

November 3, 2006

WEFTEC Presents Opportunity to Move Key Initiatives Forward

With action by the Water Environment Federation (WEF) Board of Trustees at WEFTEC in late October, a new memorandum of agreement (MOA) will guide and inspire future opportunities to strengthen the relationship between NACWA and WEF. NACWA's Board of Directors endorsed the MOA at its meeting Sept. 19, and an affirmative vote by the WEF Trustees made it official. The coordination envisioned in the MOA is underway, with NACWA Executive Director, Ken Kirk, meeting with WEF Executive Director, Bill Bertera, this week to debrief from WEFTEC and look ahead to collaboration on this year's *National Clean Water Policy Forum*.

WEFTEC also provided the opportunity for the officers of NACWA, WEF, and the Water Environment Research Foundation (WERF) to meet as part of the ongoing Strategic Alliance among the three organizations. At the meeting WERF officers voiced their support for the MOA between NACWA and WEF, and expressed their desire to continue to work collaboratively. Much of the discussion during the Joint Officers Meeting focused on reducing or eliminating duplication of effort – primarily in the government affairs area.

NACWA's annual *Hot Topics Breakfast*, held on Tuesday morning during WEFTEC, was also a success, hosting approximately 70 members and affiliates for discussions on key legislative and regulatory issues – as well as a series of special presentations on succession planning. Lastly, NACWA made its presence known on the exhibit floor as well – welcoming members and nonmembers alike to the Association's booth. Staff reports considerable interest in the upcoming session of the *Water and Wastewater Leadership Center*, the recently launched *Clean Water Advocate* and NACWA's new *Join NACWA Now!* membership development campaign.

Board Participation Integral to Upcoming Action Planning Session

Building on the discussions of the Board and committee leadership this past September, the Association will hold a facilitated gathering of clean water community leaders – NACWA's *Strategic Watershed Agenda . . . an Action Planning Session*, December 12 from 8:00 am – 3:00 pm at the Kansas City Marriott Country Club Plaza (Welcoming Reception on the evening of December 11). The participation of the Association's Board Members and committee leaders is viewed as integral to these discussions as the information and perspectives gathered will help guide NACWA's upcoming revision of its *Strategic Plan* and the Association's advocacy agenda for 2007.

Issues to be developed in an upcoming white paper for the December 12 meeting include:

- Cross-cutting clean water and drinking water issues;
- Stormwater control challenges;
- Nonpoint source control and the importance of Farm Bill negotiations;
- The increasing use of green infrastructure techniques;
- The use of wetlands for treatment;
- The growing water quality challenges associated with septic systems; and
- Collection system issues

The facilitation services of LaJuana Wilcher, former U.S. Environmental Protection Agency (EPA) Assistant Administrator for Water and Secretary for the Environmental and Public Protection Cabinet for the State of Kentucky, have been retained for the upcoming *Action Planning Session*.

WEF's Executive Director, Bill Bertera, and Deputy Executive Director, Eileen O'Neill, will be NACWA's guests at this key meeting. Their attendance demonstrates the commitment both organizations are making to the

increased collaboration and reduced duplication of effort as embodied in the recently-endorsed MOA. Costs associated with the special meeting will be covered by the generous contributions of a number of the Association's Corporate Affiliates – enabling registration for this meeting free of charge.

NACWA encourages all Board Members to participate in the *Action Planning Session* and to register online (<http://www.nacwa.org/meetings/06aps/>) as soon as possible.

Plans Underway for Review of NACWA Strategic Plan

As noted in the preceding paragraphs, the knowledge shared at the December 12 action planning meeting in Kansas City will significantly inform the upcoming initiative to review and revise NACWA's *Strategic Plan* – an initiative that will begin in earnest when the selected members of the Strategic Planning Committee Workgroup convene in St. Petersburg, Florida for a day-long meeting in advance of the Association's Winter Conference. In addition to the January 29 meeting in St. Petersburg, the Workgroup is slated to meet again in March (date and location TBD) – with final consideration of the revised *Strategic Plan* anticipated to take place in May, 2007.

The Board Members identified for participation in the Workgroup are as follows:

NACWA Strategic Planning Workgroup

Chair -	Chris Westhoff	Region 7 -	Jeff Theerman
Region 1 -	Marian Orfeo	Region 8 -	Steve Pearlman
Region 2 -	Al Lopez	Region 9 -	Dave Williams
Region 3 -	Ralph Charlton	Region 10 -	Charlie Logue
Region 4 -	Billy Turner	At- Large -	Dick Lanyon
Region 5 -	Kevin Shafer	Ex-Officio -	Dick Champion
Region 6 -	Larry Patterson		

If you have been named to the Workgroup, but wish to decline participation, please contact NACWA's Deputy Executive Director, Paula Dannenfeldt at your earliest convenience (pdannenfeldt@nacwa.org). All NACWA Board Members will receive a bound copy of the Association's governance documents (inclusive of the *Strategic Plan*) in mid-January. In the meantime, all Association governance documents may be found on NACWA's web site (www.nacwa.org) in the *Member Pipeline* under *Board and Committee Information*.

Board Leadership Essential to *Join NACWA Now!* Campaign

The *Join NACWA Now!* membership campaign kicked off, November 1, 2006. We are looking forward to the Board's full support in this effort. A special campaign web page has been developed that includes several recruitment resources to assist you in your efforts; including a list of over 70 potential members, we have identified as "hot" prospects. We encourage you review the list and contact them to share your NACWA membership experience.

At WEFTEC, several board members received our new tri-fold, business card size, NACWA membership benefit card. This card is designed for members to carry with them easily and distribute to potential members with their business card. If you did not receive any at WEFTEC we will be sending a small supply of cards to you in the mail shortly. NACWA staff will be actively engaged in this process as well and we are anticipating this campaign be a great success. We will be providing regular updates to the Membership Committee and the full Board of Directors as the campaign progresses.

Savings Identified in FY 2007 Budget

In addition to an increased focus on membership development, the National Office staff has acted proactively to further review the adopted FY 2007 General Fund budget to identify targets for costs savings in individual line items. This aggressive effort to cut costs – combined with increased attention to membership development and retention – will ensure that our revenue projections are consistent with those set forth in the adopted budget. We look forward to providing the Board with additional information on this matter at our January 31, 2007 Board of Directors Meeting.

Water and Wastewater Leadership Center Anticipates Full Registration

Registrations are now being accepted for the 2007 class of the *Water and Wastewater Leadership Center*. The deadline for applications is December 15, 2006. The 2007 Leadership Center brochure and application is available now on the NACWA website, has been sent to all NACWA member agencies, and was available at WEFTEC. In addition, the joint venture of NACWA, the Association of Metropolitan Water Agencies (AMWA), the American Water Works Association (AWWA), and WEF approved a \$12,000 administration fee to be paid to NACWA for staff time and expertise dedicated to the management of the *Center*. To date, NACWA has provided staff support to the Center without compensation. Receipt of this fee was not included in the FY2007 General Fund budget and will add to our anticipated income for the year.

Board Member Bob Campbell Departs Cincinnati MSD

NACWA Board Member Bob Campbell, Director of the Metropolitan Sewer District, was asked to leave his position in early October by recently named Cincinnati City Manager Milton Dohoney. In a memo to sewer district employees Campbell stated, "When I came to MSD over seven years ago, I understood that as the City Administration changes, the appointed positions at MSD were also subject to change. I respect the City Manager's right to make changes in his team, and he has chosen to do so." Bob will serve as a consultant to the City through the end of the year. MSD Deputy Director James A. 'Tony' Parrott has been appointed as Interim Executive Director. We wish Bob well and look forward to working with him in the future.

National Office Welcomes New Staff

With the addition of Tim Jones as Member & Internal Services Coordinator and Becky Bortnick as Government Affairs Assistant the Association is fully staffed at 20 employees. With this full complement of engaged and experienced professionals we look forward to implementing the goals and objectives set forth in the *FY 2007 Association Business Plan*. A complete list of NACWA staff members, and their contact information, can be found on the Association's website at www.nacwa.org under the *About NACWA* tab, by clicking on *Staff Directory*. The NACWA staff looks forward to working with the Board of Directors in achieving the Association's goals.