

Moving Forward...

Good day fellow CWQA Members!

For those of you who are not yet familiar with me, I'm the current President of the Canadian Water Quality Association. It is my honour to serve the industry in this capacity and I will do my best to represent your interests.

2018 certainly was a year of change for the CWQA. Our association has undergone challenging and exciting transitions to meet the ever-changing needs of the industry. Through a lot of hard work and perseverance we've risen to meet these challenges and we're a stronger association as a result of our collective efforts.

In this address I will attempt to lay out our strategic direction during my tenure in all of the key areas which we have identified as an association as being most important to your business and to the water treatment industry in Canada as a whole.

1. Association Awareness

What sets a CWQA member apart from the crowd?

My primary focus area during my time here will be to increase consumer awareness of our association. As part of this effort we have recently developed membership PRO cards, an updated social media and web presence, along with introduction of an online consumer training and association overview videos.

Our goal is to build up the CWQA in the eyes of the consumer; to make our association synonymous with quality products and workmanship and to help set their mind at ease at a time when they already have the health and safety of their families to worry about.

This objective ties in all our other goals – to stand apart from the crowd takes an engaged, robust membership with a strong knowledge base that is looked upon favorably by the governmental regulatory bodies. Once we have achieved these goals I believe our reputation will precede us.

2. Membership Engagement, Recruitment and Retention

...or more simply put - Membership Value

As part of our strategic direction, we see the value in providing our membership with the necessary tools to promote and educate their employees and customers on the value of CWQA membership. A renewed focus on membership engagement is one of our key focus areas this year. I will be reaching out to all new members to get a sense of what they hope to gain by being a member. We are also reaching out to other associations and industries to cross-promote and bolster our efforts.

3. Education and Certification

Get Certified...

Another of CWQA's strategic direction is to deliver a certified programme for the water treatment industry in Canada. As you are no doubt aware, over the last few years we have been working closely with our friends to the south at the Water Quality Association to develop an online curriculum unique to the challenges faced by water treatment professionals in Canada. This is now a well-established programme with many new members reaching out to us for the explicit purpose of signing up for MEP training. We are currently exploring expanded education webinars with the help of our manufacturer members.

4. Government Relations and Regulations

CWQA's got your back

Throughout the years CWQA has always strived to be a recognized and trusted stakeholder across all levels of Canadian government, speaking on behalf of the interests of our members and to be a collective voice of the water treatment industry as a whole. As Jason Jackson stated in his last president's address in December, maintaining strong government relations requires all of us to actively engage with local officials and regulatory bodies in an effort to further legitimize our association in the eyes of the regulatory bodies.

5. Committee Engagement

Committees are where the rubber meets the road

All of your feedback, questions and concerns ultimately distill down to one of our committees to determine the best course of action. These actions are then communicated to the Board of Directors on a quarterly basis and the membership is updated in our e-newsletter, Communique, on our progress.

These committees are open to all CWQA members and I encourage you to participate in the committee which is of most interest to you:

- Government and Regulations
- Education and Certification

- Membership recruitment and Retention
- Marketing, Communication and Public Relations
- Emerging Marketplaces
- Industry Support and Partnerships

Please contact the CWQA office for more information on how you can join any of these committees.

In closing I would like to sincerely thank Jason, Shelley, Anne and everyone else who has gone the extra 1.6 kilometers this past year to take this wonderful association to the next level. I hope you are as excited as I am for the future of our association - with the guidance of these strategic directions we move forward together with a single voice and a clear message **...to support and grow the health, sustainability and credibility of the water quality industry in Canada.**

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CWQA President

Sales Manager – Water Quality and Rain Water Harvesting

Watts Water Technologies (Canada) Inc.