



125 Hopping Brook Road  
Holliston, MA 01746-1471

T: 508-893-7979  
F: 508-893-9898  
[www.newwa.org](http://www.newwa.org)

## **New England Water Works Association 2025 Membership Committee Report**

### Committee Mission:

The Membership Committee's mission is to stimulate the enrollment of additional members, aid in the retention of existing members in the association, welcome new members and assist them with getting involved, and promote membership engagement and activity.

### Accomplishments/Activities and New Initiatives During the Past Year (Sept. 2024-August 2025):

- Annual Membership Drive
  - Drive was kicked off at the December Member Meeting with the theme "There's no place like NEWWA"
  - Planning for 2026 Membership Drive to begin this fall
- New Member Breakfast at December Member Meeting
  - Recognized recruiters and new members through raffle prizes
  - Promoted participation in the Mentoring Program
- Mentoring Program
  - Continued to develop new mentor/mentee pairings with five current active pairs
  - Completed surveys and follow-ups to maintain participation
  - Graduated two mentor/mentee pairings at the December Member Meeting
- Ambassador Program
  - Maintained a robust list of volunteer members to serve as ambassadors
  - Offered ambassadors to new members and first-time conference attendees upon request at the Spring Conference and the upcoming Annual Conference
- New/all Member Calls
  - Hosted two zoom calls with NEWWA staff and representatives from the Membership Committee to welcome new members to the organization
  - Encouraged new members who attended these calls to become involved with committees
- Member to Member Outreach
  - Outreach to Lapsed Members: The Membership Committee actively reached out to members who had not renewed, highlighting the



125 Hopping Brook Road  
Holliston, MA 01746-1471

T: 508-893-7979  
F: 508-893-9898  
www.newwa.org

- benefits of continued membership. Personalized communications and targeted campaigns were designed to re-engage lapsed members.
- New members are emailed on a regular basis to welcome them to the association, provide information about committees and membership benefits, and highlight upcoming activities
  - New member packets were distributed
  - Committee members helped facilitate speed networking events at Member meetings
  - Free Student Membership Program
    - Developed pilot program to provide trial free memberships to new student members
    - Eleven students are currently enrolled in the free trial membership
  - Membership Appreciation
    - Provided stickers to new and current NEWWA members with a message from the Membership Committee thanking them for being members
  - Other
    - Members of the committee attended the 2025 strategic Summer Planning Session

#### Plans for 2026:

- Continue all programs outlined above
- Continue promoting free student memberships to encourage participation in the program
- Evaluate and make suggestions for expansions to the ambassador program to improve the onboarding experience for new members

#### Other Committee Related Efforts/Notes:

The committee regularly seeks to recruit and retain members and encourage active involvement within the Association.

#### Succession Planning - Incoming Leaders & Anticipated Appointment Date:

Emma began serving as the vice chair of the committee in August 2024. Beginning in 2026, Emma will begin serving as co-chair of the membership committee alongside Colleen. Colleen and Emma will work together over the year to increase Emma's responsibilities on the committee.



125 Hopping Brook Road  
Holliston, MA 01746-1471

T: 508-893-7979  
F: 508-893-9898  
[www.newwa.org](http://www.newwa.org)

Committee Member Roster:

Colleen Heath, Chair – CDM Smith  
Emma Page, Vice Chair - BWSC  
Michaela Bogosh – CDM Smith  
Jim DeCelles, Pawtucket Water Supply Board  
Chris Granese, E.J. Prescott  
Nate Little –MWRA  
Jim Malley, UNH  
Abbie McNamee, Tighe and Bond  
Marc Morin, Hazen and Sawyer  
Mike Pelletier – CDM Smith  
Dave Polcari – CDM Smith  
Cy Ryding, Springfield Water and Sewer  
Meredith Sullivan, Jacobs  
Lauren Underwood - Environmental Partners  
Mary Quigley – NEWWA Staff  
Katelyn Todesco – NEWWA Staff

Respectfully submitted,  
**Colleen Heath and Emma Page**