



Leadership Series 3

Building an Effective Board

A Board That Reflects Your
Membership



A Board that Reflects Your Membership



Fred Smith, Ohio Water
Environment Association

WEF Delegate

CDM Smith, Principal | Client
Service Leader

Creating a Board that Reflects
Your Unique Membership

Utilizing membership data to
create a board from the cross
section of your MA

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A Board that Reflects Your Membership

- Geographic (Section) Location*
- Membership Type*
- Professional Type
- Employment Type
- Gender
- Generation
- Racial/Ethnic

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A Board that Reflects Your Membership

Ohio Water Environment Association Executive Committee

- President – Northeast Section Operator (Operator/Public)
- President Elect – Southwest Section Operator (Executive Operator/Consultant/Public)
- Vice President – Southeast Section Operator (Operator/Public)
- Past President – Northwest Section Operator (Consultant/Operator/Lab/Sales Rep/Private)
- Secretary/Treasurer – Southeast Section Professional (Consultant/Private)
- 4 Section Delegates
 - Northwest Section Operator (Operator/Public)
 - Northeast Section Professional (Consultant/Private)
 - Southwest Section Operator (Sales Rep/Operator/Private)
 - Southeast Section Operator (Lab/Consultant/Public)
- 3 WEF Delegates
 - Northeast Section Operator (Lab/Public)
 - Southeast Section Professional (Consultant/Private)
 - Northwest Section Retired Professional (Regulator/Public)

A Board that Reflects Your Membership

- Ohio Water Environment Association Section Delegates



A Board that Reflects Your Membership

Ohio Water Environment Association Membership Data

Section	Members	EC Members
Northwest	268 -13%	3 – 25%
Northeast	692 – 33%	3 – 25%
Southeast	424 – 20%	4 – 33%
Southwest	537 – 26%	2 – 17%
Out of State	75	
Unknown	89	
Total	2085	12

A Board that Reflects Your Membership

Ohio Water Environment Association Membership Data

Membership Type	Members	EC Members
Corporate	4	
Executive	12	1*
Life	88	
Professional	1011 – 48%	4 – 33%
Operator (PWO)	803 – 39%	8 – 67%
Retired	44	1*
Student	30	
Young Professional	93 – 4%	
Total	2085	12

A Board that Reflects Your Membership

Location	Membership Type	Professional Type	Employment Type	Gender	Generation
Northeast - 3	Executive – 1*	Operator – 6*	Private - 5	Male – 7	Greatest - 0
Southwest - 2	Professional – 4	Consultant – 6*	Public – 7	Female - 5	Silent – 0
Southeast - 4	Operator – 8	Lab – 2*			Boomer – 1
Northwest - 3	Retired – 1*	Sales Rep – 2*			Gen X – 8
	Young Professional – 0	Regulator – 1			Millennial – 3
		Educator – 0			Gen Z – 0
		Contractor - 0			Gen Alpha - 0

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A Board that Reflects Your Membership

Executive Committee Makeup Can Drive Board Culture

- Each Section has their own personality
- A balance of perspectives provides stronger leadership
 - Membership Type balance between Operators/Professional
 - Operator
 - Consultant
 - Lab
 - Sale Representative/Manufacturer
 - Regulators
 - Educators
 - Contractors
 - Gender balance
 - Generational balance/Young Professionals
 - Racial/Ethnic diversity

A Board that Reflects Your Membership

President



Mike Welke
City of Warren

President-Elect



Jason Tincu
Greene County

Vice President



Brandon Fox
City of Columbus

Past President



Kim Furry
Alloway

Secretary Treasurer



Dale Kocarek
Stantec

WEF Delegate



Kathy Richards
City of Akron

WEF Delegate



Fred Smith
CDM Smith, Inc.

WEF Delegate



Elizabeth Wick

NW Section Delegate



Jeff Lamson
City of Fremont

NE Section Delegate



Mary Ann Driscoll
Burgess & Niple, Inc.

SW Section Delegate



Dave Wilson
BL Anderson

SE Section Delegate



Melodi Clark
City of Columbus