WEFLEADER - your monthly resource for WEF news...

MARCH ISSUE 2012

What's It Worth to You?

Water can mean different things to different people but it means LIFE to everyone. The Water Environment Federation (WEF) believes water's worth your respect, your effort, your health, your future, your loyalty, and your passion. Now we want to know what you believe. We encourage you to learn more about the Water's Worth It program and how you can help WEF be a voice for water. Contact Water's Worth It to let WEF know what water's worth to you!

WEF 2012 Public Officials Award Nominees Sought

WEF members, Member Associations and Committees are invited to submit nominations for the **2012 Water Environment Federation's Public Officials Award.** The deadline for nominations is April 1, 2012. This award recognizes public officials who have made an outstanding contribution to improvement of the water environment in the areas of clean water legislation, public policy, government service, or another area of public prominence that resulted in improvements to the water environment. There is no limit on the number of nominations a person or organization can submit. ***Nominations should be submitted no later than April 1, 2012*** to Kelsey Brown via e-mail to: kbrown@wef.org.

Sharing The Value of Water in New York Times Square

The Water Environment Research Foundation (WERF) and the Water Environment Federation (WEF) are running a 15-second public service announcement on the CBS Super Screen in Times Square now through April 18, 2012. The 26' x 20' screen will display our message about the value of water twice an hour, 18 hours each day. The Super Screen is located at 42nd Street between 7th and 8th Avenues, right in Times Square. This opportunity resulted from interest in WERF's request for proposals to conduct studies to support the planning of future research to expand energy production by and implement energy efficiency improvements at wastewater facilities. WERF is collaborating with the New York State Energy Research and Development Authority (NYSERDA) to co-fund this research.

WEFMAX 2012 - connecting ideas | inspiring leaders

WEF and MA Hosts are busy planning an exciting and informational program for MA Leaders. Check back to see what is happening at your WEFMAX of choice prior to making your travel schedule.

April 12 – 13 Fayetteville, AR

April 19 – 20 Baltimore, MD
May 17-18 Indianapolis, IN

Take the Water's Worth It Pledge!
Take the Pledge and get involved by helping spread the compelling messages about the value of water and need for infrastructure investment. Click: "Take the Pledge"; View: the Strategic Plan.

Pacific Northwest CWA
PNCWA is hosting a one day Public Communications Camp on April 12 in Troutdale, Oregon filled full of eight interesting topics providing an array of tools to engage, motivate and reassure your community. Click here to see what they offer.

Promote your MA Programs
Have news to share? WEFLeader offers a vehicle for MA's to share programs, and exciting news with each other. Let us know what is happening in your world! Contact WEF Staff Dianne Crilley.