About PNCWA

- Three states, four regional sections
- 1,600 members
- 22 committees
Be the premier association in the Northwest dedicated to educating and connecting members to promote a healthy water environment in our region.
2020

Managers retired

COVID changes

Demand for content
Summit Series is Born!

- Six, three hour sessions, organized around a theme
- Balance of education and networking
How did we get there?

• July: idea is shared
• August:
  • leads identified for Summits
  • Sponsors engaged
  • CEU approval
  • Social media and email messaging
• September to February
  • Market events
  • Develop sessions
  • Deliver content
Details

- Sponsorship
- Platform
- Marketing
Session Details

Communications
Nutrients
Leadership
Stormwater
Construction
Women of Water
Challenges

- Cost
- Volunteer time
- Platform
Benefits

- Speakers from outside MA
- Diversification of revenue stream
- New attendees
What’s Next?

Planning for PNCWA 2021 – Hybrid Conference

Lessons Learned led to new opportunities

Incorporating virtual education throughout the year: Lunch and Learns, Webinars

Potential for future Summits