



NWEA 101 Webcast

September 14, 2022

Scott Aurit | WEF Delegate Board Member

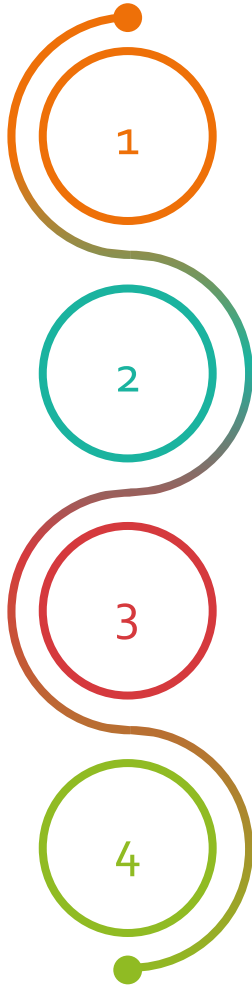
Brittni Stephens-Yates | Public Communication and Outreach Committee Chair

Blake Birkel | Director-At-Large Board Member & Member Feature

Garrett Lane | DE&I Committee Co-Chair & Member Feature



Agenda



WEF / NWEA Overview

- A. Who are We?
- B. Mission & Vision
- C. History to Who We Are Today
- D. Future

Membership Benefits

- A. Get Connected
- B. Unlock the Power of WE
- C. Know Your Audience
- D. Ideal Experience

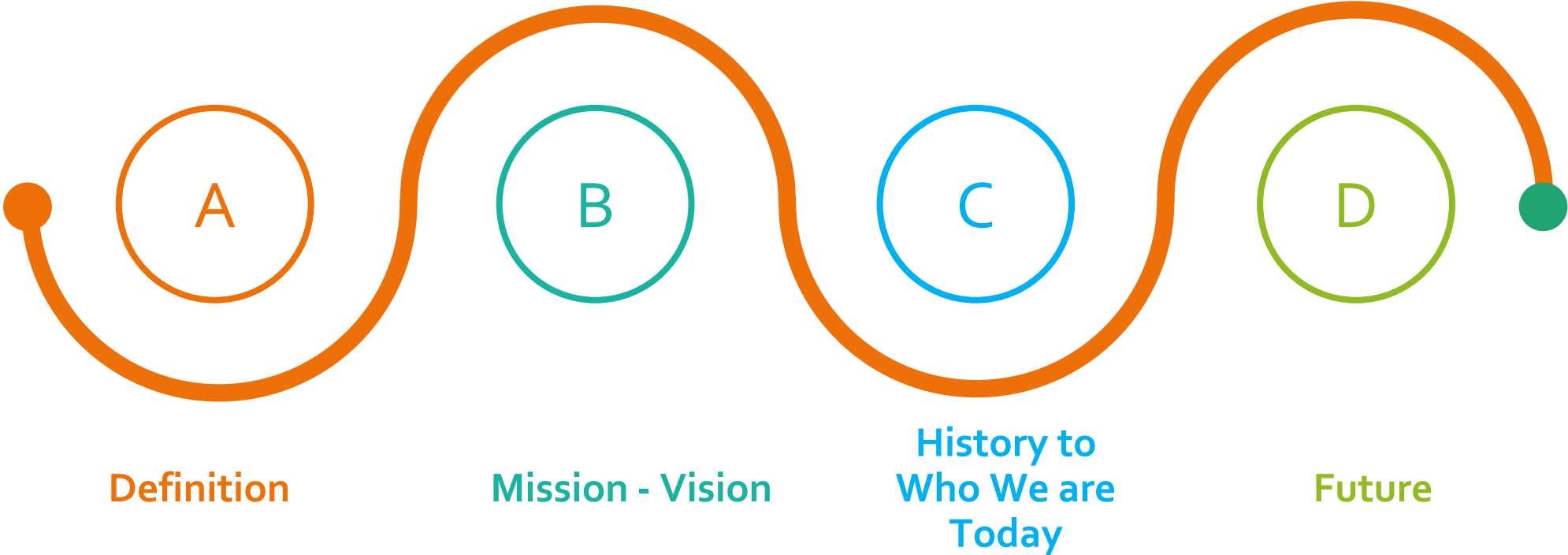
Call to Action

- A. Algorithm for Success
- B. Leverage Existing Tools
- C. Strategic Action Plan
- D. Join Us

Open Forum

- A. Blake Birkel
- B. Garrett Lane
- C. Q&A Session
- D. Feedback Survey

1. WEF / NWEA Overview



1. WEF / NWEA Overview

A. Definition

Water Environment Federation (WEF)



- Not-for-profit technical/educational organization
- 30,000 members
- 75 Member Associations (MAs)
- Water Quality Professionals

Nebraska Water Environment Association (NWEA)



- Nebraska - WEF MA
- 600 members
- 23 committees
- Nebraska Wastewater Operators Division (NWOD)

1. WEF / NWEA Overview

B. Mission Vision



MISSION

Since 1928, the Water Environment Federation and its members have protected public health and the environment.

As a global water sector leader, our mission is to:

- Connect water professionals
- Enrich the expertise of water professionals
- Increase the awareness of the impact and value of water
- Provide a platform for water sector innovation

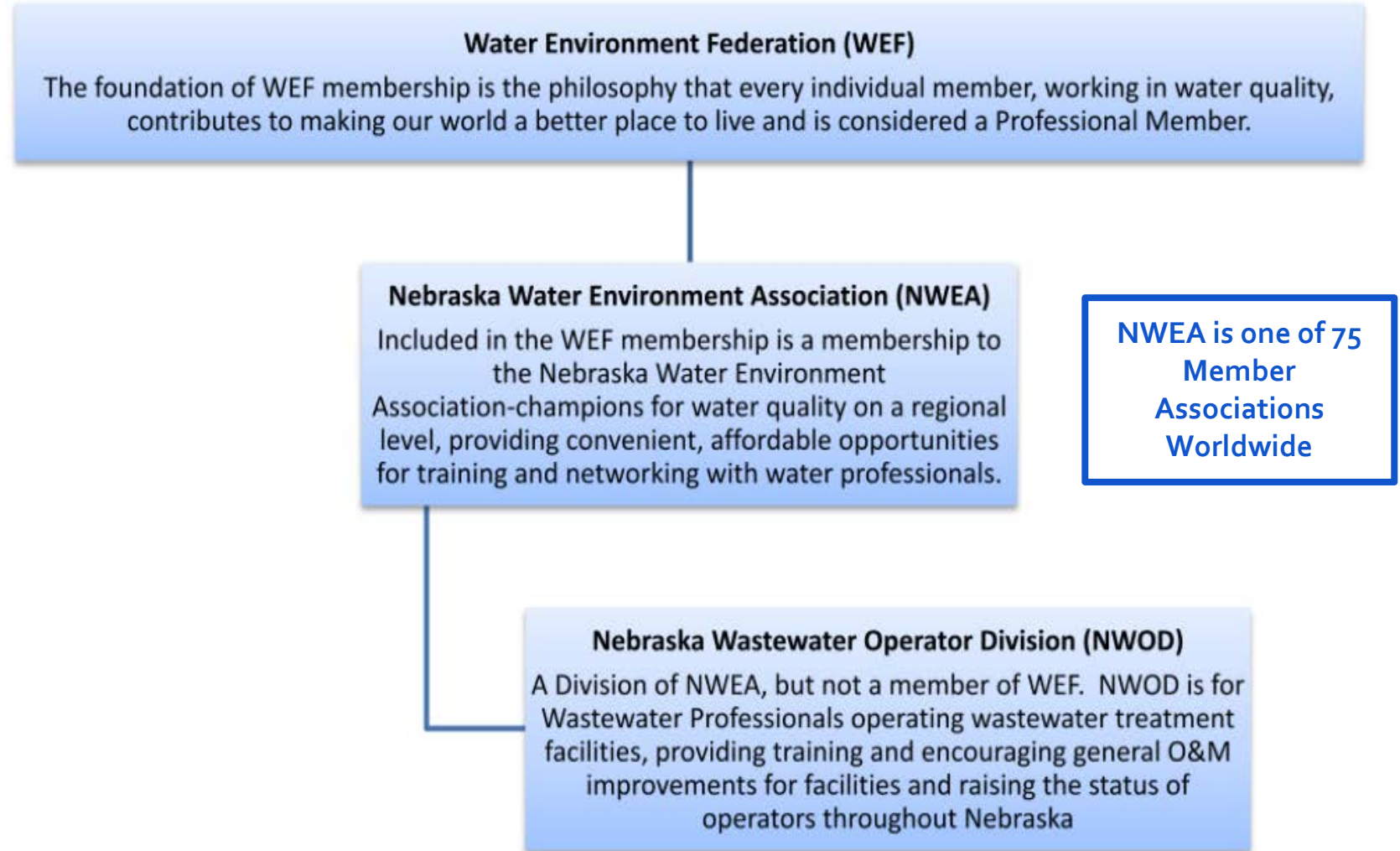
VISION

A community of empowered professionals creating a healthy global water environment

1. WEF / NWEA Overview

B. Mission & Vision

Organizational Structure



1. WEF / NWEA Overview

C. History

Fun Facts

- 1952 NSIWA in Hastings created
- 1954 First Official Membership created w 46 paid members
- First Official annual meeting Great Plains Sewage Works Design Conference (now the Great Plains Waste Management Conference)
- 1960s – Joined with Water Pollution Control Federation (now WEF)
- 1978 – First official newsletter was published
- 1985 – First Heartland Operators Conference was held
- 1989 to Present - Children’s Groundwater Festival participation
- 1991 - Snowball Conference first held
- 1992 – National change of WPCF to WEF (NWEA was the first MA to adopt the change)
- 2011 – Operator Training Program implemented
- Present



Dr. Mohamed Daham, Ph.D., PE
2006-2007 WEF President

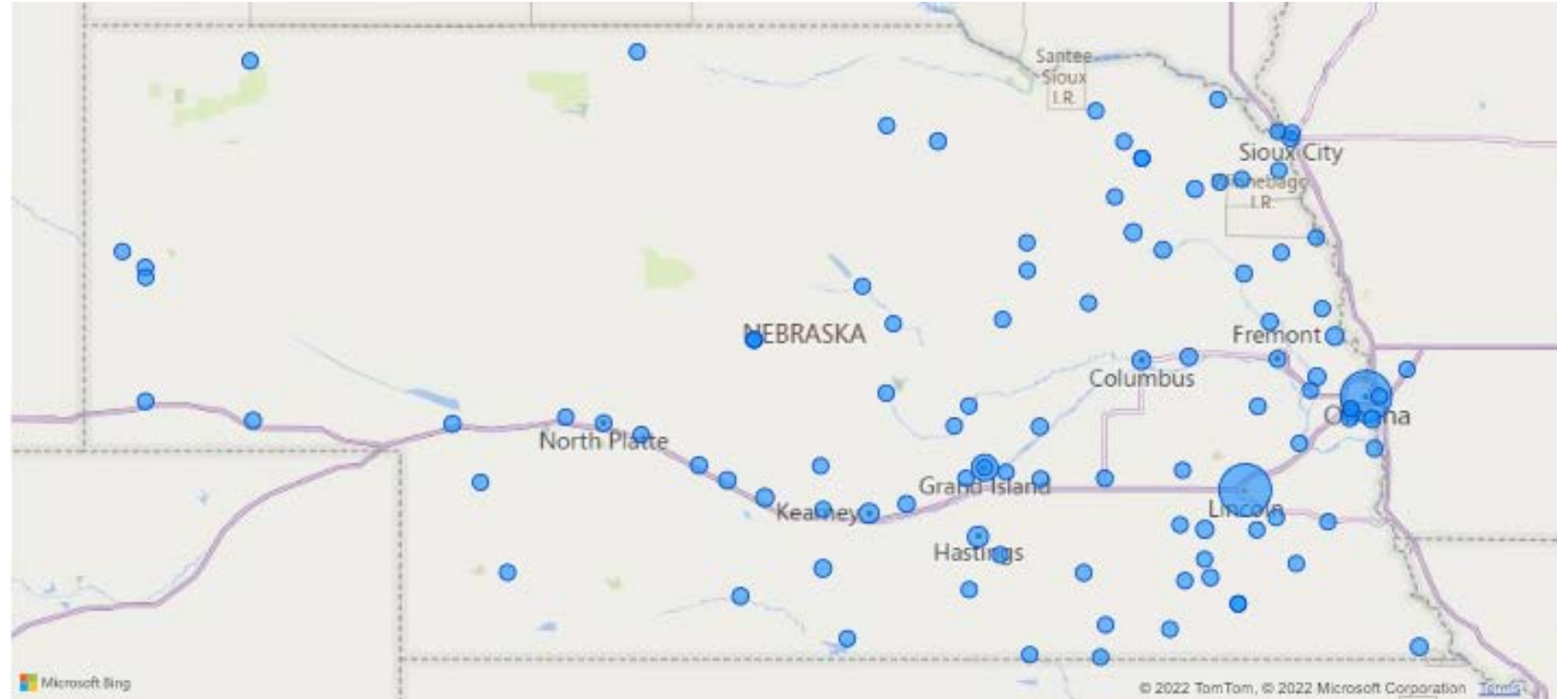


C. Dale Jacobsen, PE
1997-1998 WEF President

1. WEF / NWEA Overview

C. Where We
Are From

Member Map



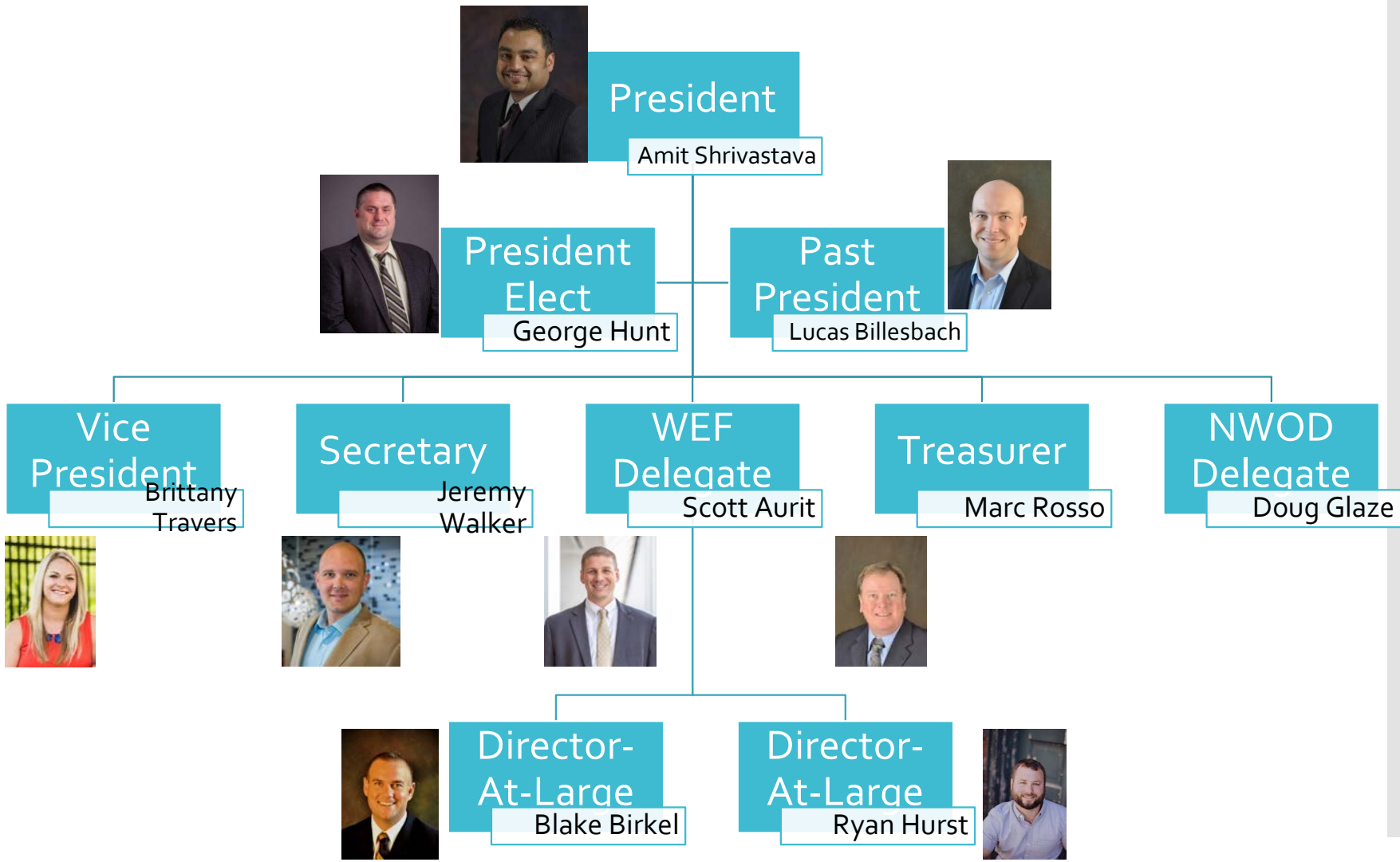
- International Members: Columbia
- Other States: California, Arizona, Colorado, Kansas, Missouri, Minnesota, Tennessee, Georgia, Illinois, Ohio, Rhode Island

1. WEF / NWEA Overview

C. Who We Are Today



The Board

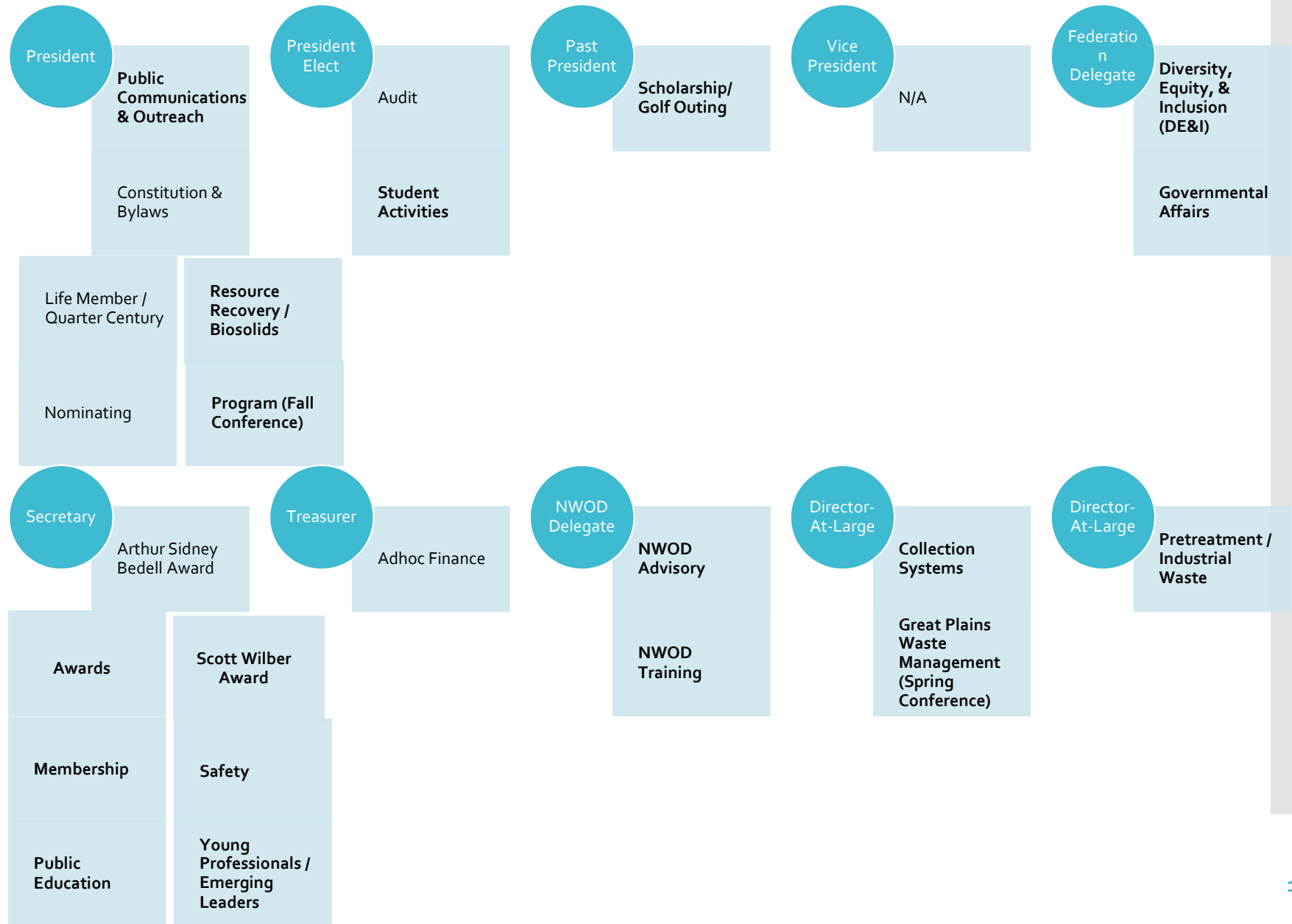


1. WEF / NWEA Overview

C. Who We Are Today



The Committees and Board Liaisons



1. WEF / NWEA Overview

C. Who We Are Today

Committee Opportunities for On-Boarding

Young Professional/ Emerging Leaders

Steve Hanna

Diversity, Equity, & Inclusion (DE&I)

Sarah Espinosa

Governmental Affairs

Derek Gardels

Scott Wilber Award

Scott Seelhoff

Public Communications & Outreach (PCOC)

Brittni Stephens-Yates

Great Plains (Spring Conference)

Darren Jack

Public Education

Scott Seelhoff

Resource Recovery/ Biosolids

Keegan Bell

Membership

Kylie Wilmes

Program (Fall Conference)

George Hunt

Safety

Joel Jirak

Collection Systems

Vince Genco

www.nebwea.org/NWEA_Committees

1. WEF / NWEA Overview

C. Who We Are Today

The 101

- Bi-Annual Newsletter – The Effluent Line
- Web-page (www.nebwea.org)
- Scholarship Endowment Fund
- Operator Training Program
- Southeast Community College Program
- Yearly Held Conferences
 - Great Plains – Spring (Omaha)
 - Joint (NWEA/APWA/AWWA) – Fall (Kearney)
 - Heartland Operators – Summer (Kearney)
 - Operator’s Snowball – Winter (Kearney)
- Awards & Scholarships
 - Safety Recognition
 - Scott Wilbur Award
 - Golden Manhole Society
 - 5S Society
 - Arthur Sidney Bedell Award
 - Burke Award
 - William D Hatfield Award
 - Laboratory Award
 - Life Membership
 - Bruce Bates Service Award
 - Quarter Century Operators Club



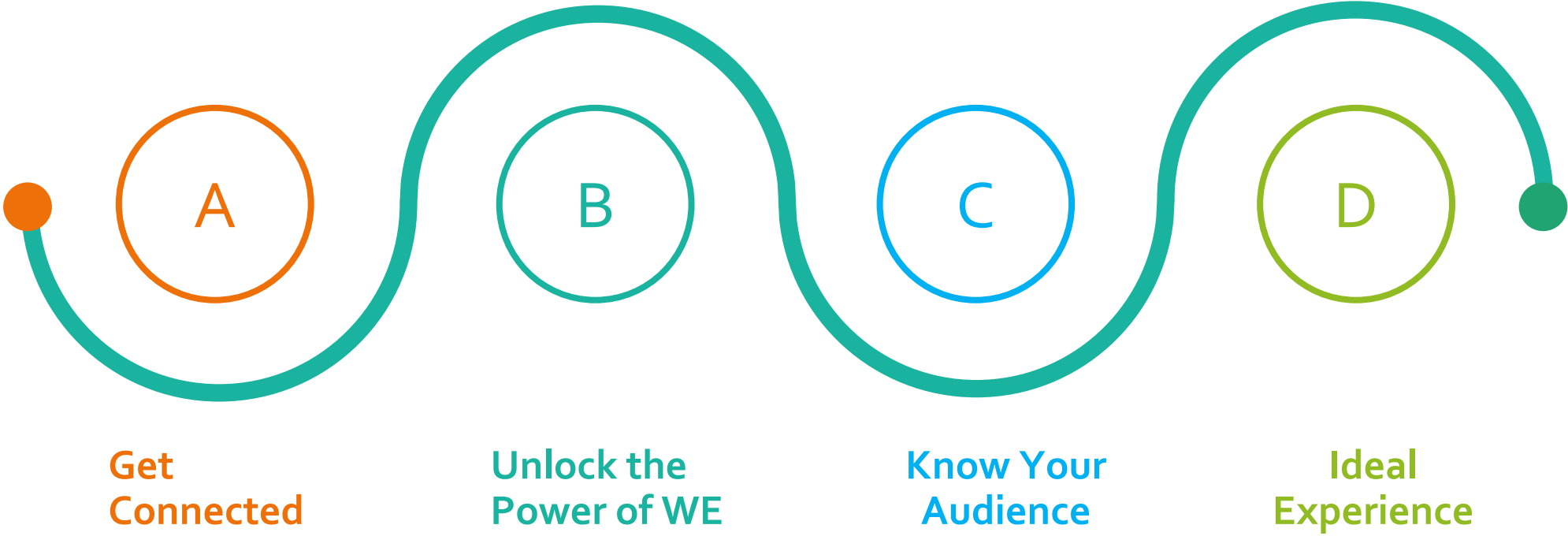
1. WEF / NWEA Overview

D. Future

2021 Annual Retreat

- Objectives
 - Provide understanding of historical communications approach
 - Investigate and define “where do we want to go from here”
 - Gain perspective from WEF best practices and other MAs
- Deliverables
 - SWOT Analysis
 - Member Experience Analysis
 - Strategic Action Plan
- Findings
 - Delegate tasks with limited volunteer resources
 - Focus on valuable communication
 - **Know Your Audience / Membership**
 - Utilize Existing Tools

2. Membership Benefits



2. Membership Benefits

A. Get Connected

It is our mission to connect water professionals!

STEPS TO ENGAGEMENT

GOAL
Assist WEF Member Associations to help prospects and members move up the ladder.



2. Membership Benefits

B. Unlock the Power of WE

It is our vision to invest in a community of empowered professionals creating a healthy global water environment!

unlock the
power
of
we



The **Water Environment Federation (WEF)**...we are the water quality people.

As a **global water sector leader**, our mission is to **connect** water professionals; **enrich** the expertise of water professionals; increase the awareness of the **impact** and value of water; and provide a platform for water sector innovation.

get connected, engaged and make the most of WEF membership!

advance your career

Tap into the leading career network for the water community, WEF's Job Bank, where dozens of new jobs are posted each month.

sharpen your professional skills

Stay informed about the latest innovations, trends, and proven solutions through WEF's publications and educational programs, including: WEFTEC®, WEF Specialty Conferences, and free WEF webcasts (earn CEUs and PDHs). WEF members receive exclusive discounts on our educational programs and products.

network and build relationships

Within WEF and local Member Associations (MAs), members work to help each other develop and grow professionally, while building valuable relationships with industry partners and prospects. Joint WEF/local MA membership ensures your access to professional resources at global and regional levels.

impact the future

WEF's committees are a driving force behind the organization's work. Committee participation is a great opportunity to get involved, make a difference in the organization and contribute to our work within the sector.

increase awareness and recognition in your industry

Each year, WEF recognizes individuals making outstanding contributions to the water environment profession with awards, fellowships and other distinguished honors. WEF members also gain access to speaking and publishing opportunities.

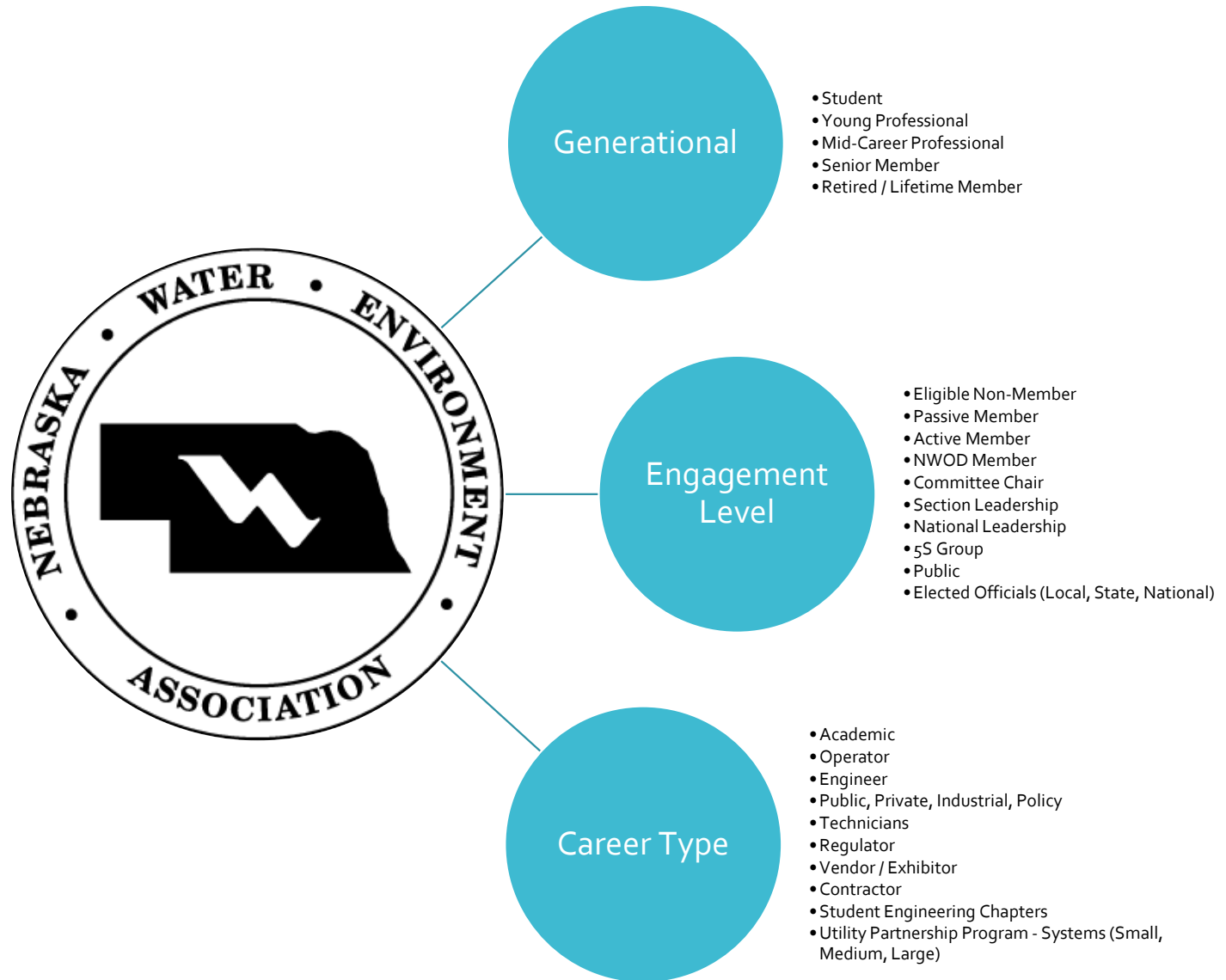


For more information about WEF membership benefits, please visit us at www.wef.org or call 1.800.666.0206 (1.571.830.1545 globally).

2. Membership Benefits

C. Know Your Audience

Describe the Ideal Annual Experience for Each Audience Member



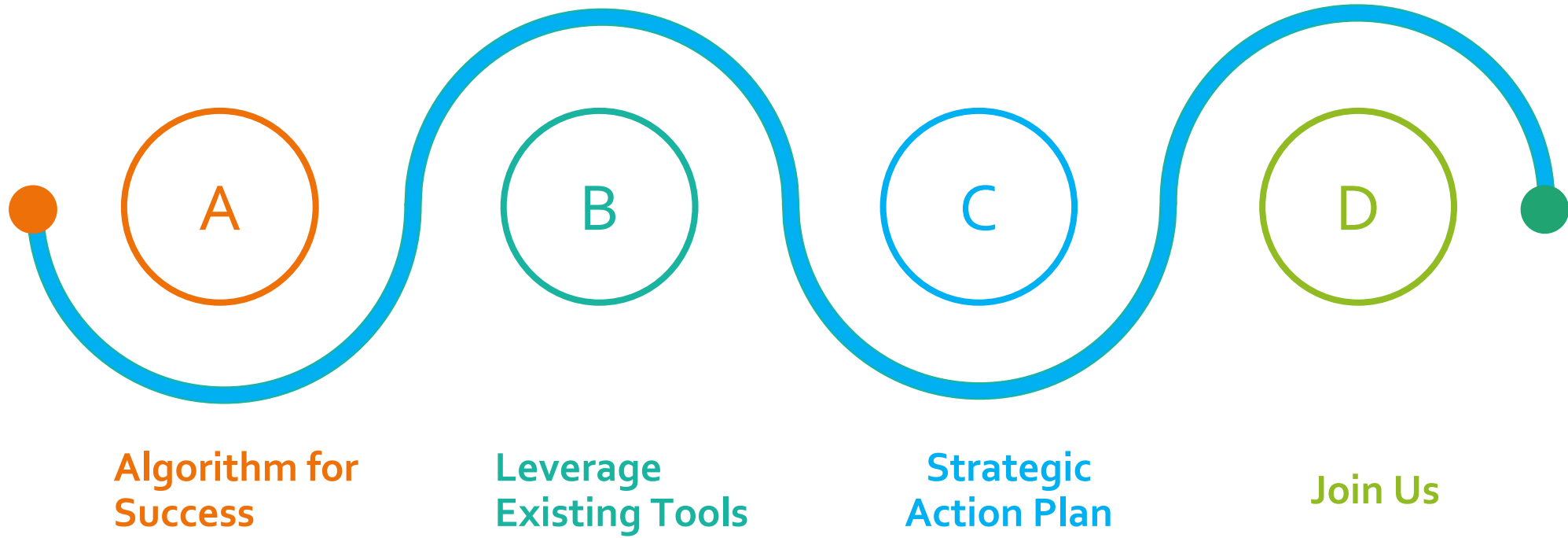
2. Membership Benefits

D. Ideal Experience

Describe the Ideal Annual Experience for Each Audience Member

Audience	Advance your career	Sharpen your professional skills	Network and build relationships	Impact the future	Increase awareness and recognition
Student	<i>Internship Exposure</i>	<ul style="list-style-type: none"> Participated in a resume review session Participated in an interview Practice 	<ul style="list-style-type: none"> Attended 1 NWEA event (I.e. conferences, socials, activity) Participated in Mentorship Program Had 2 conversations with private/public sector opportunities 	<ul style="list-style-type: none"> Get an internship/job in Nebraska Connected class learning to world needs 	<ul style="list-style-type: none"> Presented at a conference Recognized at a conference Invited to apply for a scholarship
Young professional	<ul style="list-style-type: none"> Got exposed to job openings Was invited to a mentoring relationship 	<ul style="list-style-type: none"> Attended 1 NWEA event (I.e. conferences, socials, activity) 	<ul style="list-style-type: none"> Attended two or more in-person (non-YP) association events Attended at least one YP association event 	<ul style="list-style-type: none"> Invited one other YP/student to an activity Volunteered for a task on a committee 	<ul style="list-style-type: none"> Been invited to an NWEA role that forms a pipeline to leadership
Mid-career member	<ul style="list-style-type: none"> Worked with a mentor Worked with a mentee Heard about two attractive job opportunities 	<ul style="list-style-type: none"> Share upcoming opportunities with new technologies/processes 	<ul style="list-style-type: none"> Attended two or more in-person association events Participated actively in at least one committee 	<ul style="list-style-type: none"> Invited one other non-member to an activity 	<ul style="list-style-type: none"> Encourage others to participate on a committee
Senior member	n/a	<ul style="list-style-type: none"> Share upcoming opportunities with new technologies/processes 	<ul style="list-style-type: none"> Mentored someone younger 	<ul style="list-style-type: none"> Help foster succession within organization 	<ul style="list-style-type: none"> Nominated ("voluntold") a committee and/or board member
Retired/lifetime member	n/a	n/a	<ul style="list-style-type: none"> Mentored someone younger 	<ul style="list-style-type: none"> Recorded an experience for an oral or written history 	<ul style="list-style-type: none"> Invited to self-nominate or nominate a colleague for recognition

3. Call To Action



3. Call To Action

A. Algorithm for Success



Increase Perceived Value of Membership

- Encourage Individual Contact
- Be Open to Suggestions

Facilitate Statewide Industry Communication

- Update Contact Information
- Website Reconfiguration

Improve Annual Membership Experience

- Host networking events
- Leverage Member Expertise

Increase Membership and Participation

- Shine a Light on Members
- Host "Bring a Friend" Events

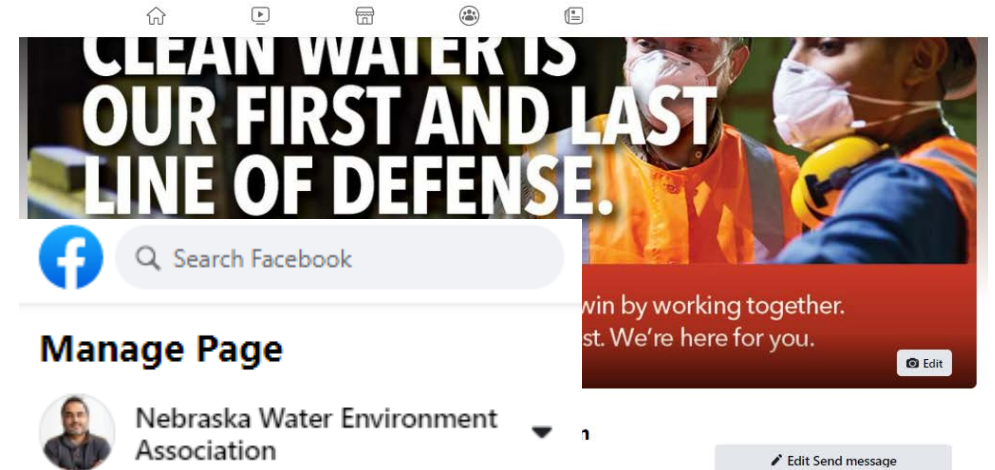
3. Call To Action

B. Leverage Existing Tools

SIGN UP FOR OUR MAILING LIST

SUBSCRIBE

- Contact Us!
- Subscribe to our Membership Mailing List!
- Calendar of Events



3. Call To Action

C. Strategic Action Plan

www.NebWea.org

The best conversations happen now when we try to talk well, but when we try to listen well.

- Members / Volunteers
 - Raise Your Hand
 - Attend Membership Drives
 - Participate in a Mentorship Program
 - Volunteer for a Committee
- Annual Conferences
 - Great Plains – Spring (Omaha)
 - Joint (NWEA/APWA/AWWA) – Fall (Kearney)
 - Heartland Operators – Summer (Kearney)
 - Operator’s Snowball – Winter (Kearney)
- Tools
 - Effluent Line (2x year publication)
 - Website Reconfiguration
 - Facebook / LinkedIn
 - Phone Calls
 - Lunch and Learns (WHOVA)
 - Membership Lists (Conference / Event Lists)
 - Other



3. Call To Action

D. Join Us

Save the Dates
www.NebWea.org

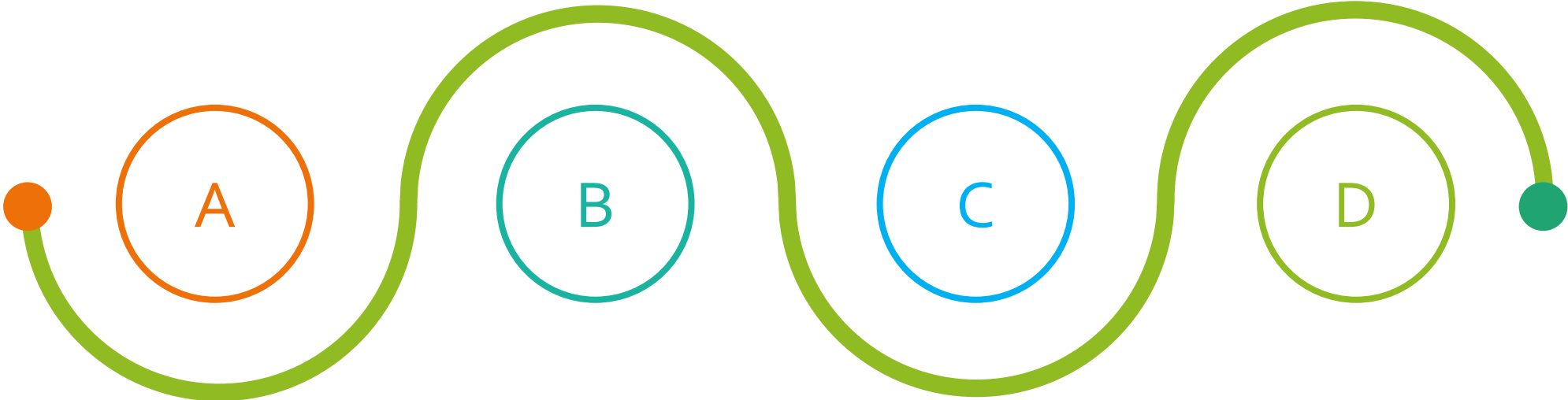


- 10/ 10 - 12 /22: Training
 - Northeast College Lifelong Learning Center, Norfolk, NE
 - 24 Contact Hours

- 11/ 2 – 4 /22: Joint Fall Conference
 - Kearney, NE
 - Membership Drive - \$500 Gift Card Raffle!



4. Open Forum



**Member
Feature:
Blake Birkel**

**Member
Feature:
Garrett Lane**

Q&A Session

**Feedback
Survey**

4. Open Forum

A. Member Feature:

Blake Birkel



- Columbus, NE to Omaha, NE
- Wife (Andrea) and 3 children (Hannah, Halle, & Mason)
- JEO Consulting Group, Water Infrastructure Group Leader
- Board Member:
 - Delegate-At-Large
- Committees:
 - Great Plains Conference
 - Membership
 - Publication Communications & Outreach
 - Scott Wilbur Award
 - Young Professionals

4. Open Forum

B. Member Feature:

Garrett Lane

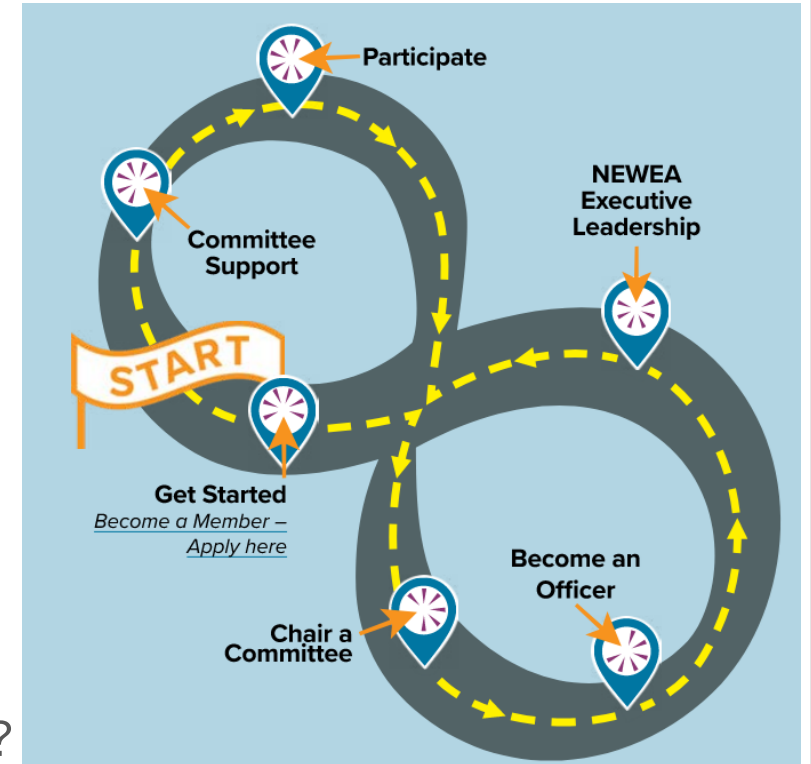


- Denver, CO to Omaha, NE
- Dog and Cat dad
- City of Papillion, Public Works Department
- Committees:
 - Diversity, Equity, & Inclusion ; Governmental Affairs

4. Open Forum

C. Q&A Session

- How much volunteer time does NWEA take?
- How do I get my supervisor to join/get involved or support me to join NWEA?
- How do I get involved?
- What committee is best for me to start with?
- What is your website?
- Where do I find information?
- Who do I contact?
- How do I reach out?
- How do I network at the conference?



Navigate Your Path
Follow this roadmap

As you take a professional journey with NWEA use this roadmap as a guide. Whether you are a new member or a seasoned veteran, join in on the path where you are comfortable!

4. Open Forum

D. Feedback Survey

unlock the
power
of **We**



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