

**Hello Canadian Water Quality Association Members.**

What makes an Association successful?

The word Association literally means a group of people working towards a common interest and or goal. The success of the Association rests on the countless hours and many years of industry experience that its members contribute. Additionally, an Association needs to be able to change with the industry, members and consumers as the demands evolve.

Certainly 2018, was a year of challenges and change. CWQA saw its single biggest evolution as an Association in our history. This was brought about by the many people who contribute to CWQA and its existence. Our Association members realized that as an industry we need to change as consumer requests, consumer knowledge, marketing, business ethics and regulations change. This evolution can be a difficult event to manage. CWQA executive and staff carefully considered options, implemented a plan and moved forward based on those plans.

So, here we are.... ***To support and grow the health, sustainability and credibility of the water quality industry in Canada.***

Our revised CWQA vision statement was brought forward from one of the many planning and implementation sessions that your CWQA executive and members completed in 2018. As a year of change for CWQA, the need to provide a Strategic Plan proved important. Building on some of the initiatives from previous Executive, our new strategic plan provides a path for the Association through 2021. This plan puts into consideration anticipated industry and regulatory changes along with continued consumer demands. Identified through our Industry survey, consumers access to information and education related to all products has increased. Yet the information sources and companies providing those products and services aren't always accurate or ethical. CWQA members provide consumers and industry with a clear, concise and honest voice related to the water treatment industry.

An Association relies on the many people that are committed to a common goal. Recognizing the faces of both CWQA staff and directors, it sees representation from across Canada. With such a vast

country and changing regulations, our presence in various provinces proves valuable to ensure that our industry is heard.

Many thanks to the CWQA Staff. Their continued work and commitment to the Association brings those voices together. Great leadership from staff is a strength for CWQA. Have a question, concern, just ask.

**Continued success;** well this is simply the want of our Association to be a leader in the water treatment industry. Just like our members, CWQA is positioned to engage government, promote ethical and honest business practices to consumers, offer quality installations of equipment and continue to move the water treatment industry towards certification. It was a clear voice that education and certification is important to the Association. Our Education programs are engaging and accessible for those who are balancing work, family and learning time. To promote that fact, CWQA Members are the most capable and qualified to design, service, monitor and install water treatment equipment.....get certified.

As I have mentioned in the past, CWQA would like all members to actively promote our Association, communicate with CWQA staff regularly, enrol to become certified and trained, and become the single source for information, installation and equipment for consumers from source to tap.

Future..... is bright for CWQA. The next steps will require all members to be engaged with local officials regarding buildings, regulations and promotion of Certification. Our Association needs to step above and beyond the regular distractions of unethical sales, and poor-quality installations to prove to those decision makers that CWQA Members are the one and only professional voice for the Water Treatment Industry. 2019 is the year of moving forward.

Happy Holidays and all the best in 2019.

Jason Jackson

CWQA President

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