



NEWWA

New England
Water Works
ASSOCIATION

ANNUAL REPORT 2023-2024

NEWWA's vision is to inspire excellence in the drinking water profession, public confidence in tap water, and water resource stewardship.

President's Message

IT'S BEEN A REAL JOY and pleasure serving as your President of the New England Water Works Association! I enjoyed going to the many meetings and events to meet new members and engage existing members. What I witnessed is a dedicated staff and vibrant community of drinking water professionals. Two of my Presidential goals were related to "Member Engagement" and "the Value of Water."

Regarding member engagement, I tried to make an example of my adopted "BACON" strategy, and reminded everyone I saw whenever I had the chance.

B-A-C-O-N

"B" - the first is letter of BACON is easy, "B" - Bring someone to an event. This one is so simple - everyone can do this. And if you are a manager it's as easy as inviting your staff.

"A" - Actively meet new members. This can be new members that have just joined the association to make them feel welcome or existing members that you just don't know yet. It's so easy to just say hello to someone and introduce yourself - name tags make it even easier.

"C" - Community - join a committee, collaborate with members, and make connections.

"O" - Opportunities - provide opportunities and outreach for engagement. This can be a repeat of "B" if you are a manager.

"N" - Network - advocate employers, employees, and associates about the value of networking. Who doesn't like to network? The relationships you make in your career are an investment for your future.

Besides BACON, the member engagement activity that I'm most proud of is the Fishing Derby. With an Ad Hoc Committee of volunteers, NEWWA held what I hope is our first annual Salt Water Fishing Derby and Fresh Water Fishing Derby. The Salt Water Fishing Derby took place on June 20th where over 50 NEWWA members sailed out of Newburyport for a fun-filled day of fishing, which also had some impromptu whale watching benefits. The Fresh Water Fishing Derby had about a dozen participants from 5 of the 6 New England States, for a weekend of fresh water bass fishing. Besides being a great time, prizes were awarded to the best (luckiest?) anglers.

Meeting with the NEWWA committee chairs was also a pleasure and very beneficial. It was at our fall Council Chair meeting that we developed the idea of implementing an "Operator Innovation" competition at the Spring Conference and Exhibition. The Innovation Committee was a great help organizing the inaugural event.

I attended many NEWWA events across New England this year including a conference with the Green Mountain Water Environment Association, a conference with the Maine Water Utilities Association, a joint meeting with the New Hampshire Water Works Association, a joint meeting with the Massachusetts Water Works Association, and a joint meeting with the Rhode Island Water Works Association. I was able to attend meetings, golf tournaments, symposia, and various other networking events. I am always humbled and amazed with all the great work being done by the many professionals in New England, and by our NEWWA membership.

Our association is blessed with phenomenal staff and an amazing group of volunteers! It's been an honor to serve this amazing organization and I look forward to witnessing it grow and do good work for the betterment of the drinking water profession.

Sincerely,



Stephen C. Olson, P.E.
President 2023-2024

From the Front Office

I AM PROUD OF US. I am proud of how NEWWA navigated the past year—its first year (after 35) of once again being a fully independent organization.

From a full rebranding and implementing a new learning management system (LMS), the staff was busy as usual, but managed their time and priorities well. We continued to serve the membership as expected, and as a result, saw an increase in engagement, sponsorships, and support.

Some highlights include the full launch of our new LMS, which now allows students to take online classes, access course materials, take quizzes, submit evaluations, and access their credit hours all in one place. The advent of new hybrid classes, broadcast from our updated IPEX Classroom, have also been well received.

Finally, the addition of new training staff in mid 2023 has resulted in new course offerings and the securing of new, state-of-the-art laboratory equipment to utilize in classes.

NEWWA also saw record-setting numbers at numerous events and conferences. We enjoyed our largest attendance in Vermont at the Annual Conference in Burlington in more than a decade. We once again broke attendance records at the Spring Conference held at the DCU Center in Worcester. Also at that conference we broke exhibitor and sponsorship records as well. Our July Member Meeting, joint with RIWWA, also saw record attendance. To say we felt the support of our members, sponsors, and exhibitors this year is an understatement.

Working along President Steve Olsen and our entire board has been a pleasure. They have been nothing but patient and supportive through our first transition year. And throughout everything, we still manage to have fun while working, which I think is one unique thing about NEWWA that makes us stand out.

I am so excited for what the future holds, and am thankful to all of you for coming along on the ride with us. We are constantly thinking and planning of bigger and better things to offer our membership, and welcome any and all suggestions.

Thank you again for a stellar year, and thank you all for allowing me to serve you in this capacity.



Kirsten King
CEO



NEWWA's training programs have been a cornerstone of its member services, offering a mix of in-person and online sessions to meet diverse needs.

TOTAL PROGRAMS SCHEDULED: NEWWA scheduled 168 training programs throughout the year, covering a wide range of topics relevant to the water works community. These programs included technical training, regulatory compliance, and professional development.

TOTAL STUDENTS: A total of 2,596 students participated in these programs, demonstrating strong demand for NEWWA's educational offerings.

ONLINE STUDENTS: 596 students took advantage of the flexibility offered by online training, and allowed NEWWA to cast a wider net for its students across the region as well as Northeast.

IN-PERSON STUDENTS: 2,000 students attended in-person sessions, benefiting from direct interaction with instructors and peers.



BACKFLOW STUDENTS: 1,133 students received specialized training in backflow prevention, a critical area for maintaining water quality. This training is essential for ensuring the safety and reliability of water systems.

PROGRAMS CANCELLED: Despite the high volume of offerings, only 18 programs (11%) were cancelled, reflecting strong demand and effective program planning. This low cancellation rate underscores NEWWA's ability to deliver relevant and timely training.

Contract Training:

Throughout 2023 and into 2024, staff continued to work with the following organizations to schedule/perform both in-person and online training on a contract basis. For some, NEWWA developed specialized courses to meet their specific needs:

- New Hampshire DES (in person and online)
- CT Section AWWA (in person and online)
- Boston Water and Sewer Commission (in-person operations programs)
- Springfield Water and Sewer Commission (in person safety and operations training)
- Aquarion Water of CT (in-person operations programs)
- Pawtucket Water Supply Board (in-person operations programs)
- Regional Water Authority of CT (in-person operations programs)
- Champlain Water District (in-person operations programs)
- NY Section AWWA (in-person operations programs)
- CT Water Company (in-person operations programs)
- New Hampshire Water Works Association (in-person and online programs)
- Rhode Island Department of Health (in-person and online programs)

Learning Management System (LMS)

The introduction of a new Learning Management System (LMS) marked a significant advancement in NEWWA's training capabilities.

CENTRALIZED ONLINE LEARNING: The LMS acts as the central point for all online learning courses, allowing students to log in, view course materials, take quizzes, fill out evaluations, and obtain credit hours. This system streamlines the learning process and provides easy access to educational resources.

STREAMLINED EXPERIENCE: This system offers a streamlined and user-friendly experience for both instructors and students, enhancing the overall effectiveness of NEWWA's training programs. The LMS also supports hybrid learning, combining online and in-person training for a comprehensive educational experience.

Publications, Social Media, and Website

NEWWA's publications have continued to play a crucial role in keeping members informed and engaged.

The association regularly publishes "The Source," "Currents," and "The Journal of the New England Water Works Association, Inc.," providing valuable insights and updates on industry trends and NEWWA activities. These publications are essential resources for staying current with developments in the water industry. The Journal also received a facelift.



Social Media

NEWWA has significantly expanded its social media presence, engaging with members and the broader public through various platforms, including Facebook, LinkedIn, Twitter, Instagram, and we are also working on expanding our presence on YouTube and Tik Tok.

Social Media Growth

JULY 2023: Our social media platforms collectively had 5,626 followers.

JUNE 2024: By year-end, we grew to 6,080 followers, the majority being via LinkedIn

Membership Trends

In July 2023 membership stood at 1,995 members, marking a strong start to the year. By June 2024 membership ended at 1,811 members, showing a slight decrease post American Water Works Association (AWWA) disaffiliation.

Membership Numbers Explained

While NEWWA has seen a “decrease” in members since the disaffiliation from the AWWA back on June 20, 2023, the different ways that AWWA counts its members versus NEWWA offers a simple explanation.

For example, when a utility joins AWWA (e.g., a utility with 15,000 service connections), under the AWWA structure that membership also includes 6 individual members, which are counted toward the total membership number.

NEWWA, however, does not follow this model. When a utility joins NEWWA, that membership only includes ONE individual member.

When NEWWA disaffiliated with AWWA in 2023, it reverted fully back to its own membership structure, thus eliminating the “extra” individual members that were included under AWWA’s membership structure. Hence the “look” of less members.

With that said, the “decline” in members has not significantly affected NEWWA from a financial standpoint. NEWWA’s membership dues are, at a minimum, equal to the amount the former New England Section used to receive from AWWA. Member dues also account for approximately 7 percent of NEWWA’s total budget. As a result, NEWWA has not realized any major negative financial impacts due to the disaffiliation or NEWWA’s current membership structure.

A Focus on Our Members

However, to continue to support current members and recruit new members, NEWWA implemented several initiatives aimed at increasing member retention and attracting new members.

OUTREACH TO LAPSED MEMBERS: The Membership Committee actively reached out to members who had not renewed, highlighting the benefits of continued membership. Personalized communications and targeted campaigns were designed to re-engage lapsed members.

NEW MEMBER BREAKFAST: Held during the December 2023 Membership Meeting, this event welcomed new members and facilitated introductions to the broader NEWWA community. It provided a means for new members to connect with experienced professionals and also was utilized as a platform to recognize graduates of our mentor/mentee program.

MEMBER APPRECIATION EVENT: To thank our membership for their overwhelming support and dedication throughout some major changes and events NEWWA has undergone over the last few years, NEWWA’s Sponsor Services Committee and all NEWWA sponsors generously funded the first-ever member appreciation event, held at the Common Craft in Burlington, MA, in August 2023. This complimentary event attracted more than 100 members and was a fun, laid back, and stress-free way to simply say THANK YOU for their support. Food, drink, swag, t-shirts, and a lot of camaraderie filled the evening with members asking for this to become an annual event, which we hope to continue into the near future.



CONFERENCES AND MEETINGS

NEWWA successfully organized and hosted various conferences and meetings, achieving record attendance and positive feedback from participants.

SPRING JOINT REGIONAL CONFERENCE & EXHIBITION: Held from April 3-4, 2024, at the DCU Center in Worcester, MA, this event saw a record-breaking attendance of 3,253 participants (with 4,400 technical hours awarded), and secured \$33,650 in sponsorships. The conference featured numerous technical sessions organized by the Program Committee, a breakfast organized by the Organizational Diversity Committee, and networking opportunities including our Sponsor Services-sponsored reception in the exhibit hall. In addition, NEWWA's Innovations Committee organized the new "Operator Innovations Challenge," which had three submissions, with Manchester Water Works (NH) walking away with the championship belt. The Innovations Committee also revigorated the exhibit hall scavenger hunt as a way to generate networking opportunities for vendors.



ANNUAL CONFERENCE: Held from September 17-20, 2023 at the Hilton in Burlington, VT, this event attracted 393 attendees (our highest attendance in Vermont in more than a decade) and 34 exhibitors, offering a platform for knowledge exchange and professional development. Keynote speakers and panel discussions addressed pressing issues in the water industry.



WATER QUALITY SYMPOSIUM: Held in May 2024, this symposium, organized by the Filtration Committee, focused on critical water quality issues and attracted 112 attendees, reflecting the importance of specialized training and discussions. Topics included emerging contaminants, regulatory updates, and best practices.

THE WATER RESOURCES & SUSTAINABILITY SYMPOSIUM

was held in-person on October 25 at the Devens Common Center, Devens, MA. 76 attendees, an increase of 17 participants from last year's event, enjoyed technical presentations and discussion during the full-day symposium. The Water Resources, Sustainability, Conservation, and Groundwater Committees organized a robust program and evaluations provided strong positive feedback of the content.



CONFERENCES AND MEETINGS

THE JOINT NEWWA/NEWEA IT & ASSET MANAGEMENT FAIR: Organized with the IT & OT Committee, was held in-person November 8 at NEWWA Headquarters in Holliston, MA. It was a sold-out event with 57 participants, including presenters and three exhibit tabletops.



MEMBERSHIP MEETINGS: NEWWA's membership meetings continued to be well-attended, with the joint January meeting with NHWWA setting a record with 156 attendees. The July 2023 meeting – also record breaking, held jointly with RIWWA attracting 99 pre-registered attendees and the December 2023 meeting had 224 registered attendees. These meetings provided regular opportunities for members to stay informed and engaged. Topics ranged from technical presentations to industry trends and regulatory updates as well as exhibitor displays and plenty of time for networking.



31ST ANNUAL GOLF CLASSIC: In May 2024, 118 golfers participated in this popular networking event, organized by our Golf Subcommittee, fostering camaraderie among members. The event also served as a fundraiser for NEWWA's initiatives, of which the proceeds were donated back to NEWWA for it to purchase a spectrophotometer for use in a large number of its classes, which will enhance the learning experience for students.

FISHING DERBIES: One of President Steve Olson's goals was to provide an alternative social/networking opportunity to engage more members who may not participate in NEWWA's golf or ski event each year. As a result, he planned both salt water and fresh water fishing derbies. The salt water derby, held on June 20, 2023, attracted 48 participants who had an absolutely picture perfect day on the water (in addition to a bonus whale watch!). The fresh water derby, held via a phone app, allowed participants to log their catch from their own fishing hole. Held between June 28-30, 2023, this event attracted 13 participants. Due to the overwhelming success of the salt water derby, we are now planning to hold this as an annual event.



ADMINISTRATION AND FACILITIES

Throughout 2023-2024 NEWWA made several upgrades to its headquarters in Holliston, MA, to ensure students continue to enjoy a highly professional and state-of-the-art learning experience.

CLASSROOM UPGRADES: New AV equipment, including sound systems, LCD projectors, and a smart TV were installed in the IPEX Classroom to support online learning programs. These upgrades ensure that NEWWA can deliver high-quality training sessions with state-of-the-art technology.

FACILITY REFURBISHMENTS: The classrooms at NEWWA's headquarters in Holliston were refurbished with fresh paint and new floors, replacing the old carpet with durable floating floors. In addition, the back parking lot was resurfaced in May 2024.



Strategic Documents Updates

As a result of the disaffiliation from AWWA, NEWWA needed to update several critical documents to modernize and bring all up to date with NEWWA's current operations.

CONSTITUTION AND BYLAWS: Updated and approved by the membership at the 2023 Annual Conference, these documents dictate the organization's governance. They provide a clear framework for the operation of NEWWA's Board of Directors, committees, and elections.

SUCCESSION PLAN: This internal document was updated to prepare for planned or unplanned vacancies in leadership positions to minimize stress on both NEWWA's board and staff during a transition. The plan outlines the procedures for identifying and appointing interim leaders, which will reduce disruption during leadership changes.

BOARD POLICY MANUAL: The Ad hoc Board Policy Committee worked to modernize this document, with final ratification in May 2024. The manual includes policies on accounting practices, event management, training, and governance, ensuring consistency and transparency in NEWWA's operations.

2024-2029 LONG-RANGE STRATEGIC PLAN: This plan, which an Ad hoc Committee began to update in 2024, outlines NEWWA's strategic direction and goals for the next 5 years, guiding the organization's efforts and resource allocation. It builds on previous plans and sets a clear path for NEWWA's future growth and development.

AWWA Disaffiliation

NEWWA successfully navigated the disaffiliation process with the American Water Works Association (AWWA), focusing on rebranding and ensuring a smooth transition for members.

FINAL SETTLEMENTS: The final correspondence and financial settlements with AWWA were completed in July 2024, marking the end of the disaffiliation process. This milestone allowed NEWWA to move forward as an independent organization, free from the constraints of the previous affiliation.

REBRANDING EFFORTS: NEWWA completed rebranding efforts by the end of the summer of 2023, reinforcing its identity as an independent organization. This included updating the logo, website, building signage, and promotional materials to reflect the new brand identity.

Legislative and Regulatory Affairs

The Legislative & Regulatory Affairs Committee played a crucial role in shaping industry regulations by submitting joint comments on the proposed Lead and Copper Rule Improvements to the U.S. EPA.

The committee, in collaboration with state associations, addressed key areas such as lead service line replacement, sampling and reporting requirements, and public education efforts, demonstrating NEWWA's commitment to regulatory advocacy.

Work for Water Initiative

The New England Water Workforce Collaborative, a joint effort between NEWWA, the New England Water Environment Association, and all New England state drinking water and clean water organizations, worked diligently throughout the year, along with their consultant, and developed a strategic plan to address workforce challenges, focusing on coordinated outreach, recruitment, training, incentives, and communication.

STRATEGIC ROADMAP: The collaborative outlined five key strategies to address workforce challenges, ensuring long-term sustainability and reliability in the water sector. These strategies include coordinated outreach to attract new talent, collaborative training programs to develop skills, and effective incentives to retain employees.

IMPLEMENTATION PLAN: Workgroups were created to guide and implement these strategies, demonstrating the collaborative's proactive approach to workforce development. The workgroups include representatives from utilities, associations, and other stakeholders, ensuring a comprehensive approach to addressing workforce issues. We look forward to continuing the efforts surrounding workforce development to ensure a sustainable future for the overall water profession.

National Water Policy Fly-in 2024

NEWWA was thrilled to partner with the New England Water Environment Association as well as all the state drinking water and clean water associations to attend the National Water Policy Fly-In on April 9-10, 2024. The Fly-In provided the opportunity to meet with water professionals from around the country, EPA staff, and our elected officials in congress.

The purpose of the Fly-In is to visit our elected officials annually to make sure they understand how important it is to continue funding water infrastructure and supporting programs and policies that ensure clean water for all our communities.

Key issues the delegates discussed with their congressional representatives included:

- A request to raise SRF and appropriations to the maximum levels and end sourcing of earmarks from the SRF capitalization fund.
- A request to require cost/benefit analysis for any proposed federal or state regulatory mandate.
- A request that the EPA provide public water systems with an explicit exemption from PFAS and PFOA cleanup liability via the passage of S. 1430, the Water Systems PFAS Liability Protection Act. (NOTE: Since the Fly-in, House Bill 7944 was also introduced, which is identical to S. 1430 and critical to ensuring its (hopefully eventual) passage.)
- A request for Congress to invest in furthering the development of PFAS destruction technologies.
- A request to support the LIHWAP Establishment Act (S. 3830), which establishes a permanent low-income water customer assistance program to help prevent disconnections and maintain access to an essential public good.
- A request for federal partnership and support for the recruitment of new essential water workforce members, including programs to recruit and offer training opportunities for veterans, women, and other key constituencies.
- A request to co-sponsor and/or support S.1350/ H.R. 2964 – the Wastewater Infrastructure Pollution Prevention and Environmental Safety Act (WIPPES Act)

In addition, the EPA published the new maximum contaminant levels for PFAS in drinking water while we were in D.C.

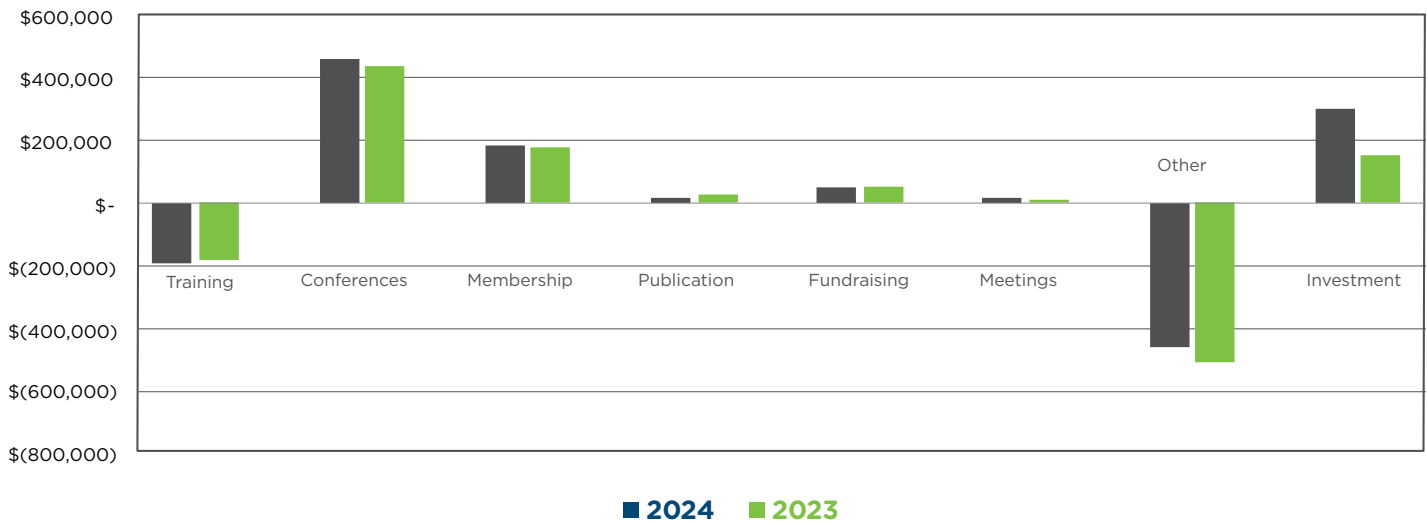


FINANCIALS

NEWWA ended FY2024 with net income of \$380,879. During 2024, both the Annual and Spring Conferences were very successful and saw record attendance with an increase in revenue of just over \$80,000. Investments saw gains of \$300,115.

| Statement of Activities For the Year Ended June 30, 2024 Income and Expenses: Money we earned in the past 12 months offset by costs incurred. | | | |
|---|-------------|-------------|-------------|
| | Revenues | Expenses | |
| Training | \$1,282,781 | \$1,473,420 | (\$190,639) |
| Conferences | 869,020 | 405,279 | 463,741 |
| Membership | 233,828 | 45,284 | 188,544 |
| Publications | 68,900 | 53,723 | 15,177 |
| Fundraising | 146,035 | 97,119 | 48,916 |
| Meetings | 73,695 | 55,549 | 18,146 |
| Other (Administrative) | 56,547 | 519,668 | (\$463,121) |
| Total Operating | \$2,730,806 | \$2,650,042 | \$80,764 |
| Investment Income | 300,115 | 0 | 300,115 |
| Net Income | \$3,030,921 | \$2,650,042 | \$380,879 |

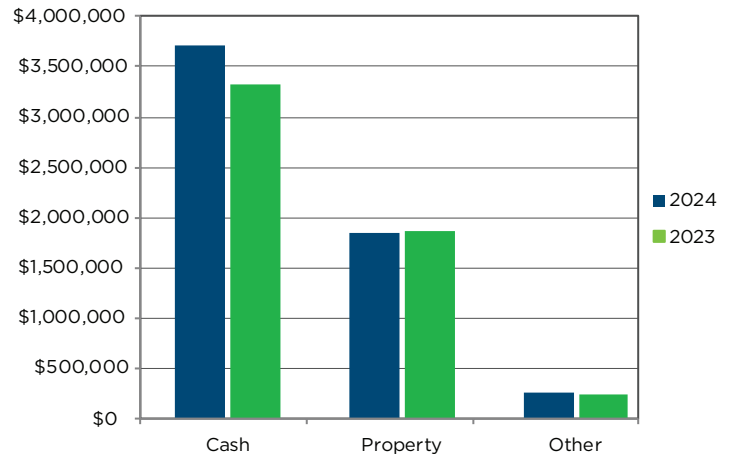
Net Income - 2024 and 2023



What We Own

Assets

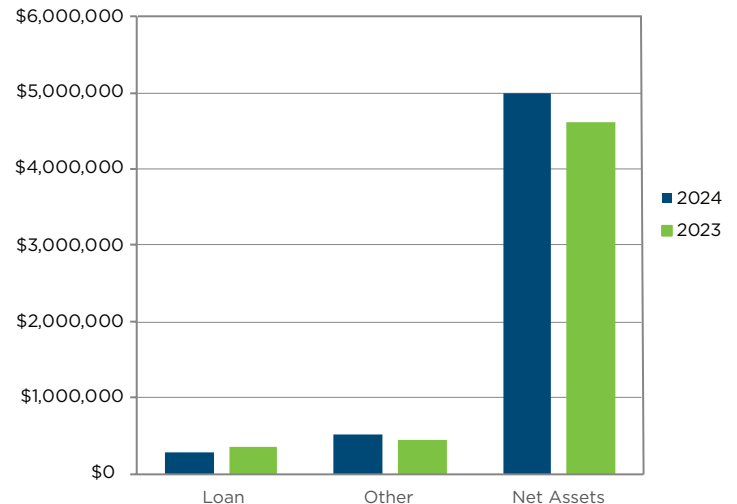
| | 2024 | 2023 |
|---------------------|--------------------|--------------------|
| Cash | 3,718,893 | \$3,332,911 |
| Property | \$1,838,644 | \$1,862,282 |
| Other | \$248,191 | \$226,650 |
| Total Assets | \$5,805,728 | \$5,421,843 |



What We Owe

Liabilities

| | 2024 | 2023 |
|--|--------------------|--------------------|
| Loan | \$322,935 | \$359,891 |
| Other | \$488,035 | \$448,073 |
| Net Assets | \$4,994,758 | \$4,613,879 |
| Total Liabilities/ Net Assets | \$5,805,728 | \$5,421,843 |



Highlights

- LMS Software upgrade was completed and remaining \$49K from virtual fundraising was expended.
- Cash/investment balance has gained additional strength with a balance of \$3,718,893.
- Loan payable related to the building in Holliston has an outstanding balance of \$322,935.
- Net Assets - reserve balances as of year-end were strong:
 - Agency General Fund: \$1,409,319; which is \$163,701 higher than last FY end.
 - Capital & Building Fund: \$539,597; which is \$32,833 higher than last FY end.
 - Scholarship Fund: \$417,703; which is \$23,822 higher than last FY end.

The selected financial data presented on pages 10 and 11 has been compiled from the association's records. The association is a Massachusetts corporation classified as a public charity and has been recognized by the IRS as tax exempt under section 501 (c)(3) of the Internal Revenue Code as a non-profit educational, research, and philanthropic organization. The association's complete financial statements are available from the Massachusetts Attorney General Division of Public Charities Web site (www.charities.ago.state.ma.us/charities/index.asp).

The New England Water Works Association, with the support of its amazing membership, board and dedicated staff, has demonstrated resilience and adaptability over the past number of years, navigating significant changes while maintaining a strong focus on member engagement, training programs, and strategic initiatives. Despite membership fluctuations, NEWWA achieved record-breaking attendance at major events and was able to continue to offer valuable resources and new networking opportunities. The proactive approach in updating publications, enhancing our social media presence, and improving facilities reflects NEWWA's commitment to growth and excellence in serving the water works community.

Thank you for being a part of NEWWA's journey.



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