



# Membership in WWEMA

## *What's in it for You?*

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### **Water and Wastewater Equipment Manufacturers Association Inc.**

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## Who We Are

The Water and Wastewater Equipment Manufacturers Association (WWEMA) is a Washington DC-based non-profit trade association representing water and wastewater technology and service providers since 1908. We advocate, inform, and connect our members with key policy and decision-makers and help our members increase their competitiveness and profitability in the U.S. and abroad. Our members supply the most sophisticated leading-edge technologies and services, offering solutions to every water-related environmental problem and need facing today's society. A member-driven organization, WWEMA is made up of many of the most prominent and influential companies in the industry who are working together to shape the future of water and wastewater technology in the U.S. and around the world.

## What We Do

### ADVOCATE

WWEMA is the only organization solely representing the interests of water and wastewater technology providers on regulatory, legislative, and policy issues. WWEMA is the principal advocate for technology providers by promoting value-based procurement; defending fair and open trade; supporting sustainable infrastructure financing; promoting adoption of new and innovative technologies; and advising the U.S. Environmental Protection Agency (EPA) to help ensure that proposed water regulations are scientifically-based and technologically achievable. WWEMA also works with states and utilities to find ways to break down barriers to new, innovative solutions to today's water and wastewater challenges and improve market access to member-company technologies.

### INFORM

WWEMA keeps members informed and offers exclusive educational opportunities on topics of specific interest to manufacturers. WWEMA leads with events, products, and services including conferences, programs, market research, industry surveys, webinars, and relevant weekly communications to help members track and engage in legislative, regulatory, and policy initiatives, and monitor and track industry trends and market opportunities. The Members-Only section of the WWEMA website offers market intelligence, *Member Bulletins* and newsletters, industry-related reports, meeting presentations, legislative/regulatory updates, industry articles, and on-boarding resources to educate and train new staff and develop leadership skills.

### CONNECT

WWEMA creates opportunities for members to connect with each other, industry decision-makers, thought leaders, and potential clients. WWEMA maintains an online catalog of member-company products and services, we actively participate in numerous industry events and coalitions, and we hold four major meetings each year on policy, finance, operations, and industry trends. Our various Councils including the Manufacturer's Rep Council, Finance and Contract Administration (F&CA) Council, and Presidents Council provide opportunities for focused discussion on specific issues. Our one-to-one personalized service ensures that our members can call at any time and receive immediate support to resolve questions or issues arising in the daily course of their business. We connect members to the people and answers that keep their business moving forward.

## Benefits of Membership

### EDUCATION

WWEMA hosts four educational and networking meetings each year. These provide opportunities for our members to connect with each other, speakers, water industry leaders, and solution providers.

- **Washington Forum** (April) – Held in Washington, DC, policy and regulatory issues are the focus of this event. For the last several years this has been held during Water Week to provide joint programming and a Congressional reception with other water and utility associations in DC.
- **Finance & Contract Administration Council Meeting** (July) – Brings together contract administrators, financing, and legal staff to learn about terms and conditions, licensing agreements, payments and warranties, and more.
- **Presidents Council Meeting** (August) – Exclusive one-day meeting of company presidents and senior leaders to share insights on trends and future industry directions.
- **Annual Member Meeting** (November) – Operations meeting with a focus on helping your business grow and succeed.

## INFORMATION

WWEMA provides many informational offerings to keep our members up-to-date on the latest industry happenings, procurements, and trends to aid in strategic planning and business growth. We invest the time so you can focus on your core business.

- **Legislative/Regulatory Updates** – Comprehensive analysis of legislative and regulatory initiatives with links to more detailed information.
- **WWEMA Meetings** – The best source of industry information according to WWEMA members, the *Washington Forum* focuses on policy and regulatory issues, the *Annual Meeting* addresses operational priorities to help member companies grow their bottom line, the *Finance & Contract Administration Council* meeting is a must-attend event for anyone working with contracts, and the *Presidents Council* meeting gathers company presidents and senior leaders together in a one-day event to discuss industry trends and future directions.
- **WWEMA Website and Product Promotion** – The WWEMA website is an in-depth resource providing market and industry reports, links, resources, special Members-Only reports, speaker presentations, and meeting summaries. WWEMA's online *Technologies and Services Catalog* includes detailed information about member company products for those looking to purchase equipment or services. Every WWEMA member has their logo visibly displayed prominently on the WWEMA homepage with a direct link driving traffic to their website.
- **WWEMA Member Bulletins** – Offer industry-related reports; industry articles; marketing opportunities; and summarizes legislative, regulatory, and policy events of the week. *Bulletins* provide timely distribution of pertinent business information to keep companies in the know, including information about trade shows, conferences, and webinars.
- **ANNUAL WWEMA Member Market Indicators Survey** – Each year members share their experiences regarding sales, orders, quotes, employment, and more. Results are compiled and distributed to give you a benchmark for your company's performance, as well as characterize year-over-year industry trends.
- **Young Professionals/New Entrant Onboarding Training Materials** – In the Members-Only portion of the WWEMA website, resources are available to bring your staff up to speed with an overview of the water and wastewater industry. There you will find a WWEMA-produced video titled *How Does a Water/Wastewater Treatment Plant Get Built and Who are the Key Players?* Additionally, a video titled *From Home to River* presents an animation showing how a wastewater treatment plant works. Additional videos and document resources are planned for roll out in 2019, and will be organized by topic area (e.g., Treatment, Procurement Methods).
- **Frontline News** – WWEMA Manufacturer Representatives prepare a bi-annual *Frontline News* Report that provides regional market insights.
- **Webinars and News Bulletins** – WWEMA members receive ad hoc bulletins containing fast-breaking industry and regulatory news. In addition, WWEMA provides information about, participates in, and reports on external webinars having an impact on member technologies or compliance.
- **Personalized Concierge Services** – Have a question? Need help with a specific project? WWEMA can find the answer and connect you directly with decision-makers at the national, state, and local level.
- **Committee, Coalition, and Liaison Opportunities** – Helps members get connected and involved in the Association and the broader water industry. Stay abreast of cutting-edge initiatives from colleagues and partner associations.
- **Affiliate Programs** – WWEMA, as a member of the *ConsensusDocs Coalition*, works collaboratively with over 40 groups to develop standard contracts that not only protect company interests, but overall project interests, helping ensure projects are completed on time and within budget and fairly allocate contract risks.

## CONNECTION

WWEMA provides excellent networking and connection opportunities through our meetings, Councils, and committees; involvement on numerous industry/association committees; our contacts at the Federal, state, and local levels; providing cutting-edge speakers for our events; and direct access to Congress, Federal agencies, and thought leaders from the U.S. and around the world. We provide access to engineers, utilities, manufacturer reps, financing agencies, recruiters, legislators, and regulators at the highest level of decision-making. Many of our members sit on local, national, and international committees and workgroups.

Some areas where WWEMA and its members are actively involved include:

- **Building Your Business Bottom Line** – Whether it is market information, workforce issues, health care, tax reform, trade issues, regulations, or finance and contract challenges, WWEMA connects you to experts who can help you find solutions and build your business bottom line. Through our meetings, webinars, resources, and advocacy work, WWEMA keeps you informed on industry trends, “hot topics”, and what you need to know to strategically position your company for success.
- **Technology Promotion** – WWEMA promotes our members technologies with access through our online *Technologies and Services Catalog*; participation on the Water Environment Federation (WEF) *Manufacturers and Representative Committee (MARC)* and the American Water Works Association (AWWA) *Manufacturers/Associates Council (MAC)* and other key committees; as members of the U.S. Department of Commerce *Environmental Technologies Trade Advisory Committee (ETTAC)*; as a member of the U.S. Water Alliance *One Water Council*; as a member of the AWWA *Innovation Initiative Steering Committee*; as a member of the Science Advisory Committee of EPA’s *Design of Risk-reducing, Innovative-implementable Small-system Knowledge (DeRISK) Center* focused on technologies for small drinking water systems; as a member of the WaterReuse Association *Industrial Committee*; and through coordination with various national, state, local, and industry organizations and agencies promoting acceptance of water and wastewater technologies.
- **Fair and Open Trade** – WWEMA and a number of our member companies sit on the U.S. Department of Commerce *Environmental Technologies Trade Advisory Committee (ETTAC)* that provides direct input to the Administration on tariff and non-tariff trade barriers, USMCA renegotiations, opening foreign markets to U.S. products, and more. WWEMA members serve as Chair and Vice-Chair of the *ETTAC* for the 2018-2020 Charter. We connect our members with U.S. Department of Commerce offices and staff who help promote trade abroad and resolve in-country issues. We also work with Congress to support continuation of the Export-Import Bank enabling U.S. manufacturers to better compete in foreign markets. WWEMA educates members on issues related to domestic and international trade including compliance with Buy America(n) provisions in U.S. laws and guidance.
- **Sustainable Infrastructure Funding** – WWEMA works with states, the U.S. Environmental Protection Agency (EPA), Congress, and national water and wastewater associations to promote the creation of sustainable infrastructure financing mechanisms to build, maintain, and replace our nation’s water and wastewater infrastructure. In addition to promoting adequate Federal funding, WWEMA supports eliminating the cap on private activity bonds, the use of public-private partnerships where it makes sense, the use of value-based procurement approaches, and the full cost pricing of water at the local level.
- **Responsible Water Regulations** – WWEMA works with states, the U.S. Environmental Protection Agency (EPA), and Congress to ensure that proposed drinking water and wastewater regulations are scientifically-based and technologically achievable. We work closely with EPA on the development of guidance and policies where manufacturers may be impacted. A recent example is the assistance that WWEMA provided to EPA as it developed its guidance on the American Iron and Steel (AIS) requirements for SRF-funded water projects. WWEMA provided clarifying language that has helped our members comply with these requirements and we continue to provide information to EPA on various implementation challenges.

## **Join Today!**

What does this all mean for you? It means that as a WWEMA member you'll be joining many other executives in the industry who are working together to shape the future of water and wastewater technology. It means that you'll be able to access resources that will help your company grow and succeed. It means that WWEMA offers you a seat at the table with a level of influence and access no single company can achieve on its own.

There is no limit to your company’s access to WWEMA meetings, products, and services. WWEMA meetings and informational offerings, including the informative WWEMA *Member Bulletins*, are available to everyone in your organization. As a focused member-driven trade association, the personal one-to-one service you’ll receive from WWEMA is unprecedented. We are here to help you and your business.

Join WWEMA today to add your voice to the issues affecting water technology manufacturers, reps, and service providers. Help shape the future of water and position your company to maximize growth and success by being part of the Association representing YOUR issues.

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