brochure/Publication
269 Days!
April 16\textsuperscript{th}, 2019

![Calendar Image](Image)

This Photo by Unknown Author is licensed under CC BY-NC-SA

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<td>94</td>
<td>683 (Total Friday)</td>
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<table>
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<tr>
<td></td>
<td>681</td>
<td></td>
<td></td>
<td>117</td>
<td>798 (Total Friday)</td>
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2018 Survey Feedback

- Overall Response Positive for 2018 Conference!
- Attendee experience
  - Excellent (49%)
  - Remainder "good"
- Exhibitors satisfaction
  - Venue, Very Satisfied (44%)
  - Booth, Very Satisfied (56%)
  - Remainder of both "somewhat satisfied"

South Building
Phoenix Convention Center
2019 Conference Schedule

• Overview

- Phoenix Convention Center South Building
- Monday April 15th Golf Tournament
- Tuesday – Thursday (4/16 – 4/18) Conference
  - Technical program three full days
  - Exhibitor Hall Tuesday/Wednesday
- BBQ
  - Tuesday
- Awards
  - Wednesday

Conference Lunches

• Lunch Sub-committee

- Lunches
- Tuesday (on your own /Exhibit Hall)
  - Menu to include grab and go boxed lunches
  - Menu Items - provide additional signage onsite, publish in program or on program insert and indicate on exhibit hall layout what is provided and where
  - Work with catering vendor prior to event to improve staff’s checkout process
- Wednesday – Buffet in Ballroom
  - Evaluating expected increase in cost
- Thursday – Plated in Ballroom
2018 Survey Feedback

• Attendee Survey 4

- BBQ
  - Food/venue/entertainment rated well

- Competitions
  - Hydrant Hysteria “Excellent”
  - Meter Mania and Ops Challenge “Good”

- Manufacturer’s Happy Hour “Good”
  - Work with Catering vendor to improve service of bartending staff

- Comments - 2019 Improvement Section
  - 19 of 141 comments concerned location
  - 63 of 141 comments concerned food
  - Solutions:
    - Advertise food choices (specifically) at registration
    - Eliminate Exhibition “voucher” option and go with boxed lunch, or none
    - Coffee/Water in Exhibition hall during snack breaks

Call for Abstracts/ Volunteers

- Call for Abstracts/Volunteers Open!
  - Closes 10/12/18

- Abstract Instructions Updated

- Volunteers
  - Moderators/ Session Monitors training
    - Week of March 25th
  - In-conference volunteers coordinated through volunteer coordinator (Vice Chair)
BH1  Busy slide. You could summarize the comments. For example, just say we had comments associated with location and food. Some solutions were discussed at last meeting.

Bob Hollander, 7/14/2018
### Keynotes/Panels

- **Panels**
  - Three Panels (Ideas)
    - Staffing/Succession Planning
    - Water Policy
    - Water/Wastewater Technology Innovations

- **Keynotes**
  - **Tuesday**
    - Welcome (was County Supervisor Bill Gates in 2018)
    - Opening Keynote (was Pat Mulroy in 2018)
  - **Wednesday**
    - Operators Awards Luncheon with AWWA/WEF representatives
  - **Thursday**
    - Gavel Passing/Luncheon Keynote (was Fredi Lajvardi in 2018)

### New Ideas

<table>
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<th>Deadline</th>
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<tbody>
<tr>
<td>Manufacturer’s Track (in Exhibit Hall)</td>
<td>Mike A / Technical Program</td>
<td>Vendor Buy-in and Coordination</td>
<td>Development of technical program</td>
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<tr>
<td>Manufacturer’s Demo Area (in Exhibit Hall)</td>
<td>Mike A</td>
<td>Space in Exhibit Hall</td>
<td>Brochure printing</td>
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<tr>
<td>Kids Day at the Conference</td>
<td>All</td>
<td>Marketing</td>
<td>Brochure printing</td>
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<tr>
<td>Specialty Committee involvement in Technical Program</td>
<td>Technical Program</td>
<td>Communication</td>
<td>October 2018</td>
</tr>
<tr>
<td>Back-up Presentations (2-4)</td>
<td>Technical Program</td>
<td>Leadership buy-in, coordination from Program staff</td>
<td>Technical program finalized</td>
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</table>
Technical Program Deadlines

Call for Abstracts/Volunteers
- July 2018

- October 12, 2018
Distribute Abstracts for Review
- October 26, 2018

Abstract Scores Due
- November 10, 2018

Arrange Technical Program
- November 10 – 25, 2018

Board Approval of Program
- Deadline December 18, 2018
**Task List**

**Conference Chair / Board Liaison**
- Bob Hollander

**Program Planning Chairs**
- Craig Caggiano, Chair
- Clayton Freed, Vice Chair

**Past Program Chair**
- Curt Courter

**Event Coordinator**
- Lisa Culbert
BH2 Make the point that what slides 14 and 15 do is show items discussed and assignments made during the meetings.
Bob Hollander, 7/14/2018
### Task List

#### Keynotes, Panels & Program
- Bob Hollander

#### Moderators
- Tom Braatelien

#### YP Committee Liaison
- Nashita Naureen

#### Exhibitor Chair & Mfg. Liaison
- Mike Ambroziak

#### IT / Website
- Shana Schwarz

#### Registration Chair
- Cindy Martinez

#### Awards Chair
- Sarah Rogowski

#### Conference Brochure & Program
- Debbie Muse / Lisa Culbert

---

### Task List

#### Student Poster Session
- Dylan Lesan / Nashita Naureen

#### Operator Training
- Doug Berschauer

#### Collection / Posting of Presentations
- Shana Schwarz

#### Career Fair
- Dan Quintanar

#### Sponsorship Chair
- Gretchen Baumgardener
### Task List

**BBQ**  •  Towanda Heape / Sub-Committee

**Mobile App**  •  Amy Baker

**Meter Mania**  •  Arthur Lomeli / Towanda Heape

**A/V and Room Setup**  •  Larry Hanson

**Regulatory Outreach**  •  Kevin Chadwick

**Signage**  •  Kayla Chan / Lisa Culbert

**Conference Website**  •  Lisa Culbert

---

**Task List**

<table>
<thead>
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<th>Task</th>
<th>Responsible</th>
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<tr>
<td>Slideshows</td>
<td>Melissa Darr / Lisa Culbert</td>
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<tr>
<td>PDHs</td>
<td>Richard Sacks / Steve Wedwick</td>
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<tr>
<td>Survey/Feedback</td>
<td>Damien Tonnelle / Clayton (Vice Chair)</td>
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<td>Photography</td>
<td>Anupa Jain, Bob Goff</td>
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<tr>
<td>Fresh Ideas</td>
<td>Lisa Melton</td>
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<td>Technical Session Layout</td>
<td>Clayton Freed / Nashita / Specialty Committees</td>
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<tr>
<td>Golf Tournament</td>
<td>Dave Iwanski / John Masche</td>
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Awards Committee

- Awards Committee
  - Sarah Rogowski; Committee Chair
  - Alan Palmquist; Committee Co-Chair

- Responsible for obtaining, coordinating, and presenting awards for the annual conference.
Top 3 Accomplishments This Year

• Multiple Award Nominations
  • Categories which received nominations did receive multiple nominations for consideration.

• Thursday Evening Awards Ceremony
  • Received many positive comments about Awards Ceremony. Look to continue and update ceremony at the next conference.

• Completed a Campaign to Reach Out to Rural Arizona Communities

Top 3 Goals Next Year

• Additional Communication
  • Some award categories still received zero nominations. Provide additional communication to Cities/Towns, utility companies, and work groups about Award opportunities.

• Increase National Award Nominations
  • Provide information to membership about national award opportunities at AWWA and WEF.

• Complete Awards Process Early
  • Complete the process of obtaining, reviewing, and notifying awardees ahead of 'normal' conference schedule to meet early conference dates.
The Biosolids Committee

- Dave Quinby, Chair, term ending in September 2018
- Vice Chair, Open

- The Biosolids Committee meets monthly, generally the fourth Thursday of the month, at Gateway Community College.

BeefSteak Dinner

- The BeefSteak Dinner, January 2018
  - The dinner was held at the Arizona Heritage Center in Tempe.
BeefSteak Dinner

- Event consisted of a BeefSteak Dinner, with a DJ for entertainment and a hour of the museum open house. A 50/50 drawing was also held.
- Reviews of the event were very positive.
- Sponsorships were sold, including some first time sponsors, as well as one sponsor that is not involved in the water business at all.

BeefSteak Dinner

- We made over $4000 for AZ Water.
Friends of Biosolids Event

- The Friends of Biosolids Event was held immediately before the WEF Residuals and Biosolids Specialty Conference
- The event was held at Cooper Blues.
- The event sold out at 120 tickets.
- Sponsorship enabled us to keep tickets reasonable.
- This event made money for AZ Water

WEF Residuals and Biosolids Specialty Conference

- This event was held at the Phoenix Convention Center over three days, with a day of workshops the day before.
**WEF Residuals and Biosolids Specialty Conference**

- This event brought over 750 attendees to the conference.
- International attendees came from China, Singapore, New Zealand, Canada, Sweden, Argentina, Luxembourg, Denmark, Germany, Netherlands, Switzerland, and the United Kingdom.

**WEF Residuals and Biosolids Specialty Conference**

- The event consisted of three pre-conference workshops before the conference started.
- One General Session
- Many Technical Sessions
- Networking Breaks
- CEUs and PDHs were available.
WEF Residuals and Biosolids Specialty Conference

• WEF Committees also met during the conference, which were open to any attendees
• Committee Meetings also consisted of the Residuals and Biosolids Sub-Committee meetings, which were also open to any attendees
• Committee meetings were well attended.

Future Initiatives

• Full day Seminar
• September 2018
• Probably will be held at the PERA Club
WASTEWATER COLLECTIONS

• CHAIR: MARK POPPIE

• CO-CHAIR: GARY HALL

Top 3 Accomplishments of this year

• SAFETY

• PROFESSIONALISM

• NETWORKING
IN THE CLASS ROOM

OUTSIDE CLASS ROOM
Top 3 Goals for next year

- TO HAVE THREE WORK SHOPS IN 2019
- TO HAVE ONE IN A RURAL AREA
- SAFETY

Construction and Safety Committee

- Mission/vision of the committee
  - Our Mission focuses on bringing together water and wastewater professionals, safety leaders, and industry specialists to share ideas on issues from behavior-based safety and member engagement to exploring new equipment, products and programs specifically focused on the prevention of workplace injuries, deaths, and illnesses. The AZ Water Safety Committee also seeks to provide learning opportunities and forums to allow for the exchanging of information and ideas.
  - Our committee aims to provide compliance assistance tools and best practice documents for our members. We also collaborate with AWWA members, organizations, and partners to address specific safety topics and most importantly to support and promote the overall AZ Water mission.

- Chair and Co-Chair
  - John Masche- Board Liaison
  - Adam Gordon- Co-Chair
  - James Taylor- Co-Chair
Construction and Safety Committee

• Top three accomplishments for the year (July 2017-June 2018)
  • Expand and Promote the benefits for AZ Water Membership*
    • Marana WRF and Avondale WRF plant tours
  • Provided education and outreach events*
    • Startup & Commissioning/ P&ID training
  • Remain Fiscally Sound*
    • Add $ to AZ Water

Construction and Safety Committee

• Top three goals for next year (July 2017-June 2018)
  • Increase Membership involvement/ New Membership*
    • Wickenburg Ranch WWTP Tour/ Golf Outing
  • Continue to provide education and outreach events*
    • Owner/ Contractor Site Safety Management
    • Electrical Safety Training
  • Continue to expand and promote benefits of AZ Water Membership*
    • Plant Tours – Wickenburg Ranch
    • Plant Tours- Cholla
    • Pipeline Constructability & Trench Safety
    • Operator training on safety fundamentals
    • Increase emphasis on Tucson/ Flagstaff
Customer Service Specialists

Accomplishments of this year

• Boosted enrollment in the Customer Service Specialists Committee by 25%
• Started strategic planning on revenue generation for the Committee
• Moved all communications and outreach for the committee from email to the AZ Water Committee page
Goals for next year

- Boost enrollment in the Committee by another 25%-30%
- Develop, plan and implement a revenue generating event
- Engage water professionals from other areas; field technicians, operators, administrative staff, etc.

LAB PRACTICES COMMITTEE
Top 3 Accomplishments of this year

- Arranged for Speakers for a Lab Practices Session at the 2018 AZ Water Conference, 8 papers were submitted, 3 papers were presented.
- Also recruited Steve Baker. ADHS Office Chief, who presented the QC requirements for the Field Exempt parameters at the Operators' Training Session.
- Represented AZ Water at the quarterly Environmental Laboratory Advisory Committee (ELAC) meetings at ADHS.

Top 3 Goals for next year

- Improve the Lab Practices Web page to include Commercial Labs providing Lab testing services for citizens calling AZ Water to have their water tested.
- Provide information from WEF’s Lab Practices Committee and align with their national goals to attract more participation in WEF and AZ Water activities.
- Reorganize the 3-Day Surface and Groundwater Sampling Workshop to include Industrial Pretreatment (IP) and Storm Water sampling. Work with other Committees to cosponsor this Workshop.
Leadership Committee

leadership isn’t an adjective

Forbes-Kruse

Top Accomplishments of this Year

• Leadership Committee Support for the Capital Times Article on AZ Water
• Kachina News Leadership Article “Movers and Shakers”
• First Year for AZ Water Leadership Learning Series
  • 9 Sessions from SEP17 to MAY18
Top Goals for Next Year

• Provide Administrative Support to the Creation of a AZ Water Speaker’s Bureau
• Expand the Leadership Learning Series
• Expand Leadership Article in the Kachina News “Leadership from the HEART”
• Develop a Plan to Reach Out to Agencies Outside of AZ Water

Technical Luncheon Committee
Top 3 Accomplishments of this year

• Joined with the Research Committee to have our planned presenter give the lunch time speech at the January research workshop.
• Established a spring lunch meeting on the west side for 2nd year
• Improvement in food quality

Top 3 Goals for next year

• Get more accurate head count ahead of the lunch to avoid under/over ordering food. Moving lunch to Thursday to see if that helps solidify RSVPs prior to the cut-off date from the Pera Club.
• Reach profit goal of $2000. Look at increasing the cost of lunch or the sponsorship.
• Determine best way for sponsors to be recognized and increase interest in sponsorships.
Southern AZ Technical Luncheon Program

- 3 Accomplishments of the Committee

- Informative lunch topics with 30+ attendees

- Fiscal accountability to break even and on the plus side by having two engineering firms and two vendors contribute $150.00 each per luncheon

Great interaction and networking with other professional organizations for a joint luncheon (APWA)

Top 3 Goals for next year

- Bring timely and state of the art presentations

- Continue to offer 4 student luncheons at no cost to student to encourage younger people to get involved in thos professional organization

- Offer pdh hours and have fun!!!
Member Services

- Co-chairs:
  - Mike Caruso, Black & Veatch
  - Lisa Melton, Hazen and Sawyer

Engage Members
- Onboarding
- Retention plan
- Conduct surveys
- Member spotlights

Collaborate AWWA/WEF
- Highlight national initiatives
- Membership documentation
- Incorporate resources
- Trainings / Workshops

Support Committees
- Recruitment material
- Link members to committees
- Engage committees

Top 3 Accomplishments
Top 3 Goals for next year

1. Online / hard copy registration form modification
2. Better utilize database of member interests (AWWA/WEF/AZ Water) / committee liaison
3. Create “elevator speech” for calling members
   a) new
   b) current
   c) recent past / lapsed

Pretreatment Committee
AZFOG Sub-Committee

Executive Board

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<td>Randy De La Garza</td>
<td>Chelsey Weaver</td>
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<td>Christina Grijalva</td>
<td>Ken Loucks</td>
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<tr>
<td>Nathan Ellis</td>
<td>Cassandra Mac</td>
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Accomplished

- Pretreatment Workshop
  - 65 attendees w/national attendance
  - Raised over for the committee $3,500
  - Brought smaller programs together w/larger ones
Accomplished

• AZFOG has increased collaboration among diverse FOG programs
  • Great meeting attendance, engagement, participation
  • Emphasized the waste to energy model philosophy
  • Prioritized Outreach

Accomplished

• 2018 FOG Workshop
  • Scheduled for November 2018
  • Call for abstracts released
  • National attendance anticipated
  • National speakers anticipated
Goals for next year

• AZFOG Webisodes
  • Character based video shorts designed to educate the general public on Fats, Oils & Grease
    • What it is
    • How it’s a problem
    • How to control it
    • How to minimize it
Goals for next year

• Increased National Presence
  • Increase involvement with NACWA committee
  • WEF’s Industrial Wastewater Committee
  • Great presences at Tri-State
  • Collaboratively comment on EPA/State methods & Rules

Goals for next year

• Successful Workshops
  • AZFOG 2018
    • Potential to set the national standard for FOG
  • A 2019 subjected based/case based pretreatment workshop
  • Both bring Arizona industry professionals are great revenue generating sources
Research

- Chair – Zaid Chowdhury, Garver
- Vice Chair – Deborah Tosline, USBR
- 28 members
- Monthly conference calls (<10 participants)
- Twice/Year in person meeting

Top Accomplishments of 2018

- Two new members joined the Committee
- Research Committee Symposium & Phoenix Technical Luncheon Event - January 9, 2018; SRP Pera Club
  Using Alternative Water Supplies in New Ways
  Advanced Treatment Demonstrations, Technical Panels, Student Poster Contest & Keynote Speaker

  Attendees - ~75
  Poster Submittals - 20
  Cash flow – Positive (~$200)
  Sponsors - 10
  Attendee feedback – Strongly positive
Top Accomplishments of 2018

• 4th Annual Career Connect Event – May 3, 2018; Convention Center
  
  New venue, new program
  Career-oriented presentations – 3
  Organizations with booth – 17
  People looking for career information - ~30
  “New” Flash Networking Sessions – 2
  Resume review - 5
  Attendee and recruiter feedback – Strongly positive

• 4 Kachina articles submitted by committee members

Goals for 2019 (Proposed Chair, Deborah Tosline)

• Host Research Symposium
• Host Career Connect Event
• Review and score research papers submitted for the Quentin Mees Research Award
• Submit Kachina articles
Goals for 2019 (Proposed Chair, Deborah Tosline)

2019 Annual Conference
- Working with the Annual Conference Planning Committee to develop a new technical program track
- Confirmed Dr. Bruce Rittman ASU, this year’s Stockholm Water Prize Winner, participation in 2019 Conference
- Leading effort to develop and moderate the new Innovations in Water and Wastewater panel

Reuse Committee top accomplishments
- 2017 National WateReuse Symposium
  - Phoenix, AZ
  - September 10th - 13th
  - Featured Arizona Pure Water Brew Challenge
- ADEQ Reuse Rulemaking Support
  - Guidance Framework for Direct Potable Reuse in Arizona published by WateReuse Arizona, AZ Water and NWRI
- 2018 Arizona Water Reuse Symposium
  - Flagstaff, AZ
  - July 22nd – 24th
Reuse Committee top goal

- Update MOU with WateReuse Arizona
  - Sunset AZ Water Reuse Committee
  - Engage more **AZ Water members in water reuse issues** by encouraging joint membership
  - Hold regular meetings open to members of AZ Water and WateReuse Arizona
  - Continue joint Water Reuse Symposium

Scholarship

- Mission/vision of the committee: Providing financial aid for students aspiring to make a difference in Arizona’s water future

- Leadership Positions: Vicki-Lynne Scott, Taylor Ahrensdorf, Jeanne Jensen, Asia Philbin

- Education and outreach events coordinated in tandem with YP committee: Gateway Community College, UA, ASU, NAU
Top 3 Accomplishments of this year

• Awarded $9,000 in scholarships

• Informally added 2-3 people to the committee for scoring and leading marketing efforts.

Top 3 Goals for next year

• Increase marketing of AWWA One Operator Scholarship (receive more applications)

• Explore possibilities of donations from private sector (e.g. CBRE, Nestle)
MEMBER CITIES

- Avondale
- Chandler
- Gilbert
- Glendale
- Peoria
- Phoenix
- Scottsdale
- Tempe
- SRP
- CAP

Tap Into Quality: Leadership

- Cynthia Garcia, Chair

- Rebecca Hamel, Vice-Chair

- Krystal Heyer, Secretary (No photo available)

- Julie Hoskin, Next Year’s Chair
Tap Into Quality: Overview

- Communicate the Value, Safety and Convenience of tap water
- Meetings are held quarterly In Person/teleconference
- Member Cities participate in events annually as well as AZ Water Events – Run for World Water, Girl Scout event, Project WET (each member City held an event)
- 3rd year at the Annual Conference

Accomplishments & Goals

Accomplishments:
1. Revised TIQ video scripts
2. Revamping messaging for TIQ as a resource for school programs
3. Continued promotion of tap water
   a. Member Cities participate in events annually as well as AZ Water Events – Run for World Water, Girl Scout event, Project WET (each member City held an event)
   b. TIQ had a table for the third straight year at the Annual Conference

Goals
1. Turn each edited section of the video into 30 - 60 second versions for use on social media (Thank you, SRP!)
2. CAP continues to Keep website and Facebook pages up to date, cycling material on as it comes up. (Thank you, CAP!)
3. Double our uptick in followers on Facebook. Now 145 likes and 139 followers! (42 are friends of my personal account)
Wastewater Treatment Committee Overview

• Wastewater treatment plant technical tours coupled with operator training (Process & Math focus).
• Operator training track at annual conference
• Annual technical seminar “Unexpected. Emergency Management”
• K8-K12 Student Outreach Program
• Rural Water Association outreach.
• AZ Water Committee Collaboration
• Conference Program Committee participation.
• WWTC Recruitment.

Career Advancement for Water Professionals

• Annual Conference “Operator Training Track”
• Annual Technical Seminar “Unexpected Emergency Planning”
Workforce Sustainability & Growth

- 6-Wastewater Treatment Plant Technical Tours
- Operator Training (Process & Math focus).
- Operator BBQ Luncheons

Collaboration & Public Outreach

- K8-K12 Student Outreach Program
- Rural Water Association outreach.
- AZ Water Committee Collaboration
- Conference Program Committee participation.
- Recruitment. WWTC has been active. Added 25 active members.
WWTC Goals 2018-19

- Wastewater Treatment Technical Tours and Operator Training. (7 Tours and Training scheduled so far for 2018/19)

- Wastewater Technical Seminar Nov. 1, 2018

- K8-12 Student Outreach

Water Distribution Committee

- Chair
  - Andrew Jackson- Town of Gilbert
    - Also Chair of AWWA Distribution O&M Committee
    - Former Chair-Larry Leischner

- Vice Chair
  - Tracy Grunden- Burgess and Niple

- Secretary
  - Crystal Flitton- GSM

- Webmaster
  - Ricky Holston- Sunrise Engineering
    - Former Webmaster-Andrew Jackson

- Board Liaison
  - Darlene Helm- City of Phoenix
Top 3 Accomplishments of this year

• Hosted three (3) operator workshops with over 100 attendees
  • Tucson, Scottsdale, Goodyear
• Started development of first ever “hands-on” workshop that will be hosted during current fiscal year
  • Gilbert will host first, then Phoenix and other equipped agencies in future
• Maintained financial viability and kept committee in the black

Top 3 Goals for next year

• Continue to provide relevant operator training through meaningful operator workshops
  • Addition of a new “hands-on” operator workshop scheduled for November 7 2018
• Continue to increase committee membership and keep committee finances in the black
• Partner with other AZ Water special interest committee’s to offer additional operator training
  • Initial discussions with Water Treatment Committee
Water For People

- Chair: Sami Carroccio, Archer Western
- Vice Chair: Lisa Melton, Hazen and Sawyer
- Secretary/Social Media: Frank Dubasik, GHD
- Webmaster: Matthew Adams, City of Mesa
- Treasurer: Christina Grijalva, Freeport-McMoRan

$26,557.51 raised from Sept ‘17 - present

Top 3 Accomplishments of this year

- Revival of the Pedal With Purpose fundraiser through El Tour de Tucson
- Lined up future succession for leadership within the committee
- Addition of Pints For People (second most successful fundraiser at $14,831.51) while sun setting the Phoenix Golf Classic
Top 3 Goals for next year

• Bring in new active volunteers and increase engagement with current members
• Coordinate efforts with other committees for event planning/fundraising
• Reach new sources for sponsorship

Upcoming Events

• **Southern AZ Golf Classic** in Tucson
  • August 25
• **85% WBV** at Terroir Wine Pub in Scottsdale
  • September 16
• **Pedal With Purpose** at El Tour de Tucson
  • November 17
• **Run For World Water 5K** in Tempe
  • March 9, 2019
• **Pints For People** in Phoenix
  • April 4, 2019
Water Resources

• Chairman – Wally Wilson
• Co-Chairman – Eric Braun

• To promote sustainable water supplies for the State of Arizona, and to raise the awareness among AZ Water membership and the general public on water resource issues and policies confronting and impacting Arizona.

3 Accomplishments of this year

• Semi-Regular Meetings
• Preparation Discussions for Fall BBQ(s)
• Annual Conference
• Board Meeting Presentation in Tucson
• Representation at DCP Town Hall
Top 3 Goals for next year

• Membership/Young Professionals Joint BBQ
  • Tucson
  • Phoenix

• Water 101
  • Introduction Webpage/Video
  • Groundwater Webpage/Video

• LBSDCP Whitepaper?
  • History
  • Arizona Progress
  • Legislative Package

Challenge for next year

• Many water provider professionals get calls from out of state interested asking – “Is it safe to move or invest in Arizona with the current water crisis?”.

• How can the Water Resource Committee and AZ Water better address these questions and how do we reach outside the state (or should we) to proactively address these concerns?
Water Treatment Committee

• Annual Water Treatment Seminar
  • February 13, 14, 15
    • Over 150 attendees
    • Three separate tracks:
      • Day 1: Groundwater
      • Day 2: Surface Water
      • Day 3: WTP Tour and Virtual GW plant tour using drone technology!
  • Net Revenue $8700

Water Treatment Committee

• Filter Surveillance Workshop
  • March 29, 2018
  • Hazen and Sawyer
    • 25 Attendees
    • Hands on learning experience
    • Held at North WTP, Gilbert AZ
Water Treatment Committee

• Goals for 2018 – 2019
  • Water Treatment Training
    • Arsenic Workshop 10/29/18
      • 8 hour presentation on Arsenic treatment troubleshooting, chemistry, media types, treatment types, competing analytes and vendor expo.
    • Annual Water Treatment Seminar February 2019

Young Professionals Committee

• Our Mission: Provide value to our membership with career advancement opportunities involving education, training, and networking. Maintain involvement with the public by helping the industry effectively communicate water and environmental issues and through collaboration with related organizations.

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Leads:</td>
<td>Nashita Naureen/Navid Najari</td>
<td><a href="mailto:youngprofessionals@azwater.org">youngprofessionals@azwater.org</a></td>
</tr>
<tr>
<td>Chair:</td>
<td>Nashita Naureen</td>
<td><a href="mailto:ypchair@azwater.org">ypchair@azwater.org</a></td>
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<tr>
<td>Secretary:</td>
<td>Rachel Ross-Lytle</td>
<td><a href="mailto:ypsecretary@azwater.org">ypsecretary@azwater.org</a></td>
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<tr>
<td>Treasurer:</td>
<td>Kyle Kraft</td>
<td>yp <a href="mailto:treasurer@azwater.org">treasurer@azwater.org</a></td>
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<tr>
<td>Board Liaison:</td>
<td>Jeanne Jensen</td>
<td></td>
</tr>
<tr>
<td>Past Chair:</td>
<td>Clayton Freed</td>
<td></td>
</tr>
</tbody>
</table>
Recent Accomplishments

- Setting up Student Chapters - NAU, ASU established. UofA in the works
  - Career Fairs, Student Design Competition, Student networking events

- AZWater Family Picnic and other networking events
  - Facility/ Factory Tours, Networking Lunches, Happy Hours

- Outreach Activities - K-12 outreach
  - Education Booths. Collaboration with Project WET
Upcoming YP Activities & Goals

- YP Raffle Fundraiser
- University Career Fairs
- University/School Outreach
- Education Booths
- Facility Tours - Odysea Aquarium
- Nature Hikes
- Cleanup Projects
- Professional Development Workshops
- One-Day Service Project
- K-12 Classroom Presentations

- Kickball
- Networking Game Night/ Trivia Night
- Networking Lunches
- AZWater Family Picnic
- Networking Happy Hours
- PE/ Operator Certification Study Group/ Prep
- Mentorship Program

UofA Career Fair - AZWater Booth
Dave Iwanski @ NAU Student Chapter
YP Raffle

Family Picnic
Education Booth - Odysea Aquarium
Stormwater Committee

- Established Nov. 2016
- Focus on stormwater regulatory, technical & policy issues
- Meet the 4th Tuesday each month at FCDMC
- 130 current members

Chair: Rebecca Sydnor, Wood
Co-Chair: Monica Rabb
City of Glendale
Webmaster: Andres Jurado
Greeley Hansen
Secretary: London Lacy
City of Surprise
Board Liaison: Amy Baker
City of Peoria

Top Accomplishments

- Held 2 workshops
  - November 2017 – Stormwater Quality Workshop
    - Held at FCDMC, 60 Attendees, netted $1,649
  - April 2018 – Construction Stormwater Workshop
    - Held at Luke AFB, 51 Attendees, netted $2,235
- Grew membership from 64 to 130
- Kachina contributions - 2 Committee updates and 1 stormwater article all by committee participants
- Successfully transitioned Committee leadership
Top Goals for next year

- Collaborate with other committees
- Organize and host at least one workshop
- Increase Committee participation at meetings

2018 Summer Leadership Retreat

“Statements of fact and opinion expressed are those of the author(s)/presenter(s).
AZ Water, AZAWWA, and AZWEA assume no responsibility for the content, nor do they represent official policy of the Association.”
Kachina News Publication

The Kachina News is published quarterly and is the official publication of the AZ Water Association, the Arizona Water Environment Association and the Arizona Section of the American Water Works Association. Send all information to the Executive Manager.

**Publication Submittal Date / Deadline**

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<td>March 10</td>
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<td>September 10</td>
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<td>Mail Date:</td>
<td>January 10</td>
<td>April 10</td>
<td>July 10</td>
<td>October 10</td>
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</table>

**Committee Reports could include:**
- Committee Events
- Event Pictures
- Goals Achieved

**Event Advertisement**

Event flyers help to advertise your events both on the web calendar and in the Kachina News. Distribute your flyers during other AZ Water events, such as the monthly Luncheon Programs, Annual Conference & Exhibition and the Tri-State Seminar. If you need help creating a flyer, contact AZ Water staff.
E-Bulletin & E-Announcements

Purpose of Email Marketing Policy
Because the sending of information by email to a large distribution list is an efficient way to communicate information to large groups of members, email subscribers, and event attendees, the many Committees of the AZ Water Association increasingly seek to utilize this tool. However, when used too frequently, group email becomes ineffective and is unwelcome by members. It is the intent of our mail marketing policy to establish guidelines to ensure that email will be used effectively.

Monthly E-Bulletin
The purpose of the monthly E-Bulletin is to provide timely information to the membership and industry stakeholders

- Submittal date is the 12th of the month for a distribution date of the 15th
- Brief summaries should not exceed 250 word count with a link to the web site information (where appropriate)
- Information should be emailed to the Executive Manager

E-Announcements
The purpose of E-Announcements is to focus on a particular event in an effort to increase attendance and to provide important and timely information to the membership. The Email Marketing Policy has established that not more than four monthly will be distributed.

All announcements proposed for distribution through email lists shall be reviewed and approved by the Executive Manager prior to distribution.

2018 Summer Leadership Retreat

Social Media Policy & Good Social Media Content
Shana Schwarz
Staff Assistant

July 20-21, 2018
Flagstaff, Arizona
Intro/Table of Contents

• Bear with me
• This will eventually be interesting
• Just wait, I’m getting there
• The first section is dry, but really important
• Here we go

Policies and Procedures

• When using social media on behalf of the Association; Staff, Members, and Volunteers shall accurately and clearly identify themselves by name and identify their relationship with the Association.
P&P, continued

• All social media communications should be based on current, accurate, complete and relevant information. When possible, site the source of the information or a link to a credible web site corroborating the statement, shall be provided. Anecdotes and personal opinions shall be identified as such so that they are not mistaken as facts asserted by the Association.

P&P, continued

• Representatives of the Association shall maintain ethical conduct when using social media tools and not participate in activities that are illegal or in violation of any other Association policy.
P&P, continued

- Courtesy is expected. Polite communication is required, even when disagreements of opinions occur. No personal attacks, slurs, or insults shall be tolerated.

- Posting of copyrighted and/or trademarked materials is prohibited. The Association assumes no responsibility for the violation of trademarks or copyrights.
P&P, continued

• Distribution of obscene material is prohibited.
• Solicitations and advertising by users is prohibited.
• The privacy of all users and non-users shall be respected. Sharing of other’s personal information (phone numbers, email addresses, address, employment, etc.) is prohibited.

P&P, continued

• It is the Association’s intent that social media serve as an outlet for discussing activities and as a method for attracting new members.
P&P, continued

• Association representatives or groups wanting to set-up a social media tool related to the Association shall notify Staff and the Board, in writing, if their intention. Board shall grant authority and Staff shall be provided access to the site to monitor communications at all times. Notification shall include;
  • a description of the intended social media tool,
  • purpose of the tool,
  • and plan for monitoring the tool’s compliance with this and other Association policies.

P&P, continued

• As the Association has limited control over what is communicated through social media, it is the responsibility of every representative of the Association to immediately report to Staff any communication that is in violation of this policy.
P&P, continued

- The Association reserves the right to delete any material or comments on any social media tool utilizing the Association’s name and/or logo at any time for any reason.
- The Association reserves the right to terminate use of any social media tool utilizing the Association’s name and/or logo at any time for any reason.
- Violation of this policy may result in disciplinary action by the Board, consistent with the Association’s policy establishing Code of Conduct.

What kind of content to publish/share

- Adjacent content
- Tips and tricks
- Responses
- Non-promotional information
- Job openings
- Jokes
Engagement

- Ask for help
- Monitor and listen
- Keep it simple
- Cross-promote
- Gamify

Consistent branding and voice

- Know your audience
- Be human
- What is our brand voice and personality?
- What do we stand for and what do we represent?
And finally...

2018 Summer Leadership Retreat

Webpage Responsibilities

Patrick Goodfellow

July 20-21, 2018
Flagstaff, Arizona
Webpage Expectations

• Keeping current
  • Calendar
  • Committee landing page
  • Group directory

Consistency

Education: Luncheon Programs - Tucson

Welcome to the AZ Water Pretreatment Committee

Please welcome our new Chair for 2017-2018:
AZ Water Pretreatment Chair:

Rick Deaton
Deaton Consulting
3000 E. Oak St., Suite 205
Tucson, AZ 85716
(520) 741-5124

Welcome to the Arizona Water Pretreatment Committee homepage. Information and resources are located under the "Committee Links" section on this page.

Please contact the Chair for any questions.

Website: www.azwaterpretreatment.org
Email: azwp@azwaterpretreatment.org

Click Here for AZ FOG Homepage

AZ FOG Chair: Mellon Contact
Shawn Rey
mellon@azwaterpretreatment.org

Welcome to the Arizona Water Pretreatment Committee homepage. Information and resources are located under the "Committee Links" section on this page.

Please contact the Chair for any questions.

Website: www.azwaterpretreatment.org
Email: azwp@azwaterpretreatment.org
Consistency

Construction and Safety Committee

Vision
Improve the entire project delivery experience for local professionals involved in the construction of water and wastewater facilities through education and training.

Mission
The Committee will provide education and training for members, and the larger water and wastewater community, to improve the project delivery experience for water and wastewater facilities. The committee will help membership develop a better understanding of construction processes and procedures in the preconstruction, construction, and start-up phases of projects.

Water Treatment Committee

Vision
The Water Treatment Committee strives to serve the local water community through outreach and educational opportunities.

Mission
The Water Treatment Committee’s mission is to:
- Provide information on emerging trends and promote best practices for water treatment in the state of Arizona by promoting the exchange of information between the regulatory community, utilities, operators, engineers, and consultants.
- Identify common gaps, challenges, sharing success stories, and providing an open forum for the exchange of information.
- Facilitate the development and implementation of new regulations and technologies.
- Provide opportunities for continuing education for water professionals.

Strategies
- Organize and execute the Annual AZ Water Association - Water Treatment Committee Seminar.
- Assist Water Treatment specialty workshops (WWE, WSSC, MTU, Integrator Symposiums).
- Solicit papers and presentations for the Annual AZ Water Association Conference and AZ Water Association Lunchtime seminar series.
- Organize Committee focus meetings and water treatment sessions during the Annual AZ Water Association Conference.
- Organize water treatment facility tours for Committee Members.
- Author AZ Water Association newsletter articles on important issues, events, new technologies, or innovative practices.
- Develop and maintain appropriate information on the AZ Water website.

Branding

Full-Color
Designated AZ Water Association logo colors against a high contrast background. (Note: A white background is always preferred.)

Without Tagline or AWWA and WEF Logos
Can appear without the tagline “Professionals Dedicated to Arizona’s Water” or AWWA and WEF Logo. (Note: The area of isolation must be maintained.) Can only be used in areas with limited space.

Greyscale
Designated AZ Water Association logo colors against a high contrast background. (Note: A white background is always preferred.)
Branding

**Black**
Can only appear in black against a high contrast background. (Note: A white background is always preferred.)

**Reversed**
Can appear in white against a dark color background or photograph. (Note: Photo must be in high contrast to the logo and must not interfere with the logo. The area of isolation must be maintained).

Information Technology -> Resources -> AZ Water Association Logos

Policy

- Avoiding potential conflicts
  - Diverse Association membership
  - Committee publications are speaking for AZ Water and its members
2018 Summer Leadership Retreat

Committee Leader Information

Doug Kobrick

Even More Committee Expectations

Doug Kobrick on behalf of the “Committee Expectations Committee”
Committees are the heart of AZ Water

- Member engagement
- Where the work gets done
- Leader development
- Revenue generation

- Association policies need to be adhered to
- Need a balance
  - Top-down dictates -- bottom-up creativity
  - Need for standards/expectations -- limits of a volunteer organization

- Responsibilities flow in both directions

Association duties to committees

- Provide direction / instruction
- Technical support
- Logistics
- Publicity, communications
- Liaison engagement

We need to maintain balance between:

*defining expectations*

and

*supporting and encouraging our committees*
OK, back to expectations of committees…

- Member engagement / management
  - All committee members must be AZ Water members
  - Engage new members
    - Welcome phone call or email
    - Info packet
    - Screen out people who just “expressed interest” but did not intend to join as active member
  - Maintain up-to-date member roster
- Continually recruit new members
  - Throughout state
  - Diversity – all industry roles, levels of experience, etc.

Committee member development

- Look for tasks for them to perform
- Delegate and mean it
- Tactful encouragement to all to be involved
- RECOGNITION
  - ALWAYS be sure to thank everyone for a good idea, job well-done
- Recruit / groom your successor
  - Succession plan
  - Vice chair
  - Defined term of office
Committees generate technical content

- “Special interest” committees are technical entities that should create educational content for AZ Water members
- Facility tours
- Webinars
- Technical seminars
- Operator training
- *Kachina News* articles
- Generate papers for Conference, assist in program development
- Committee webpage

Financial responsibilities of committees

- Committee operations do create “overhead”
- Most committees have reasonable expectations of generating some revenue
- There is a balance between offering “benefits of membership” and charging for events / services
- Consistency in pricing for events between committees

- Cultivate a network of sponsors
  - Many are willing, but all have limits and preferences
  - Be respectful of limits on “asks”
  - Give recognition
  - ALWAYS say thank you
Know and make use of AZ Water resources

- Strategic Plan
- Business Plan
- Budget
- Leadership Manual
- Policies and Procedures

- Your many helpful AZ Water friends
  - Liaison
  - Board / officers
  - Staff

2018 Summer Leadership Retreat

Overall Budgeting

Asia Philbin

July 20-21, 2018
Flagstaff, Arizona
Trending Financial Statement

Annual Operating Budget Approach

- Calendar-Year (Jan thru Dec)
- Zero-based, Incremental, Income-based
  - Surplus or deficit
- Budget and reporting structure related to 501(c)(3) organized and operated exclusively for exempt purposes set forth in section 501(c)(3) of IRC, with no earnings inuring to any private shareholder or individual.
  - Classes – Conference, Management and General (including affiliates), Program (including most committees), Specialties
  - Accounts – Income / Expense line items
2018 Budget Overview

Non-Profit Revenue Categories

- Contributions (dues and fundraising events)
- Program Services
- Other – investments, sales of assets, advertising

- Related or exempt function
- Unrelated business revenue
- Qualified convention activities
Non-Profit Expenses

• Expense “Types”
  • Services
  • Travel
  • Supplies
  • Location rental, Food, etc.

• Expense “Functions”
  • Program
  • Management and general
  • Fundraising

Non-Profit Expenses - Types cont’d

• Program: the direct and indirect costs that result in delivering on the purpose and mission of the organization (i.e., the activities forming the basis for exemption).

• Management and general: activities include oversight, business management, general recordkeeping, budgeting, financing, and related administrative activities, and all management and administration except for direct conduct of program services or fund-raising activities.

• Fundraising: publicizing and conducting fund-raising campaigns; maintaining donor mailing lists; conducting special fund-raising events; preparing and distributing fund-raising manuals, instructions, and other materials; and conducting other activities involved with soliciting contributions from individuals, foundations, government agencies, and others.
Expenses – nonprofit restrictions

• Political campaigns
  • 501(c)(3) organizations are absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office

• Lobbying (legislation)
  • 501(c)(3) organizations may engage in some lobbying, too much lobbying activity risks loss of tax-exempt status.

• organizations may conduct educational meetings, prepare and distribute educational materials, or otherwise consider public policy issues in an educational manner without jeopardizing their tax-exempt status

Annual Budget (and Actuals) Trending
Board Actions (Retooling)

- Cut spending and consolidate staff support (M&G, Communications, IT)
- Increase revenue (Dues, Conference)
- Ad hoc committees
  - Program and overhead, work with Committees
  - Expenses
- Longer-term:
  - Future staffing needs
  - Continued strategic and business planning efforts

2018 Budget Overview

(review pdf if time)
Scholarships and Scholarship Reserve

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<thead>
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<th>Year</th>
<th>Income</th>
<th>Expenses</th>
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2019 Process

- End July – templates to committees
- End August – proposals submitted
- September & October – review (webinar? Suggestions?)
- November – final recommendations
- December – board vote / adoption
Managing Your Committee Webpage

• Who maintains your committee webpage?
Managing Your Committee Webpage

• Who maintains your committee webpage?

<table>
<thead>
<tr>
<th></th>
<th>Chair</th>
<th>Staff</th>
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<tbody>
<tr>
<td>Respond to New Member Requests</td>
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<tr>
<td>Add Photos</td>
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<td>Post in Forums</td>
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<td>Upload Files</td>
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<td>Create Events</td>
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<td>Update Page Content</td>
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<td>Update Officer Roles</td>
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<tr>
<td>Promote major events on main webpage</td>
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### Table 3: AZ Water Association Committees – Registered Members (*As Of 7/11/2018*)

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</table>

- 900 new committee webpage members
- (56% growth in one year)
Managing Your Committee Webpage
Recruit New Members – Chair

Special Interest: Wastewater Treatment

Chairs are responsible to approve and respond to new member requests.

Every ignored request is a potential loss of a future leader, volunteer or valued member.
Managing Your Committee Webpage
Recruit New Members – Chair

• Who is Administration and why are they adding members to my Committee?
• New AZ Water Members are added automatically – the Chair still needs to reach out to them!

Managing Your Committee Webpage
Recruit New Members – Chair

Activity: Member Request Approval
Managing Your Committee Webpage

Keep Members Engaged - Chair

Dates & Events For Special Interest: Wastewater Treatment

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Event Start Date</th>
<th>Event End Date</th>
<th>Event Location</th>
<th>Event Title</th>
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<td>Wastewater Treatment Committee Meeting</td>
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<td>Wastewater Treatment Committee Meeting</td>
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<td>Active</td>
</tr>
</tbody>
</table>

Please note: If you delete an event all associated data and photos will be deleted as well.

Edit Event

General Information

- Name:
- Short Description:
- Date:
- Time:
- Location:
- Contact Information:

Event Settings

- Event Type:
- Event Date:
- Event Time:
- Reminder Settings:

Save Changes
Managing Your Committee Webpage
Keep Members Engaged - Chair

Activity: Basic Event Creation Demonstration

Managing Your Committee Webpage
Keep Members Engaged - User

Special Interest: Wastewater Treatment

Wastewater Treatment Committee

Vision
The Wastewater Treatment Committee is the recognized source of information on wastewater treatment and advances knowledge of wastewater treatment and the wastewater treatment profession by education and support to our members, utility customers, and the general public.

Mission
The Wastewater Treatment Committee will provide valuable information to its members and the public through education, training, and increased awareness of wastewater treatment technology and the associated regulations and policies that impact them in order to protect water quality and public health environments.

Goals
The Wastewater Treatment Committee has established the following goals:
- Promote the exchange of information between the regulatory community, utilities, operators, and the public.
- Identify common goals and create a forum for the exchange of ideas and information.
- Promote the development and dissemination of new regulations and technologies.
- Identify opportunities for joint ventures and cooperation among related groups.
- Implement training for operators and utility personnel.

Strategies
- Maintain an active, diverse, and engaged Committee membership.
- Identify key areas for potential joint ventures.
- Coordinate with national organizations (e.g., water treatment organizations) to promote specialty conferences.
- Develop and maintain an active, diverse membership by the Wastewater Treatment Committee.
- Enhance the visibility of the Committee and its activities through strategic publicity and dissemination of key information.
- Support the development and dissemination of new regulations and technologies.
- Engage with other Wastewater Treatment Committees (e.g., Pretreatment, Biosolids, and Residues) and related organizations in order to promote joint efforts.
- Foster relationships with utilities and operators to enhance the visibility and public awareness of the Committee's activities.
- Encourage participation in the Association's activities, including conferences, workshops, and webinars.
- Coordinate with other Wastewater Treatment Committees (e.g., Pretreatment, Biosolids, and Residues) and related organizations in order to promote joint efforts.
- Foster relationships with utilities and operators to enhance the visibility and public awareness of the Committee's activities.
- Encourage participation in the Association's activities, including conferences, workshops, and webinars.
- Coordinate with other Wastewater Treatment Committees (e.g., Pretreatment, Biosolids, and Residues) and related organizations in order to promote joint efforts.
- Foster relationships with utilities and operators to enhance the visibility and public awareness of the Committee's activities.
- Encourage participation in the Association's activities, including conferences, workshops, and webinars.
Managing Your Committee Webpage

Be an Accessible Resource - Chair
Managing Your Committee Webpage

Keep Members Engaged - Chair

Activity: Create a link to a document

Managing Your Committee Webpage

Keeping it Fresh and Useful

• A Picture is worth 1000 words
• Links, pictures & contacts need to be up to date
• Always have at least one upcoming event posted
• Who is your audience?
Managing Your Committee Webpage
Keeping it Fresh and Useful

Welcome to the Young Professionals (YP) Committee!

Our vision is to provide opportunities for early career professionals in the water industry to network, share ideas, and develop professionally. The YP Committee is open to all individuals interested in the water industry, regardless of their background or experience.

Outreach

The YP Outreach Subcommittee exists to provide opportunities for students and early-career professionals in the water and wastewater industry to engage in meaningful outreach activities. The committee aims to promote awareness of career opportunities in the field, encourage student involvement, and provide networking opportunities for young professionals.

Professional Development

The YP Professional Development Subcommittee is dedicated to organizing and coordinating professional development workshops and seminars for young professionals. These sessions focus on various aspects of the water industry, including technical skills, leadership, and networking.

Networking

The YP Networking Subcommittee is responsible for organizing events and activities that allow young professionals to build relationships and connect with industry leaders. These events may include casual meetups, workshops, and conferences.

Resources & Marketing

The YP Resources & Marketing Subcommittee is focused on creating and maintaining a digital presence for the YP Committee. This includes managing social media accounts, developing marketing materials, and ensuring that the YP Committee is visible to a broader audience.

Service

The YP Service Subcommittee is dedicated to community service initiatives that promote the water industry and support local communities. This includes partnering with non-profit organizations and participating in water-related service projects.

Student Affairs

The YP Student Affairs Subcommittee is focused on supporting students in the water and wastewater industry. This includes organizing events, mentoring programs, and providing resources to help students transition into meaningful careers.

If you would like to get involved or learn more about the YP Committees, please visit the YP Committee page on the Association’s website.
Managing Your Committee Webpage
Keeping it Fresh and Useful

Where to get help?

• Who maintains your committee webpage?

<table>
<thead>
<tr>
<th></th>
<th>Chair</th>
<th>Members</th>
<th>Webmaster(s)</th>
<th>Staff</th>
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<td>Update Page Content</td>
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<td>Update Officer Roles</td>
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<tr>
<td>Promote major events on main webpage</td>
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</tr>
</tbody>
</table>

• staff@azwater.org is the NEW it-help@azwater.org
AZ Water Association Webinars

- The AZ Water Association has an account with LogMeIn, Inc. (formerly Citrix, Inc.) for online webinars (GoToMeeting.com) and meetings (GoToWebinar.com).

  - GoToMeeting.com can be used by the Committees and/or the Board to host online meetings for up to 25 Registrants.
  - GoToWebinar.com can be used by the Committees and/or the Board to host online webinars for up to 100 Registrants.

A meeting is usually a small group interactive event whereas a webinar is a broadcast event with speakers talking to a large audience.

*Please note that this presentation is a only brief introduction to the basics of how to do a webinar!*  

*Also, this presentation will primarily focus on how the AZ Water Association’s Committees can use webinars (rather than meetings).*
Some Caveats and Limitations

- A major limitation with hosting webinars and meetings is that the AZ Water Association’s LogMeIn account does not support simultaneous broadcasting of webinars and/or meetings (i.e. you can only run one at a time).

- Webinars and meetings support live video (e.g. webcams) and audio, sharing applications and white boards. But there are some practical limitations to consider when using these ‘features’:
  - Video is limited by the Internet connection’s upload speed. So, it is unlikely that it can be used live effectively.
  - Audio is usually very good but may be affected by a slow/busy Internet connection or loud/excessive background noise.
  - Webinars are typically shared PowerPoint presentations. But, other types of applications can also be shared. Sharing a very complex or a cloud resident application may be limited by the Internet connection’s speed. Also, sharing a proprietary application or data set may trigger security concerns.

Why Webinars?

Webinars:

- Require minimal resources and effort by Committees to execute.
- Can reach a tremendous number of people (members and non-members) and locales (metro and rural communities).
- Allow the dissemination of education and/or training information by experts to interested parties via the Internet.
- Support real-time feedback and live participation by the audience.
- Can be recorded, converted to an .mp4 video file, edited (optional) and then added to the AZ Water Association’s YouTube account for later play-back via the YouTube website or using an YouTube player embedded within an AZ Water Association web page.
- Facilitate awarding Professional Development Hours (PDHs) to participants.
Webinar Fundamentals

- **Registrant** signs up to attend a webinar. A Registrant can be more than one person. Think of a conference room setting with multiple people watching a webinar.

- **Speaker(s)** provide one or more presentations during the webinar.

- **Panelists** can be part of a webinar, discussing various topics as a panel discussion group.

- **Moderator**, usually a Committee member, controls the flow (speaker introductions and Q&A session) and execution (microphone and screen sharing management) of the webinar broadcast.

- **Organizer**, which can also be the Moderator, usually handles the behind the scenes ‘logistics’ for the webinar. This typically includes:
  - Speaker/Panelist Recruitment
  - Event Configuration
  - Publicizing the Webinar
  - Generating PDH Certificates After the Webinar

A Typical Webinar’s Broadcast Participants
Preparing for a Webinar

1. Determine a presentation topic that will be of interest to your ‘constituents’.
2. Recruit the speaker(s) to provide the presentation(s).
3. Recruit panelists if your webinar is going to have a panel discussion.
4. Pick a title for and develop a short description of the webinar.
5. Pick a date and time for the webinar ensuring there is no conflict with another webinar or meeting.

Important Note:
The Staff Assistant (staff@azwater.org) can assist by checking GoToWebinar.com and GoToMeeting.com to verify there is no conflict with other webinars and/or meetings. If there are no conflicts then the Staff Assistant can create a placeholder webinar to reserve your webinar’s date/time slot.

Assemble the Speaker(s)/Panelist Information

Speaker and Panelist information is used to configure the AZ Water Association’s webinar event web page and within GoToWebinar (e.g. the registration page, the waiting room page, notification emails, etc.).

So, in advance of configuring a webinar, assemble the following information:

- For each speaker and panelist assemble:
  - Their name, title, organization name, telephone number and email address.
  - A short (one paragraph) biography.
  - A headshot image file (a .jpg or .png file).

- For each presentation get the title and optionally a short description of the presentation from the speaker(s). Also, get a PDF copy of the presentation for posting to the website.

- For each discussion panel develop a title and optionally a short description.
Example of Speaker and Panel Information

**Example Speaker/Panelist and Presentation Information:**

Name: Andrew Chastain-Howley, PG, MCSM  
Title: Director of Water Solutions  
Organization: Black & Veatch Corporation  
Telephone: (817) 271-4273  
Email: chastain-howleya@bv.com

**Title:** “Water Auditing and Leak Detection Seminar”  
**Description:** This presentation will be a review of the upcoming North American Water Loss Conference and AWWA's M36 Manual of Practice Water Audits and Loss Control Programs.

**Example of Discussion Panel Information:**

**Title:** “Managing and Controlling Water Loss”  
**Description:** The panel will discuss strategies, methods and tools for managing and controlling water loss in a utility setting.

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Configuring a Webinar Event

1. Configure the event within the AZ Water Association website as you normally do for an event but do not enable registration.

2. Designate an event contact person (usually the Committee Chair) to answer any questions about the event and list their name, telephone number and email address on the event web page.

3. Develop a PDF flyer for the webinar containing all the pertinent details (who, what, when, why, cost, PDH's, etc.) and make the flyer downloadable from the event web page.

4. Contact and request the Staff Assistant (staff@azwater.org) to:
   - Configure the webinar within GoToWebinar.com.
   - Manually register the speaker(s) and panelists within GoToWebinar.com and the website and to create their sign-in notification email and avoid charging them any registration fee.
   - Add any tickets (e.g. members/non-members pricing).
   - Enable registration in the event web page.
Example of a Webinar Event Web Page’s Content

This webinar will discuss strategies, methods and tools for managing and controlling water loss in a utility setting. Please refer to the event flyer for details about the topics to be discussed.

**Presentation 1:**
Speaker: Briton Baxter, Public Utilities Manager, Arizona Corporation Commission
Title: "Overview of ACC Collaborative Commission Approach to Water Loss"

**Presentation 2:**
Speaker: Susan Craig, Communications Director, Water Infrastructure Finance Authority of Arizona
Title: "WIFA-ADWR Water Loss Audit Project"

**Presentation 3:**
Speaker: Andrew Chastain-Houcky, PG, MCM, Director of Water Solutions, Black & Veatch
Title: "Water Auditing and Leak Detection Seminar"

**Moderator:** Noah Mundt, PE, CEM, CDSM, Chair Energy Management and Sustainability Committee

**Sponsors:** Sponsored by the Energy and Sustainability Committee

**Flyer:** [Click Here]

**Cost:** $50.00 Member or Student / $55.00 Non-Member

**Questions:** Contact Noah Mundt via telephone at (502) 284-0276 or via e-mail at noah.mundt@semco.com. Two PDHS will be awarded for attending this event.

Attendance is limited to the first 100 registrants. Please note that multiple users can share a single registration if the webinar to be displayed on a large format screen at your site.

---

Special Notes About Signing Into GoToWebinar

- **The Organizer**, which may also be the Moderator, will need the username and password for the AZ Water Association’s GoToWebinar.com account.
  
  Contact the Staff Assistant ([staff@azwater.org](mailto:staff@azwater.org)) to obtain the username and password information.

- Prior to configuring a webinar or starting a practice or actual webinar, the **Organizer** must sign-in to GoToWebinar.com using the AZ Water Association’s account.
  
  *The Organizer must not sign-in to a webinar using a registration link as he needs to be able to control audio, video and sharing of screens during the webinar via the Organizer’s Control Panel.*

- **Speakers, Panelists and Attendees** must sign-in to a webinar using the registration link contained in the notification email that was sent to the email address that was used when they were registered for the webinar.
  
  *Registration links should not be shared as they are unique!*
Preparations in Advance of Executing a Webinar

- **Publicize!** Publish your webinar’s flyer in the *Kachina News* if possible. Contact the Staff Assistant ([staff@azwater.org](mailto:staff@azwater.org)) to make sure your event is included in an E-Blast email.

- First time Organizers/Moderators should study GoToWebinar’s “Organizer Quick Start Guide” to get familiar with how the Organizer’s Control Panel works.

- Prepare a Webinar Script. An example script is available on the IT Committee’s ‘Resources’ web page via the "[Setting Up Online Webinars Using GoToWebinar](#)" link.

- **Practice!** Hold some practice webinars with your speakers and panelists before your actual webinar. Practice webinars let you debug any sound issues and familiarizes speakers with how things work!

Executing a Webinar

- The Moderator signs-in to the [GoToWebinar.com](http://www.gotowebinar.com) website using the AZ Water Association’s username and password.

- The Moderator, per the webinar script, starts the webinar and:
  1. Performs audio checks and screen sharing tests with the Speakers and/or Panelists.
  2. Starts video recording of the webinar (optional) and starts the webinar broadcast.
  3. Introduces each of the Speaker(s)/Presentation(s) and/or Panelists/Panel Topics during the broadcast.
  4. Controls the audio and shared presentation screen hand-offs between Speakers and Panelists during the broadcast.
  5. Compiles questions submitted by the attendees during the broadcast via the Chat Pane for the Q&A session.
  6. Manages the Q&A session at the end of the broadcast.
  7. Concludes the broadcast with a closing statement.
  8. Stops video recording of the webinar (optional) and ends the webinar broadcast.
Example of a Webinar Waiting Room Screen

After the Organizer signs-in to GoToWebinar.com and starts the webinar, but prior to starting the webinar’s broadcast, a waiting room screen is displayed to signed-in attendees.

Post Webinar Activities

- If the webinar was recorded then convert the recording to an .mp4 video file using the Control Panel’s built-in video conversion utility.
  
  Note: Store the .mp4 video file on your local hard drive as a webinar recording will generate an very large .mp4 video file. The file size can be estimated as about 80 GB/hour of recording time.

- Process registrant’s emails requesting Professional Development Hours (PDHs), generate the PDH certificates as PDF files and email them to the registrants.

- Download webinar reports (e.g. Attendees, Performance, Analytics, etc.) from the GoToWebinar.com website.

- Use the event registrations data and the webinar Attendees Report to recruit non-member webinar attendees to the AZ Water Association.

- Create a web page for the webinar’s downloads that contains the speaker(s) names, downloadable PDF files for the presentation(s) and optionally an embedded YouTube video recording of the webinar.
Creating a YouTube Video of the Webinar (Optional)

An .mp4 video recording file of a webinar is too large to be stored on the AZ Water Association’s website. So, the video file must be uploaded to the AZ Water Association’s YouTube account for viewing.

Contact the Staff Assistant (staff@azwater.org) to request uploading of the .mp4 file to YouTube. You will need to provide a copy of the .mp4 file and information about the video. For example:

- **Filename:** Water Loss and Leak Detection for Utilities.mp4
- **Playlist Name:** Energy Management and Sustainability
- **Publication Date:** 11/21/2017
- **Title:** Water Loss and Leak Detection for Utilities Webinar
- **Description:** This webinar discusses strategies, methods and tools for managing and controlling water loss in a utility setting.

The Staff Assistant will determine the best way (e.g. FTP, GoogleDocs, DropBox, a flash drive, etc.) for you to send the .mp4 file to the Staff Assistant for uploading to YouTube.

After uploading the file the Staff Assistant will email a YouTube link (e.g. https://youtu.be/bBYWm-F2DwE) to you.

Creating a Web Page for the Webinar’s Downloads

After a webinar is completed the Committee’s Webmaster should create a custom web page for the webinar’s downloads.

The webinar’s downloads web page should be listed on the Committee’s ‘Downloads’ web page with a link to the webinar’s downloads web page provided.

The webinar’s downloads web page should list all of the speakers and presentations provided as part of the webinar and have a link to download a PDF file of each presentation.

If a YouTube video recording of the webinar was created then this web page should also include an embedded YouTube video player for the webinar.

Refer to the IT Committee’s ‘Resources’ web page for instructions and additional details on how to create this web page.
Example of a Webinar’s Downloads Web Page

Tips for a Successful Webinar

- Pick a Relevant Topic with Broad Appeal.
- Recruit Interesting Speakers and Presentations.
- Schedule your Webinar a Minimum of 60 – 90 days in Advance.
- Make your Committee’s Webmaster Responsible for:
  - Configuring the Webinar’s Event Web Page.
  - Working with the Staff Assistant to Setup the Webinar.
  - Creating the Webinar’s Downloads Custom Web Page.
- Work with the Staff Assistant to:
  - Avoid Webinar/Meeting Date/Time Conflicts.
  - Add Tickets For Fee Based Webinars.
  - Configure the Webinar within GoToWebinar.com.
  - Manually Register your Webinar’s Speakers, Panelists and Moderator (if the Moderator is not the Organizer).
- Publicize Your Webinar Early and Often!
- Develop and Use a Webinar Script.
- Use a Computer USB Headset rather than a Telephone for Audio.
- Practice Your Webinar!
Need Help? Here are Some Resources…

- Download and Study the Information in this Presentation.
- Visit the IT Committee’s ‘Resources’ web page for articles, references, tutorials, guidance manuals, etc.
- Click on the “Setting Up Online Webinars Using GoToWebinar®” link on the IT Committee’s ‘Resources’ web page for webinar specific information such as example webinar scripts and GoToWebinar.com tutorials and manuals.
- Look at the events and the downloads web pages for the following past webinars:
  - 2018-02-27 – “Wastewater Treatment Plant Air Quality Permitting”
  - 2017-11-09 – “PFOA and PFOS in Arizona Drinking Water: Occurrence, Research, Treatment and Operation”
- Talk to the Staff Assistant.
Wrap-up

2018 Summer Leadership Retreat

"Statements of fact and opinion expressed are those of the author(s) / presenter(s).
AZ Water, AZAWWA, and AZWEA assume no responsibility for the content, nor do they represent official policy of the Association."