

WEFMAX, April 8, 201



Hosted By WEA of Utah

Adapt or Die: How to Change Your Annual Member Association Meeting During a Pandemic

Dave Arnott & Tracy Ekola , Central States WEA



Background and Timing

- ◆ **2020 Annual Meeting Set for Mid-May**
- ◆ **Early March COVID-19 Unfolding**
- ◆ **Mid-March Several EXCOMM Meetings**
- ◆ **Initial Approach, Delay 6 Weeks**
 - ◆ **Still Have In-Person**
- ◆ **Early April, Delay to August**
 - ◆ **100% Virtual**



Virtual Annual Conference - Details

- ◆ **Hotel and Meal Refunds**
- ◆ **Exhibition Hall, Meeting Rooms, A/V Cancellations**
- ◆ **Speakers and Pre-Planning**
- ◆ **Virtual Platform and Technology**
- ◆ **How To Put On Multi-Track, Multi-Day Meeting**





Business Model

- ◆ **Created “On The Fly”**
- ◆ **Technical Program**
 - ◆ **Most Valuable Part of Annual Meeting**
- ◆ **Reduction in Registration Fees**
- ◆ **Exhibitor Refunds**
- ◆ **Recorded Presentations**
 - ◆ **Allow Flexibility and Reliability**
- ◆ **Keynote - Live**
- ◆ **Enhanced Sponsorships and Commercial Opportunities**

Platform and Organization

- ◆ **Pheedloop Platform**
 - [CSWEA 93rd Annual Meeting Virtual Portal \(pheedloop.com\)](http://pheedloop.com)
 - ◆ **Multi-Track Organization**
 - ◆ **Great Fit For Technical Program**
- ◆ **Other Events (Golden Manhole, Seven “S”, YPs, Global Water Stewardship)**
- ◆ **9 am – 2 pm, Over Four Days**
 - ◆ **Make Manageable For Attendees**





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Tracy Ekola
5 Points

- Lobby
- Sessions
- Exhibit Hall
- Gamification
- Networking
- Event App
- Account
- Help
- Logout
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PHEEDLOOP

BAXTER & WOODMAN
Consulting Engineers

Brown AND Caldwell

DONOHUE

93RD ANNUAL MEETING
FUTURE OF WATER
VIRTUAL SEMINAR
AUGUST 17-20, 2020

Private Chats

Sessions



Tracy Ekola
5 Points

Lobby

Sessions

Exhibit Hall

Gamification

Networking

Event App

Account

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Session A - Biosolids & Resource Recovery

Hazen

From Evaluating and Financing to Commissioning of Your Biogas to RNG Project: What Every WRRF Needs to Know

Becky Luna

AUG 17 1:00 - 1:30 PM

Session B - Energy Reduction & Production



From Evaluating and Financing to Commissioning of Your Biogas to RNG Project: What Every WRRF Needs to Know

Becky Luna, P.E.

carollo

CSWEA 93rd Annual Meeting // August 17th, 2020



Add to Calendar

Private Chats

Successes

💧 Commercials for Exhibitors

- 💧 Creativity

- 💧 Culture

- 💧 Fun To Watch

[Hazen and Sawyer in the Twin Cities](#)

💧 Sponsorships

- 💧 Premium

- 💧 Higher Visibility Than In-Person



Results

- 🔹 **Attendees – 400, Down Slightly**
- 🔹 **Revenue - \$120,000, Down**
- 🔹 **Expenses - \$61,000, Down**
- 🔹 **Net - \$25,000 Less Than Budget**



Challenges

- ◆ **Exhibition Hall**
 - ◆ **How To Engage Exhibitors**
- ◆ **Awards**
 - ◆ **Did Not Have Virtual Program in 2020**
 - ◆ **Key Association Members Part of Award Recognition at Local Level**

Keys To Success

- ◆ **Technical Consultant Hired Early On**
- ◆ **Get Out The Way, Little “Red” Tape Within CSWEA**
- ◆ **“It’s All New Anyway” Attitude**
- ◆ **Make The Rules As You Go**
- ◆ **Demonstrated Value to Attendees**
- ◆ **Right Platform Is Critical**



Different Platforms

Type of Event	Tracks	Days	Platform	Marketing/ Promotion	Tech Support
Section Meeting	Single	1	Zoom	Eblast	None
Section Webinar	Single	1-3	GoToWebinar	Eblast & Social Media	Trial Runs/Registration
Webinar Series	Single	1	GoToWebinar	Eblasts & Social Media	Trial Runs/Registration
Operator Training	Single	1	GoToWebinar	Eblasts & Social Media	Trial Runs/Registration
Major Virtual Event	Multiple	2-3	Pheedloop	Eblasts & Social Media	TrialRuns/Registration Graphics/Videos/System Setup

What The Future Holds

- ◆ **New Virtual Paradigm For Attendees to Gain Credits**
 - ◆ Save Time and Money on Travel
- ◆ **Recorded Presentations**
 - ◆ Watch Anytime
- ◆ **More Training Will Be Virtual**
- ◆ **Networking Not The Same With Virtual**
- ◆ **In-Person Still Critical**
 - ◆ Humans Are Social Beings





BECOME A MEMBER



Joining the Program is easy:
<http://wef.org/advocacy/water-advocates2/>

Water Advocates

Home > Advocacy > Water Advocates

Make your voice heard! WEF's Water Advocates program empowers you to shape and inform government decision-makers about the importance of water.

Aging infrastructure, strict requirements, and continued economic pressures have put unprecedented stress on local governments and agencies that provide essential water services. Elected officials are being called upon to make tough choices that will impact water quality and the viability of our communities for generations to come.

Let's speak with a loud, united voice for water. The Water Advocates Program helps you to reach out to and connect with elected officials on important water quality issues.

BECOME A WATER ADVOCATE

Already a Water Advocate, visit the [WEFCOM Water Advocates Community](#).

ADVOCACY ▾ Search 🔍

- ABOUT ADVOCACY
- LEGISLATIVE AND REGULATORY AFFAIRS
- POLICY AND POSITION STATEMENTS
- THE VALUE OF WATER
- WATER ADVOCATES**
- WATER WEEK
- GLOBAL PROGRAMS
- WATERS WORTH IT
- CANADIAN WATER AND WASTEWATER ASSOCIATION

Increase Water Appropriations in FY 2022

For fiscal year 2022, it is necessary that the appropriation amounts for the State Revolving Fund (SRF) programs be doubled. At least \$2.8 billion is needed for the Clean Water SRF and \$1.3 billion is needed for the Drinking Water SRF. The Water Infrastructure Finance and Innovation Act (WIFIA) program also should be funded at \$55 million for FY22.



To

akathman@wef.org

Cc

tbick@wef.org

Subject

I want to become a Water Advocate

Fill out the information below to be signed up for the Water Advocates program and receive important announcements about actions you can take to help.

Name:

Title:

Organization Name:

Telephone Number:

Mailing Address:

Seek Coronavirus Relief for Water

As Congress responds to the COVID-19 crisis, significant funding should be allocated to help offset revenue losses by water and wastewater utilities and to support the continuation of services to all users.

Specifically, Congress should provide assistance in three specific areas:

- \$4 billion to help low-income and unemployed ratepayers during the coronavirus crisis;
- \$26 billion in aid to drinking water, wastewater, and stormwater utilities for steep revenue losses from commercial and industrial clients, and;
- At least \$73 billion in assistance for water infrastructure construction to help stimulate the economy as the nation recovers from the crisis.

Click below to reach out to your Senators and Representative.

SEEK CORONAVIRUS RELIEF
FOR WATER



Click below to reach out to your Senators and Representative.

INCREASE WATER
APPROPRIATIONS IN FY22

Always Include Water In Infrastructure Packages

Congress needs to include robust funding for drinking water, wastewater, and stormwater infrastructure in all forthcoming water infrastructure packages. Water infrastructure affects all Americans. It protects public health and the environment and drives the economy. In fact, closing the investment gap in water infrastructure would generate more than \$220 billion in annual economic activity and generate 1.3 million jobs over 10 years.

In the expected infrastructure package, Congress should maintain essential funding for core water infrastructure and support an expanded role of federal agencies in ensuring funding for clean and reliable water. Cost-effective infrastructure repair and replacement can have an enormous effect on the quality of life for communities across the U.S.

Click below to reach out to your Senators and Representative.

ALWAYS INCLUDE WATER
IN INFRASTRUCTURE
PACKAGES

Support Funding for Water Infrastructure in FY 2022!

Write your Members to urge them to provide robust funding for water infrastructure funding programs in the fiscal year 2022 budget!

The Clean Water and Drinking Water State Revolving Funds programs (SRF) are important financing tools for wastewater, drinking water, and stormwater agencies to build and modernize the water infrastructure that protects public health, the environment, and promotes economic growth. The importance of safe and reliable drinking water and wastewater service during the Covid-19 crisis further highlights how critical it is for there to be robust funding to help communities address the challenges of aging water infrastructure. The Clean Water and Drinking Water SRF programs should be funded at levels that reflect the reality of our nation's water infrastructure crisis. The EPA has estimated that \$655 billion is needed for drinking water and wastewater infrastructure over the next 20 years - and that doesn't include another estimated \$100 billion needed for stormwater infrastructure.

For FY22, it is necessary that the appropriation amounts for SRF programs be doubled - at least \$2.8 billion for the CWSRF and \$1.3 billion for the DWSRF (the fully authorized amount), I also urge you to fully fund the Water Infrastructure Finance and Innovation Act (WIFIA) program at \$55 million for FY22. Congress created this new loan and loan guarantee program in 2014, and in 2015 corrected statutory language to the program to make it more useful to communities seeking low interest financing.

Also, please ask your Members to increase funding for the National Water Priorities Water Research Grant program to \$20 million, increased funding for USDA's rural water/wastewater loan and grant program, as well as increase funding for the Bureau of Reclamation's water recycling program to \$60 million, as well as increase funding for the new EPA Water Workforce Development Grant and EPA Overflow Control & Stormwater Municipal Reuse Grant programs.

Take Action Now: Support Water Infrastructure Funding in FY 2022!

Next



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