

# 12 Benefits of WWEMA Membership

In today's dynamic business environment, the rules of business, economics, and communications are changing rapidly. Get out ahead of the competition and position your company for success by taking advantage of the powerful resources that WWEMA membership makes available to you.

1

## Expand Your Marketing Footprint

WWEMA's website provides a direct link to your company along with a Technologies and Services Catalog that leads potential clients directly to you. WWEMA utilizes social media and other tools to amplify your marketing messages and posts.

2

## Stay Abreast of Changes that Affect Your Business

Change is occurring at a fast pace. WWEMA publications, informational newsletters, technical resources, and meetings will keep you informed and help you plan strategically for the future.

3

## Train Your Future Leaders

Retirements are looming large. New generations of workers are in the workforce. WWEMA provides tools and resources to help educate new staff about the water industry and grow their leadership capabilities.

4

## Network and Build Business Relationships

WWEMA is a unique place to meet with other industry leaders to exchange ideas and information and to find strategic partners that can help build your business.

5

## Receive Specialized Concierge Services

Do you have a question? We can find the answer. Whether it is an industry contact, market analysis, or help with a specific project, WWEMA can access an extensive network to get your questions answered fast.

6

## Promote Technology Acceptance and Innovation

You will be leading efforts to grow our industry, by working with states and consulting engineers on technology acceptance and innovation, promoting value-based procurement and life cycle cost analysis, and enhancing export opportunities for your company.

7

## Keep Up with New Laws and Regulations

WWEMA keeps you up-to-date on new policies, regulations, and laws at the National, state, and local levels to help you plan for business investments. Let us do the work for you so your staff can focus on growing your business.

8

## Interact with Leaders in the Water Industry

WWEMA is your primary link to colleagues and industry leaders, allowing you to put names with faces and keeping you in touch with who's who and doing what in the ever-changing marketplace. Connect with people who can help make a difference to your bottom line.

9

## Be the Voice of the Water & Wastewater Industry

Become a recognized leader in the industry. Author industry articles, develop position papers, provide the technology provider perspective on policies and regulations, gain a seat at the table in drafting and developing national policies that impact the water industry.

10

## Empower Yourself and Your Company

WWEMA's resources and connections empowers industry professionals with the knowledge, skills, and tools you need to increase your company's profitability.

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## Advance Your Industry Knowledge

Attend cutting-edge educational sessions, training seminars, and meetings. Share your experience and skills working on WWEMA projects that impact the entire industry.

12

## Earn Industry Relevant CPE Credits

Earn continuing professional education (CPE) credits at training seminars and meetings through WWEMA affiliation with national organizations. This cost effective, value-add benefit helps you and your staff maintain professional accreditation.

Join WWEMA today!

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**“THE VOICE OF WATER AND WASTEWATER TECHNOLOGY PROVIDERS”**

## **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 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.

## **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.