



American Water Works
Association

Dedicated to the World's Most Important Resource



Transforming AWWA

Jim Chaffee, P.E., BCEE
Immediate Past President

Water Association Information Sharing Meeting
Japan Water Works Association Annual Conference
October 30, 2014



Overview

- AWWA Today
- Transforming Environment
- Some Current Initiatives



AWWA Today

Members Helping Members!

- Founded in 1881
- 100th Anniversary of Journal AWWA
- 43 Sections
- 50,000 Membership
- 4,000 Volunteers, 150 Staff
- 6 Councils, 169 Committees
- 175 Standards, 50 Manuals of Practice, and 600 Publications



The Work of AWWA

- Water Policy Leadership
- Standards
- Manuals
- Journal AWWA
- Opflow
- ACE
- Conferences/Workshops
- eLearning
- Webinars
- CEUs and PDHs
- Water Knowledge
- Research



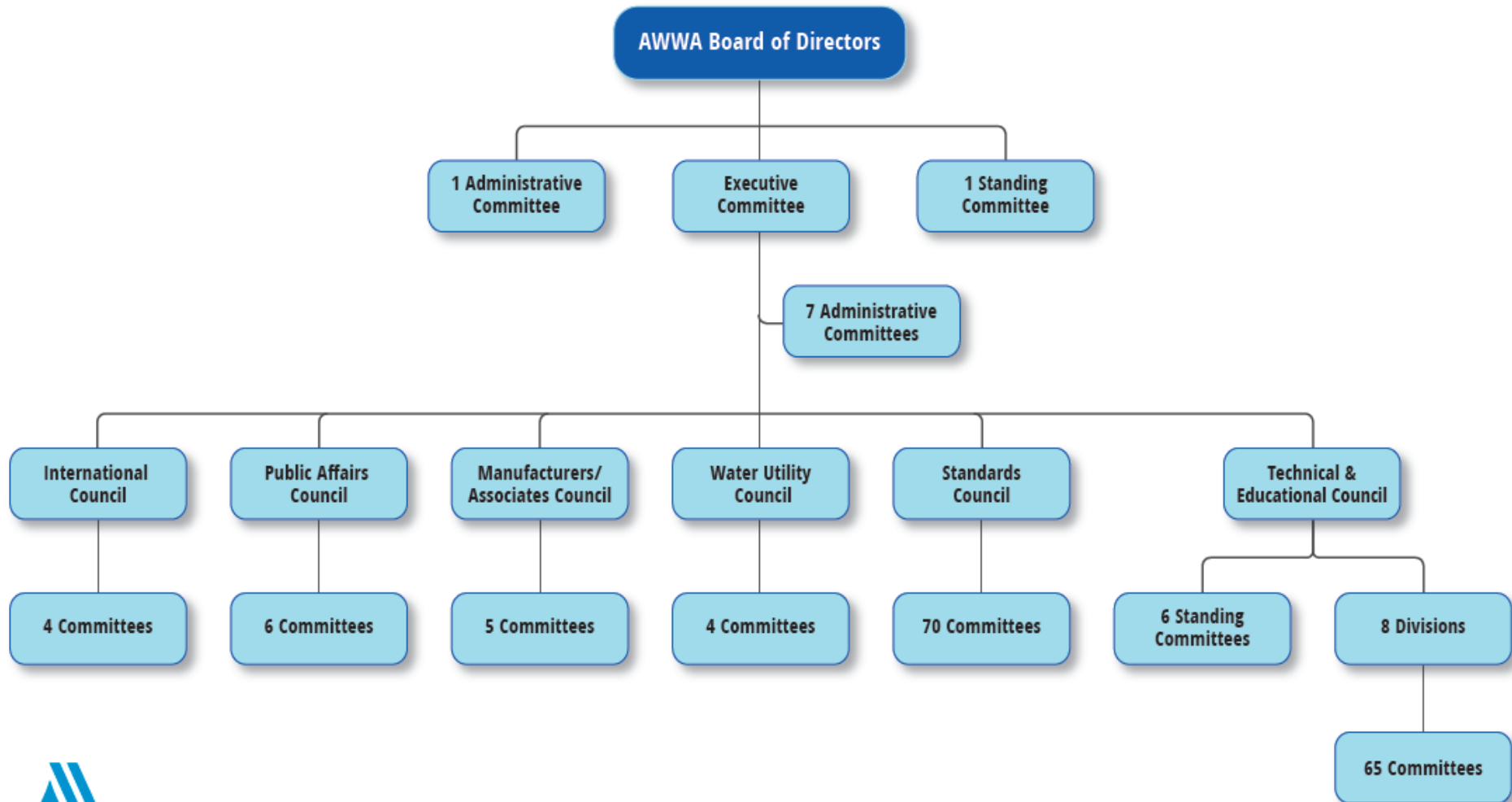
AWWA SECTIONS

Relationship Managers

Region I	Gary Sullivan gsullivan@awwa.org 303.347.6207
Region II	Christopher McGinness cmginn@awwa.org 303.347.6146
Region III	Nancy Sullivan nsullivan@awwa.org 303.347.6155
Region IV	Bob Montoya bmontoya@awwa.org 303.347.6215
Region V	Gary Sullivan gsullivan@awwa.org 303.347.6207
Region V	Nancy Sullivan nsullivan@awwa.org 303.347.6155



Governance and Committee Organization

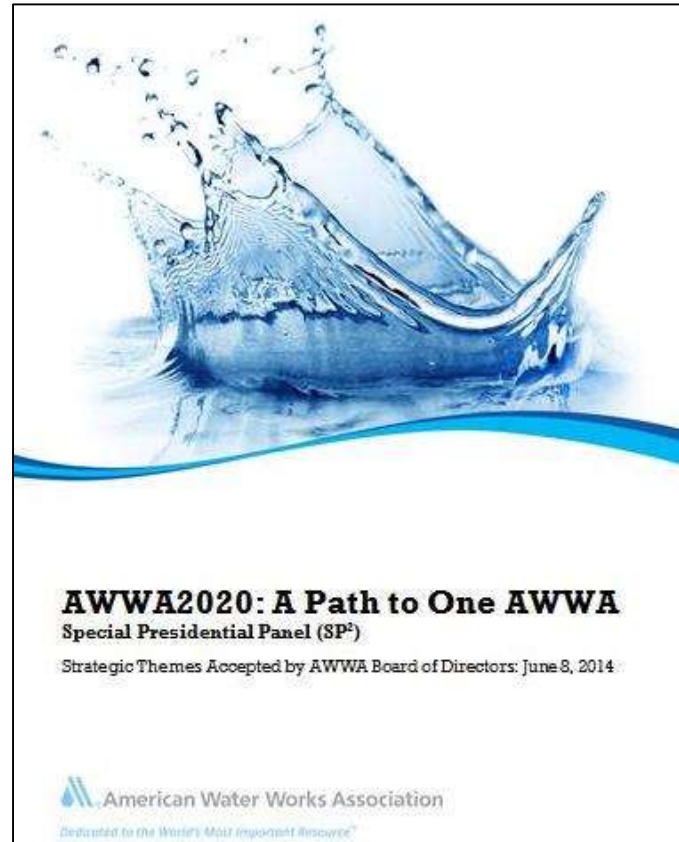


Foundational Documents: One AWWA



AWWA
Strategic Plan
Adopted June 2013

Vision: A Better World Through Better Water

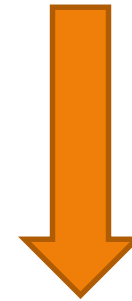


Overriding Themes Emerge

Transformation

- **Strength Of One AWWA** – Association And Sections Working Together
- **Total Water Solutions** – All Water Is Directly Or Indirectly Connected To Drinking Water
- **Global** – Greater Presence To Engage And Share Information
- **Investments** – Need To Invest In Change

**Change is
Essential**



Transformation



Some Key Initiatives

- One AWWA
- Total Water Solutions
- India
- Philanthropic Initiative
- Community Engineering Corps
- Technology Investment Roadmap



Total Water Solutions

- All Water is Connected DIRECTLY And INDIRECTLY to DRINKING WATER
- 60% of Members Involved in Wastewater
- TWS Portfolio
 - 60 Standards and 12 manuals of practice address reclamation or reuse
 - 50 books and 14 manuals of practice address wastewater
 - Numerous other TWS resources
- Strategic Expansion of Portfolio



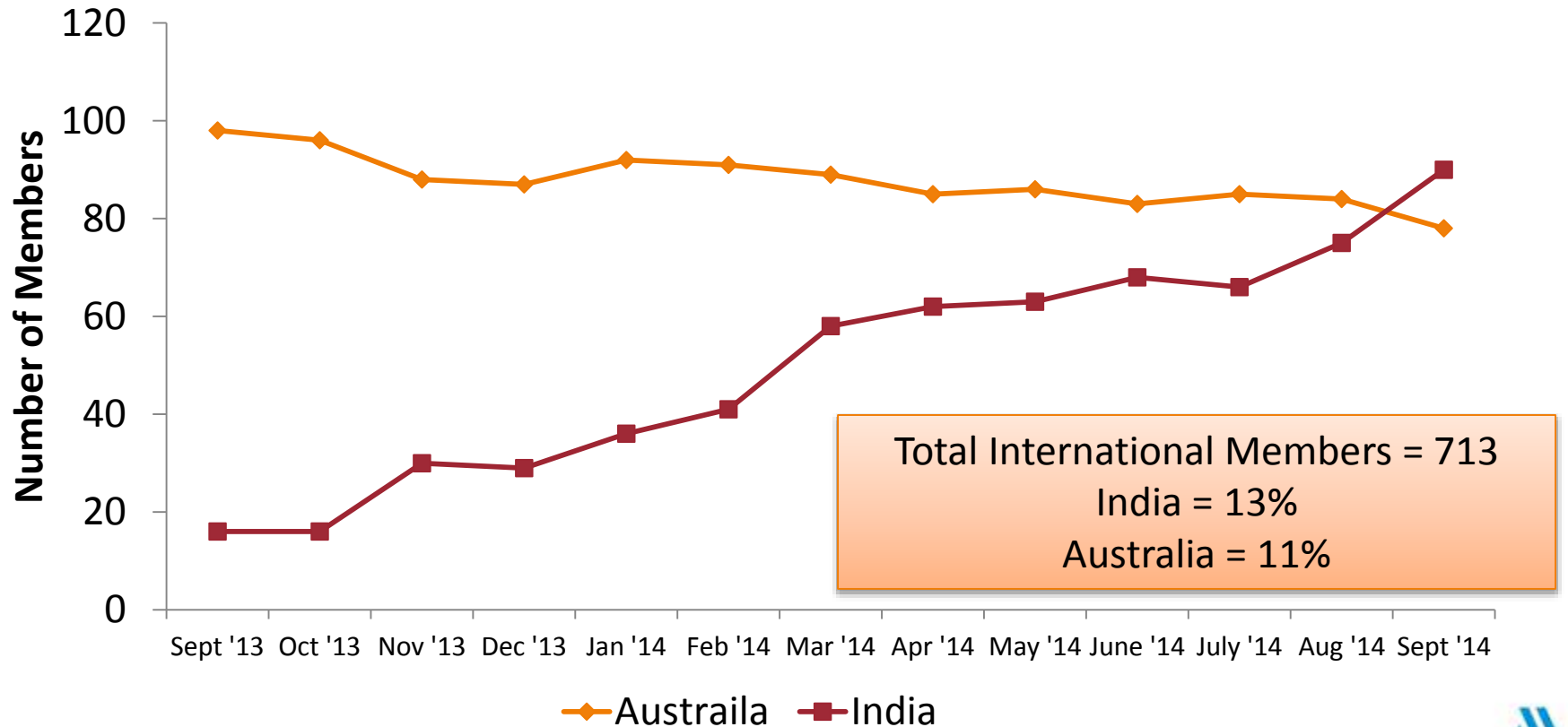


- Executive Manager – Search Underway
- Organizational Readiness – Open Office By January 2015; Registration
- India Manual Of Supply And Treatment
- Website And Newsletter
- Conferences, Education/Training, Standards, Manuals Of Practice



AWWA India Membership

(September 2013 – September 2014)



Philanthropic Initiative

- Study: \$1.5 M Per Year Sustainable Fund Raising Potential
- Launched In 2014
- Strategic Development Advisory Committee (SDAC)
- Strategic Initiatives
 - **Workforce Advancement:** Worlds Largest Water Scholarship Program; Student And Young Professionals
 - **Water Fund:** CEC; International Outreach; Youth Education
 - **Dedicated Annual Support:** Initiate & Invest In New Ideas



Investing In Association Technology

Engagement:



Any Time



Any Device



Infrastructure Investments

- People and processes
- Digital Publishing Content Systems
- VoIP/Unified Communications
- Responsive design websites
- Cloud-based Systems
- Staff tablets/phones
- Conference Mobile Apps
- System Integrations





American Water Works
Association

The Authoritative Resource on Safe Water®

Thank You!

Think **water.** Think **AWWA.**

