WEFLEADER - your monthly resource for WEF news...

MAY ISSUE 2012

Be a Voice for Water

All WEF Member Associations and water/wastewater utilities are invited to submit a short video showing how they are using the WATER'S WORTH IT™ message in their communities. The winning videos will be showcased at WEFTEC 2012 and on WEF's YouTube channel. Winners also will receive other WATER'S WORTH IT prizes!

PSA at the Indy 500

The Water Environment Federation (WEF) delivered the WATER'S WORTH IT™ message to the hundreds of thousands of race fans at the Indianapolis 500 last weekend in Speedway, Indiana. Spectators from around the world learned about the value and importance of water by watching a thirty-second PSA that was shown on a large screen located at the entrance of the Indianapolis Motor Speedway.

2012 State Winners of the U.S, Stockholm Junior Water Prize

The Water Environment Federation (WEF) proudly announces the 2012 state winners of the U.S. Stockholm Junior Water Prize (SJWP)—the most prestigious youth award for a water-related science project (see complete list below). WEF Member Associations selected and will sponsor state winners and their science teachers to attend the national competition, hosted by the New England Water Environment Association, June 14-16, 2012 at the Hilton Logan Airport Hotel in Boston.

Training Programs: Where do professionals get their feet wet in your state?

The Public Communication & Outreach Committee needs your help to keep the Work for Water website (www.workforwater.org) up-to-date. Included in the many resources on the site are links to operator training, environmental science, and/or engineering programs. Please help us keep the website current by sending us the names of community colleges or universities that serve your MA region with similar programs to lwalsh@wef.org.

Clean Water Isn't Free? Communicating about Rates

There's a lot for people to understand about rates before they start hearing about rate increases. You have likely heard complaints from customers who don't understand the service they're paying for. What can you do to assure them that you have their best interests at heart? Please join us for a no-charge webcast on June 26 at 2:00 p.m. EDT for answers.

WEFTEC
Marcia St. Martin (the woman in the video) is the Executive Director of the New Orleans Sewerage and Water Board, and is a big advocate of WEF and WEFTEC. She starred in our 2010 New Orleans video and was so fantastic that we asked her to star again for our 2012 video. The video was coordinated by the New Orleans Convention & Visitor's Bureau. **Please note that our permanent WEFTEC YouTube channel is now "OfficialWEFTEC".**

2012 WEF Design Competition
Student Chapter's interested in competing in the WEF Design Competition held at WEFTEC 2012 must submit the Team Entry form by May 31, 2012. Please contact WEF Staff Dianne Crilley or Design Competition Sub-Committee chair Lauren Zuravnsky should you have questions.

Member Association ByLaws
2012 has been an active year for the WEF Constitution and ByLaws Committee in receiving and reviewing Member Association C&B's. The Committee strives to review and respond back to the Member Association within 6 weeks of receipt of request for review. Please send proposed changes in track mode to WEF Staff Dianne Crilley.

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.