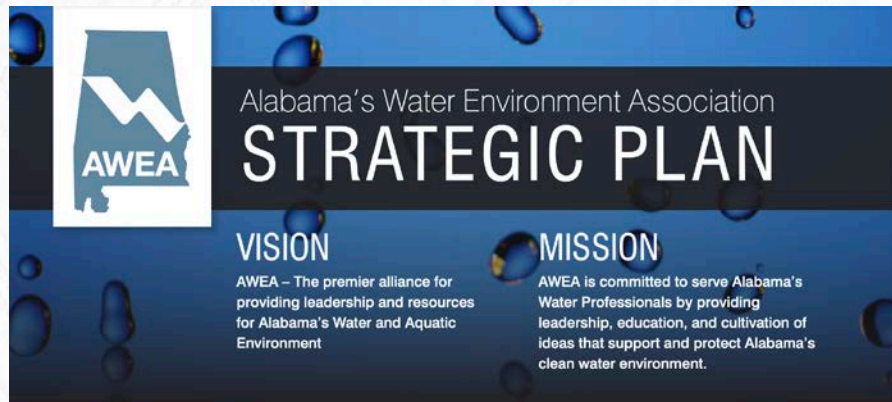




THE MAKING AND BREAKING OF THE

Alabama/Mississippi Joint Annual Conference

Strategic Plan Development & Execution



CORE VALUES

- Education about water related issues is imperative.
- Clean water is vital.
- Professional integrity is of utmost importance.
- Innovation is essential.

Discussed agreement with vision and mission. Innovation was considered, but cultivation of ideas = innovation. Innovation feels like a cop out and common mission. Innovation is also a core value and not necessary in the mission.

- Service to our industry and profession are important.
- Leadership in Alabama's water issues is necessary.
- Transparency with all of Alabama's water professionals is critical.

Discussed our progress with advocacy through our governmental affairs chair and AWWI. We have a seat at the table to discuss policy with some utilities. We should work to assist smaller utilities who are not members of AWWI that are AWE members with advocacy.

SHORT TERM GOALS

- Provide operator centered training
- ~~Gather additional involvement from industrial water professionals~~
- Finalize written strategic plan
- Hold strategic meetings with other organizations focused on similar issues.
- Obtain ADEM participation at board meetings
- Develop financial strategy / plan for organization to meet growth goals
- Provide additional scholarship funds
- Develop a communications / branding strategy
- Reevaluate committee make-up
- Increase sponsorship

Remove and wait on a champion in this area to come forward
Strat. Plan should be a living document.
In motion!

Our brand is education and service

MEDIUM / LONG TERM GOALS

- Recruit new leaders into AWEA
- Engage the members of AWEA
- Develop strategic partnerships with other organizations
- Become "go-to" organization for operator certification
- Reach out to utility managers / directors
- Increase membership
- Provide public outreach
- Provide assistance with college curriculum
- Develop an ADEM liaison
- Conduct mid-year training conference
- Develop plan to employ full-time staff
- Gather additional involvement from stormwater professionals

Encourage all committees to have (3) members minimum.

Continue to improve relations with AWWA, AWPCA, and others

Consider re-evaluating in 2017. Difficult goal when we do not and cannot actually certify. Consider removing this goal.

Not with operators but by training operators and indicating the value of WEF to superintendents and GMs. Start with improved communications.

Visit colleges as directed.

Determine if Matt Dunn desires to be a champion in this endeavor.

Mid year/Tech conferences: Objectives should be as follows: No exposition. Work with other organizations. Move around to reach alternative areas in our state. Make operator friendly sessions.

The original landscape of non-profit organizations in Alabama



Beginning collaboration between organizations

- 💧 Start the conversation
- 💧 Draw in a new generation
- 💧 Develop a strategy
- 💧 Promote leadership

DEVELOP TRUST



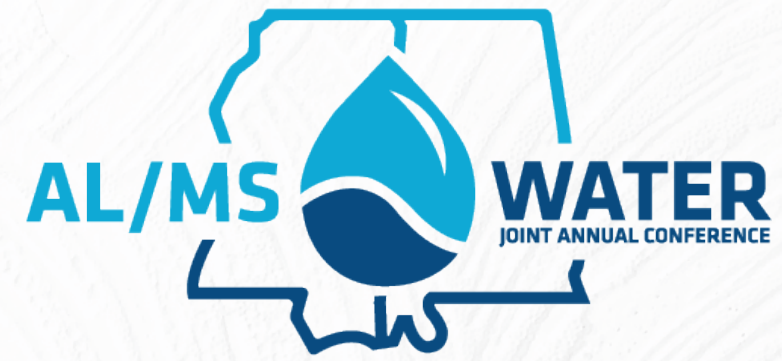


Execution of the (joint) plan

- 💧 Wait for appropriate timing
- 💧 Get the right people (on the bus)
- 💧 Confront resistance
- 💧 Balance organizations
- 💧 Determine major impediments
- 💧 Determine and outline critically important ideas/programs
- 💧 Communicate to disarm
- 💧 Do not fear organizational motives
- 💧 Maintain Strategic Plan initiatives
- 💧 Development began fall of 2016
- 💧 Conference began fall of 2018
- 💧 AWWA (AL/MS), MWEA and AWEA

Success

VIRGINIA IS FOR ~~LOVERS~~ WHINERS

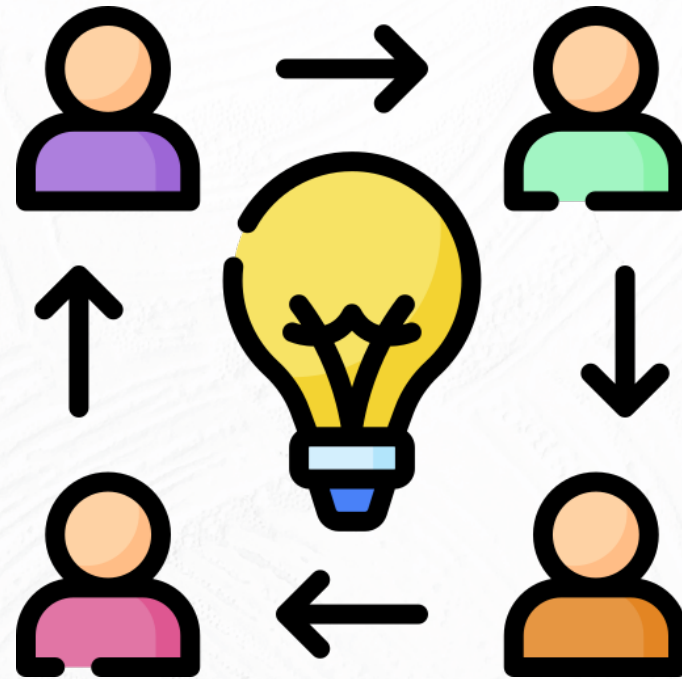




Guiding Principles: The Contract

- 💧 Contract is foundation & legacy
- 💧 Party responsibilities
- 💧 Terms for renewal and cancellation
- 💧 Fiscal policies
- 💧 Voting methods and appointments
- 💧 Schedule = Accountability
- 💧 Alternate leadership

The Challenges of Collaboration





How to achieve success:

- 💧 Start the conversation
- 💧 Develop a strategy
- 💧 Draw in new people
- 💧 Promote leadership
- 💧 Financial viability
- 💧 Long-term accountability
- 💧 Vision, mission, and clarity
- 💧 Strategic plan
- 💧 Strong leadership
- 💧 Clear contract
- 💧 Integrity & accountability
- 💧 Listen and compromise