



Foreword:

As I reflect on the past year one word keeps coming to mind – thankful. I am thankful for the amazing success NEWWA saw over the last 12 months, thankful for our members and volunteers who are the heart of the organization, and thankful for our staff, who are some of the most dedicated and passionate employees an association could ask for.

We are now staying the course, and continuing to strive for continued excellence in how we serve the drinking water profession across New England and, in some cases, the northeast. This year saw record attendance at multiple events, including our Spring Conference and joint Membership Meeting with the Rhode Island Water Works Association. It also included a Specialty Symposia on upcoming U.S. EPA Regulations, which attracted more than 100 attendees and provided a one-stop-shop for utilities and colleagues to make sense of the ever-changing regulatory landscape. In addition, we held a virtual roundtable discussion on Lead Service Line replacement, which allowed utilities to learn from one another on how they are managing this new requirement.

Our collaborative efforts with other organizations continued to grow. The New England Work for Water Collaborative, with main partner the New England Water Environment Association (NEWEA), as well as all the state drinking water and clean water associations, picked up significant steam with a governing board appointed, roadmap published, and business plan established. These are all helping to recruit charter members who will help fund a full-time employee to focus on workforce development across the region.

In addition, an Ad hoc Committee was created to further vet and determine more ways to effectively partner with our clean water sister organization, NEWEA. The committee will continue its exploratory work well into the next year.

Educationally, our training team is expanding with the addition of multiple new adjunct faculty, creation of four new courses, and a new contract with the state of Vermont. In addition, the training team continues to offer an expansive array of open enrollment courses and contract training where we come to you, and partner with other associations as well as state primacy agencies to continue to provide the high quality training our members and students have come to expect.

And finally, we were extremely excited to welcome aboard a new staff member, Abby Tucker, who joined us in June as our new Marketing Coordinator. Abby will help bring us to the next level when it comes to both traditional and digital marketing. When you see Abby please give her a warm welcome.

I encourage you to read the entire annual report, as my introduction only touches the surface of all the amazing things we were able to accomplish over the past year. I am excited for our future and what it may bring. Thank you for joining us on the ride.

And finally, as always, thank you for allowing me the honor to serve you in this capacity.

Sincerely,

Kirsten King
Chief Executive Officer

1. **Membership**

NEWWA ended FY25 with 1,559 members. 221 new members joined NEWWA during FY25:

- 42 Associate/Consultant Member Organizations
- 274 Utility Members
- 1,243 Individual Members (includes the member types below)
 - 693 Individual Members
 - 30 Honorary Members
 - 134 Life Members
 - 114 Operator Members
 - 34 Retired Members
 - 46 Student Members
 - 33 Organizational Representatives
 - 159 Utility Representatives

In an effort to increase student membership and lower the barriers to participating in NEWWA, the board approved a free student membership pilot program to run during 2025. First time students could join NEWWA at no cost. As of September 12, 2025, 14 students have signed up for free membership. NEWWA's marketing staff in July created a simplified membership application for the free memberships, which will be used on University Outreach school visits in the fall.

The Membership Committee has a strong focus on membership engagement. The committee continues to promote the Mentoring Program, Membership Drive, Ambassador Program, and conduct outreach to lapsed members. With part of their budget for FY25, the Members Committee designed and sent current members a membership appreciation gift, which was sticker with the new NEWWA fountain logo to put on a water bottle, laptop cover, etc.

The Mentoring Program pairs a newer NEWWA member with an established member from a different area of the water works community. There were two graduations from the program during FY25 and there are currently five active mentee/mentor pairs. Four Mentoring Program coordinators and the Membership & Volunteer Coordinator work throughout the year to identify prospective mentees and mentors and support the pairs with resources and ideas for their meetings.

2. **Education and Training Report**

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

Fiscal year 2025 saw the association's Education and Training Program conduct a total of 251 sessions with a total attendance of 3,434 participants, slightly higher (2%) than FY 2024.

Training Formats, Online vs In-Person Learning:

During FY 2025, NEWWA continued to offer a blend of online, in-person, and hybrid (in-person and online students concurrently) training programs. NEWWA offered its multi-week classes in both in-person and hybrid format to prepare those taking the Massachusetts Operator Certification exams. These included:

- Technical Training and Drinking Operator Exam Preparation, Grade D1, 6 weeks - In person
- Technical Training and Drinking Operator Exam Preparation, Grade T1, 6 weeks - In Person
- Concepts and Practices of Basic Drinking Water Treatment, Grade T2, 12 weeks - Hybrid
- Concepts and Practices of Advanced Drinking Water Treatment, Grade T3/T4, 12 weeks - Hybrid

- Concepts and Practices of Drinking Water Distribution, Grade D2-4, 12 weeks - In Person

NEWWA continued to offer Concepts and Practices of Basic and Advanced Drinking Water Treatment, Grade T2 and T3/4, (12 weeks) in an on-line/hybrid format. Under this format all lectures were presented via Zoom with an in-person option. One lab required in-person participation. NEWWA hopes to offer Technical Training and Drinking Operator Exam Preparation Grade T1 (6 weeks) in a hybrid format in 2026.

In addition to the multi-week classes, NEWWA offered operations, basic science, and management programs both online and in-person. Because of limitations in technology at the training center and the high level of effort required, no additional programs were offered in a hybrid format. We look forward to evaluating AV upgrades in the CDM classroom to expand the association's ability to offer in person/online hybrid training to larger (44 in-person students) groups.

Training Partnerships:

In FY2025 the New Hampshire Department of Environmental Services (NHDES), in conjunction with NEWWA delivered a wide range of programs to operators and water systems in the state. NEWWA presented 11 unique programs to a total of 121 New Hampshire operators and managers. Courses were offered in person in Portsmouth (Madbury), Manchester, and Merrimack and online via Zoom.

Partnerships in training also remained an important component of the General Education Program. CT Section, AWWA and NEWWA continued to work closely in a collaborative relationship, which has spanned over 30 years. This unique joint effort continued in FY25 in response to operator re-certification requirements, and has allowed the two organizations to complement each other's training efforts. A new 4-day T1 and T2 Certification Review training program was offered online to a total of 39 CT operators

During the Spring and Fall of FY 2025 NEWWA staff again worked with the New Hampshire Water Works Association to offer a 4-day (12 hour) Exam Preparation Grade D1/T1 class. The course was offered in person in Concord, NH. These courses were presented to prepare those taking the NH Operator Certification Exams. NEWWA will continue to work with the NHWWA to offer these courses in FY 2026. In addition, the NHWWA continued to utilize training materials developed by NEWWA under a licensing agreement for higher level certification exam preparation.

Contract Training:

During FY25, the association conducted on-site, specialized training programs for public and private organizations throughout New England including:

- Boston Water and Sewer Commission
- Aquarion Water Co. of Connecticut
- Pawtucket Water Supply Board
- Massachusetts Water Resources Authority
- Massachusetts Interlocal Insurance Association
- Springfield Water and Sewer Commission
- CT Section AWWA
- NH Department of Environmental Service
- RH White/Whitewater
- Regional Water Authority (CT), and
- RI Department of Health.

A total of 74 contract training sessions were presented to a total of 966 students.

Specialty Online LCRI Roundtable:

We prepared members for upcoming regulatory changes by hosting an online Lead and Copper Rule Improvements Roundtable in the fall of 2024, to help equip utilities to handle customer communications around lead service line replacement.

Specialty Symposium on U.S. EPA Regulations:

We conducted a Specialty Symposium on U.S. EPA Regulations in February 2025, which drew more than 100 attendees. Topics included PFAS, LCRR/LCRI, Cybersecurity, AWIA, CCRs, and more.

Cross Connection Control & Backflow Prevention Training Program:

The Cross-Connection Control Program remained active with 86 offerings of courses around New England and out of region in Pennsylvania, New York, and New Jersey to a total of 1,257 students. Most training continued to be in person so that practical examinations could be offered. A 3-hour recertification review class and online exam is offered online.

IACET Authorized Provider Re-Authorization:

NEWWA continues to maintain its IACET Accredited Provider (AP) status. NEWWA's reauthorization is valid for 5 years and will expire on May 1, 2026.

FY 2025 Training Report Summary

Period July 1, 2024 to June 30, 2025

TOPIC AREA	IN PERSON PROGRAMS	ONLINE PROGRAMS	TOTAL ATTENDANCE
DISTRIBUTION OPERATIONS	12	2	331
SAFETY	19	0	140
TREATMENT	10	4	267
MANAGEMENT DEVELOPMENT	9	0	138
WATER MANAGEMENT	11	5	159
COMPUTER	1	0	45
SCIENCE	15	0	101
SPECIALTY TOPICS	2	0	30
CROSS CONNECTION CONTROL AND RELATED COURSES	80	6	1257
TOTAL	159	18	2468

3-Year Comparison:

	FISCAL YEAR			
	2025	2024	2023	2022
TOTAL STUDENTS	2,468	2,596	2,986	3,063
TOTAL BACKFLOW STUDENTS	1,257	1,133	1,139	1,402
TOTAL PROGRAMS SCHEDULED	177	168	208	198
TOTAL BACKFLOW PROGRAMS SCHEDULED	86	84	83	88
TOTAL PROGRAMS CANCELLED (INCLUDES BACKFLOW)	28	18	35	20
% OF PROGRAMS CANCELLED	16%	11%	12%	10%
TOTAL CONTRACT TRAINING SESSIONS	74 (966)	77 (780)	52 (703)	90 (1,160)

3. Conferences and Membership Meetings

The 2024 **NEWWA & RIWWA Joint Membership Meeting** was held at The Guild, Pawtucket, RI, on Wednesday, July 17, 2024, with 100 registered attendees including speakers.

The **143rd Annual Conference** was held in-person from September 15 – 18, 2024, at the Sea Crest Beach Hotel in North Falmouth, MA. Final attendance reached 370 attendees and 31 exhibiting companies filled the exhibit hall. This was a decrease of 21 attendees and 3 vendors. This could be attributed to the saturated market in Massachusetts for credit hours and a non-recertification year. For those that did attend, there was strong session engagement and positive feedback.

Award winners included:

Award	Recipient
Award of Merit	Katie Chamberlain
David M. Erickson Groundwater Award	Brian F. Goetz
David M. Erickson Groundwater Award	Frank Getchell, PG
Dexter Brackett Award	Maya Rachel Clifford
Distinguished Public Involvement Award	Matthew L. Mostoller
Diversity Award	Massachusetts Water Resources Authority
John H. Chafee Distinguished Public Servant Award	Betsy Reilley, Ph.D.
K.O. Hodgson Distinguished Service Award	Gregory Lyons
Past Presidents Award	Kevin MacKinnon
Sponsor of the Year Award	Ti-SALES
State Leadership Award - MA	Lawrence A. Durkin
State Leadership Award - VT	Harry J. Shepard, PE
Utility of the Year Award (large size utility)	Salem and Beverly Water Supply Board

Utility of the Year Award (medium size utility)	Windham Water Works
Utility of the Year Award (small size utility)	Abenaki Water Company
Utility Service Award	Springfield Water and Sewer Commission
Volunteer of the Year Award	Stephen Soito, P.E.

The **Water Resources & Sustainability Symposium** was held in-person on October 30, 2024, at the Devens Common Center, Devens, MA. 84 attendees, an increase of 8 participants from last year's event, enjoyed technical presentation discussions during the full-day symposium.

The **NEWWA/NEWEA IT & Asset Management Fair** was held in-person on November 6, 2024, at NEWWA Headquarters in Holliston, MA. It was a sold-out event with 45 participants, including presenters and three exhibit table tops. This was a decrease in 12 attendees from last year.

The **December Membership Meeting** was held at Granite Links in Quincy, MA, on December 18, 2024, and had 229 attendees. This was an increase of 5 from the previous year. Six new members took advantage of the complimentary meeting registration and attended the New Member breakfast. The Water For People Committee hosted the annual raffle and the Young Professionals Committee championed the Toys for Tots Drive.

The **January Membership Meeting**, held jointly with NHWWA, welcomed 131 water professionals. This was a decrease of 25 from the former record last year. Attendees and 9 exhibiting companies (same as last year) enjoyed the in-person meeting at the new location – Carriage House at Murphy's Taproom in Bedford, NH.

The **39th Annual Ski Classic** was held at Gunstock on January 17, with 38 participants. Special thanks to David Polcari and the Sponsor Services Committee for continuing this great tradition.

The Laboratory Operations Committee offered the **Laboratory Operations Symposium: Current Issues Impacting Drinking Water Laboratories** on March 12, 2025, at the NEWWA Training Center. 52 attendees were registered. The program consisted of speakers on various topics related to drinking water laboratory operations and compliance. In addition, four hands-on breakout stations were included in the program. This was the first time the symposium had been held since 2019.

This was a record-breaking year for the **Spring Joint Regional Conference & Exhibition**, held April 2-3, 2025, at the DCU Center in Worcester, MA. Final attendance reached a record high of 3,421. Sponsorship totalled \$36,690, which was an increase of >\$3,040 from last year. Six booths were added to the foyer. The exhibit waitlist persisted despite expanded space and added foyer booths. Technical sessions were well-attended and well-received, including the diversity panel on Thursday morning. Vendor feedback was also particularly positive. A big thanks to all the volunteers and staff who made this conference so successful.

The **27th Annual Water Quality Symposium** was held May 7, 2025, at the Devens Common Center with 72 attendees, a decrease of 42 from last year. The Filtration Committee developed a very robust program with speakers with an academic, utility, private industry and engineering consulting perspectives.

The **32nd Annual Golf Classic** was held at Red Tail Golf Club in Devens, MA on Monday, May 12, with 128 golfers, an increase of 10 from last year

The **Membership Appreciation Event** at Gillette Stadium for the New England Revolution game on June 25, 2025, was a sold-out event with only a handful of no-shows. All members that wanted to attend were able to secure tickets. Families, members, and guests enjoyed the food, super suite,

tour of the facility, walking on the field, and game. A big thank you to NEWWA's Annual Sponsors for supporting this event.

4. Membership Communications

In the Spring of 2025 we were extremely happy to launch our updated website at newwa.org, which was a long time coming. It is significantly more user friendly, has better navigation, is more modern, and is now tied in with our AMS and LMS. NEWWA changed web site vendors and now utilizes Interthrive (out of Franklin, MA). We are very happy with the work they have done with us.

The E-Source continues to be sent to approximately 8,000 contacts (members, students, and anyone who has taken a course or attended an event with us over the past 2 years) on a biweekly basis. Our email open rate is up to 42 percent from 30 percent, which is a testament to the quality of information we now provide, and is well above the non-profit open average of just 20 percent. The E-Source software has also been used for special membership communications, specifically conference follow-up surveys, cross connection control and backflow prevention notifications, state-specific notifications, training-specific marketing, and vendor communications. NEWWA's 2024 election was sent for the fourth year in a row via Constant Contact (the E-Source software), with success.

NEWWA remains strong and continues significant growth on social media, specifically Facebook, LinkedIn, and Instagram, which has helped broaden communication tools for the members. More work needs to be done to build its YouTube and Tik Tok pages, and with the addition of Abby in June we are confident those platforms will take off into the next year. Abby has also significantly increased our social media reach since joining the team. Our social media stats are as follows:

- Facebook now has 1,615 fans (an increase of 90 from last year) and 1,767 followers (an increase of 99 from last year)
- Twitter now has 1,490 followers (a decrease of 63 from last year). The reduction of Twitter followers has directly correlated with the sale and changes to that platform.
- Instagram has 1,166 followers (an increase of 102 over last year).
- The Young Professionals Facebook page has 437 fans (an increase of 124 over last year) and 459 followers (an increase of 120 from last year).
- LinkedIn has 2,014 followers (an increase of 597 from last year).
- YouTube has 36 subscribers.

The traditional form of print communication continues to serve the members in the form of seven memberships mailings each year; four issues of the *Journal*; and seven issues of *Currents*, all of which were published and mailed on time.

For the *Journal*, NEWWA continues to contract all advertising sales, publishing, printing, and mailing to Naylor Publications. In addition, NEWWA continues to utilize NEWWA member, Jerry Guerra, to ghost write articles based on presentations given at conferences. Grace Ronca, the assistant editor, is also providing ghost writing services as well. The Publications Committee also maintained its editorial calendar from the previous year to assist authors and advertisers with better planning what issue of the *Journal* they may want to target for ads or an article. NEWWA's *Journal* Editor, Michelle Clements, and Assistant Editor, Grace Ronca, remained, both of whom have helped to re-spark interest in the *Journal* and author contributions. In addition, we welcomed Jim Malley as our new peer review editor and Katherine Schlef as our new cover editor.

The 2025 Membership Roster was mailed to the members in early January 2025. NEWWA continued its distribution and use of a digital version as well. Naylor Publications manages the advertising sales, design, layout, printing, and mailing of this product. This publication is a member-only benefit.

5. Partnerships

NEWWA joined forces again with MWWA to exhibit at the Massachusetts Municipal Association Conference in January 2025 in Boston. This is a great way for both associations to collaborate and reach out to key stakeholders from communities across Massachusetts. The MMA moved locations this year to the Boston Convention & Exhibition Center in South Boston, which appears to be a good move for them. We plan to continue this partnership annually.

NEWWA also had a booth, met with leadership, cosponsored the Young Professionals Summit, and met with representatives from NEWEA and NE-APWA at the NEWEA Annual Conference and Exhibit in January 2025 in Boston. The groups discussed potential for more joint initiatives and provided updates on key programs. This leadership also met in April 2025 during NEWWA's Spring Joint Regional Conference and Exhibition in Worcester, MA. Following these meetings, President Demetri Vidalis, in the Spring of 2025, established an Ad hoc Committee that will focus on vetting the potential for more collaborative efforts with NEWEA. This group will work well into the next fiscal year on determining the best course of action for both organizations.

NEWWA leadership met with the MWUA Board of Directors in January 2025 to discuss ways to work together and initiatives both associations are undertaking. NEWWA also exhibited and presented on workforce development at the MWUA show in February 2025.

In May 2025 NEWWA, along with MWWA and MassDEP coordinated the Massachusetts Drinking Water Awards Day, held in Devens, MA. This is an annual partnership event that helps to recognize outstanding performance by water systems across the commonwealth. In addition, NEWWA's Kirsten King jointly presented on public relations with Jaimye Bartak from the Springfield Water and Sewer Commission.

The New England Work for Water Collaborative gained significant traction over the last fiscal year with NEWWA staff conducting presentations across Rhode Island, Maine, New Hampshire, and Vermont. A governing board was established, committee members recruited, and call for charter members issued – and to date the initiative has raised more than \$80,000 and welcomed its first charter members. The goal is to raise \$250,000 by October 2025 to help fund a full-time employee as well as launch initial efforts.

6. Administrative/Advocacy/Facilities

Advocacy:

Our advocacy work remained strong. In the fall of 2024 we contacted all six New England House representatives urging support for the PFAS Liability Act – H.R. 7944. Thanks to our efforts, Representative Golden of Maine signed on as a cosponsor. And we are continuing to monitor and urge support of this bill with the new administration.

Once again we co-led the Washington, DC Fly-In with NEWEA in April 2025, marking the largest New England delegation attending to date. Topics included infrastructure funding, PFAS, lead, and municipal bond support. NEWWA staff was able to meet with legislators from MA, VT, and ME.

NEWWA was a sponsor of the NH Water Works Association Legislative Breakfast, where we were also able to showcase the New England Work for Water Collaborative.

Staffing:

We were excited to welcome new staff member Abby Tucker, who joined NEWWA's team in June 2025 as our new Marketing Specialist. Abby will focus on highlighting NEWWA's social media, electronic communications, training programs, website, and more.

In the spring of 2025, all staff completed CPR and AED training to ensure the safety of all who enter our facility. NEWWA has an AED on the second floor of its facility in between the classrooms.

And we celebrated our dedicated team with a thank-you outing to Kimball Farm in Westford, MA in June of 2025. NEWWA's staff works extremely hard throughout the year and we like to take a day to say thank you.

Administration:

In the Spring of 2025 NEWWA migrated its IT & cybersecurity contract from AllCovered to DirectIT. This was a result of service quality issues and cybersecurity lacking with AllCovered. The transition went smoothly, and staff now has multi-factor authentication on their laptops, and partake in cybersecurity training via DirectIT, which provides additional peace of mind, ensuring our systems are secure.

Per the board of director's approval, staff purchased a sprinter van to utilize for training programs, conferences, and other events. This also assists with lessening wear and tear on personal vehicles. We also plan on having the van wrapped with NEWWA branding to help with marketing.

Due to the generous support of member Jim Malley, we launched the Maud Malley Scholarship, which will help provide support for the next generation of water professionals.

And finally, we finalized our updated 5-year Strategic Plan for 2024 through 2029, laying the groundwork for long-term growth.

Conclusion:

After several uncertain years, it is a relief to finally have normalcy back with the association. Our training program is thriving, events successful, member engagement strong, partnerships with other organizations growing, finances stable, and staff consistent.

This has been said in the past but it's important to keep reiterating it: NEWWA is incredibly lucky to have the staff and members it does. When speaking with representatives from other associations, they are always in awe of the level of camaraderie we all share, all with the single goal of simply getting the job done. We work hard, but always make sure to have fun doing so.

We are truly looking forward to our future, and thank you all for joining us on this journey. Here's to another successful year ahead.

Respectfully submitted,

Kirsten King, Chief Executive Officer

With support from:

Pamela Amalfi, Accounting Manager

Donald Bunker, Deputy Executive Director and Director of Education and Training

Mary Keating, Registrar

Mary Quigley, Membership and Volunteer Coordinator

Katelyn Todesco, Event and Marketing Manager