



**American Water Works
Association**



April 27, 2011

Dear Board Members,

In 2011 a joint resolution was adopted by the Boards of both the American Water Works Association (AWWA), and the Water Environment Federation (WEF), which states in part: *AWWA and WEF resolve to support and lead as necessary an effort to develop a cohesive voice for the water community by encouraging collaboration between our members, coordinating programs and services, and developing consensus on major water policy issues.*

We are pleased to provide an update on our successful joint activities and a roadmap of future joint activities. While maintaining our respected identities in core areas, we believe these proposed partnering initiatives will expand the visibility and strength of each organization.

With a strong history of partnering on activities, events and publications, our two organizations are proud of the rich information provided by these events and materials. Some of our current joint projects include:

- ✓ Utility Management Conference
- ✓ Work For Water Website and Materials
- ✓ Young Professionals Summit
- ✓ Washington DC Fly-In (**NEW**)
- ✓ Effective Utility Management Program
- ✓ Potential Workforce Grant (**NEW**)
- ✓ Publications (current titles: *Standard Methods for the Examination of Water and Wastewater*, 21st edition, *Using Reclaimed Water to Augment Potable Water Supplies*; *International Standard Units for Water & Wastewater*)

Because of the past success of our joint endeavors, our Associations are embarking on additional plans and strategies in the following areas:

- ✓ **Further expansion of the *Water Matters!* Fly-In.** This year for the first time AWWA and WEF co-hosted this annual event, resulting in the highest number ever of participants and Congressional visits. Our primary message was the need for infrastructure reinvestment and a proposed financing strategy called WIFIA which is modeled after a successful transportation program of similar name (i.e. TIFIA). Because of the success of the 2011 joint Fly-in, in 2012 we plan to once again co-host this event and further expand to include grassroots efforts before and after the Fly-In to better engage AWWA's Sections and the WEF's Member Associations.

✓ **Expand Work for Water (WFW) website and program.** Both Associations are dedicated to the goals of the WFW program: to enhance the image of the water careers and to develop green jobs. WEF and AWWA will now provide additional time and resources to provide more depth to the program. Examples of the proposed enhancements include development of a WFW toolkit for career counselors, the launch of a social media campaign including a YouTube video competition, building strategic partnerships, and providing expanded job training information.

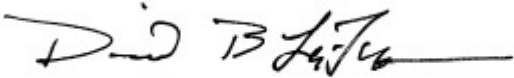
✓ **Young Professional Engagement and Leadership Development.** To create and strengthen the synergies between the younger members of both Associations, we will embark on a joint program tailored specifically to connect young professionals via the web, with a focus on leadership opportunities and skills building. The program will utilize an application process to select high potential young professionals who, as a group, will engage in a series of networking, leadership and professional skill building activities and modules that will lead to a “graduation.” These young professionals will connect with water sector leaders through a mentoring activity and through participation in our annual conferences. We also envisage that the program will include membership in both Associations.

Staff of each organization is committed to providing the strongest programs with the most relevant information to members. These programs are breaking down the barriers between the Associations so that the entire water sector benefits. Together, the two largest water Associations will be able to better serve and better support the many water professionals that have dedicated their lives to supporting public health.

The areas of collaboration described in this letter were identified by the senior staff of the two organizations during a recent meeting at WEF Headquarters. During the meeting the staff shared information on each organization’s current priorities in order to determine where working together was most likely to be beneficial. We believe that we have identified areas in which collaboration can provide the greatest benefit for our organizations and members and that with focus we will achieve successes on which we can build. We are already in the process of developing timelines, staffing requirements, budgets and business plans for each of the above proposals. In addition to this written update, we intend to provide separate briefings to the Presidential Officers of both Associations by mid-May. The May briefings will be followed by a gathering at ACE to continue our progress and celebrate our success.

Please feel free to contact either of us should you have questions.

Sincerely,



David B. LaFrance
Executive Director
American Water Works Association



Jeffery A. Eger
Executive Director
Water Environment Federation