



12.6&7.07 AI 11b

To: CSWEA Executive Committee
From: Eric R. Lecuyer & Dennis Lindeke
RE: CSWEA CSX'07 Update
Date: December 1, 2007

CSWEA - CSX '07 Big Ideas

1. Play nice with other associations. Pursue joint efforts and better communication. **CSWEA/IWEA Summit at WEFTEC'07, ongoing and long term effort.**
2. Determine alternate metrics for the success/health of CSWEA rather than Membership count.
3. Feature www.CSWEA.org on cover of Central States Water, the magazine. **Done**
4. Promote CSWEA as providing Cost Effective CEU's/ education. **Ongoing**
5. Membership ad in Central States Water. **Done**
6. Create "Join Now" button on website with direct link to membership application. **Done**
7. Non-member fee for seminars/annual meeting to include membership in CSWEA for one year.
8. On-line membership survey. (age, interests, involvement & recruiting) **In Process**
9. Adopt WEF's ½ price membership for YP's for the first three years of membership. **(DONE effective 1.1.08)**
10. YP Committee to organize regional CSWEA YP Exchange (YPX) with other MA's, AWWA, APWA, etc. **(Done Scheduled for July 18, 2008)**
11. Recognize that Young Professional Operators are the future Channel Captains, so we need to focus more efforts toward them. **New YP Award/Position on Ex Com proposed.**
12. Develop Webinars to attract new members and generate interest in CSWEA.
13. Add Operations Forum to Annual Meeting. **Done**
14. Use Central States Water as advertising tool for the Association. **Ongoing**
15. Have Fun! **Ongoing**

CSWEA – CSX '07 Notes

July 19 – 20, 2007.

By Dennis Lindeke

- Key points from opening self introductions
 - Ken S. – wants to attract new members and retain them, creative use of internet
 - Dan L. – keep student chapters active and involved, get better group interaction
 - Jim Miller – at annual meeting re-focus on O&M topics, plant and collection systems
 - Rick A. – wants to take any concerns back to WEF
 - Scott T. – marketing ideas

- Marketing plan talk and group comments, lead by Scott T.
 - “Other” target groups we should market to: Environmental, stormwater/watershed, city, municipal & elected officials, collection systems, contractors
 - “Channel Captains” - POTW managers and operators, get them to join and others will follow
 - Put a membership add in our magazine, “Why you should join CSWEA”
 - Put on CSWEA web site and “Join Now” link to application as a PDF file
 - Talk to WEF about listing each of our three states in the sections to join part of the application process
 - Put our recruiting disc on the web site
 - Follow up with all non-members who attend a conference – encourage membership

- How to best use excess section funds, lead by Eric E.
 - \$1,000 scholarships
 - Increase support for Operations Challenge from both CSWEA and state sections
 - Seed money for committees to put on seminars
 - Scholarships for operators to attend conferences
 - A.V. equipment
 - Scholarships to send teachers to WEF/CSWEA, per Michigan initiative

- 2010 CSWEA location, Rusty took some feedback and it seems that the group wants him to look at Madison vs. LaCrosse

- An electronic membership survey was proposed by Scott and Greg S.

- Dan Lynch proposed 4 Big Ideas before he had to leave for the day:
 - Begin an ongoing feature in our magazine presenting the CSX Big Ideas and progress to date
 - Require the CS student chapters to submit their chapter charters to CS in the fall, instead of WEF in the spring
 - Identify CS liaison for membership, WEF communication problems and advertise who this person is. {Eric}
 - Assemble a brochure that lists all state and CS seminars or events.

- S&YP discussion, lead by Rachel and Kris:
 - ½ price WEF membership for new YP's for 3 years, unless they were a student member 1st. Eric – call WEF to question and dispute this exclusion.
 - Get WEF student chapter tool kit to all that need it
 - Discussed WEF S&YP committee member liaison to MA's for student chapters
 - At CSWEA meetings have S&YP events mid-conference to get them to stay on site longer
 - Have S&YP committee meetings at annual conference the same time as 7S meetings
 - Have YP poster sessions at meetings
 - Recognition for companies that have YP's in attendance, "Supporters List". Thank you letter to companies that have/promote YP involvement.
 - Create new award for YP – "Rookie Award"??
 - Create blanket letter to companies to get them to send their YP's [and operators] to meetings. Explain benefits.
 - Start YP Exchange meeting/summit. Same time as CSX. Link with IWEA and Iowa??
 - Have more local YP events; ball game, dinner, brewery tour, mfg. facility, plant tours, etc.
 - Focused one day training event for YP's. Co-host with other organizations.
 - Add a one day operations seminar to the annual Education Seminar. Topics; plant operations, maintenance, process control, troubleshooting, problem solving, etc.
 - Start web seminars for operators, YP's, engineers, on a variety of topics.
 - Can Education seminar be done as a web cast?
 - Start an "Operations Forum" track at annual meeting.

- Dan B. discussion – need a better welcome, link with the annual Academic Excellence Award winners.

- Illinois section discussion – Sue Baert
 - She is a judge at WEF for the Operations Challenge
 - She wants to have a meeting of all of her section chairs
 - Main challenge is one person committees
 - Can sections donate to "Water is Life"?
 - She is working with Indiana and Iowa to co-sponsor events

- MN section – John G.

- Main challenge is to get find new members and get them involved
- Committees sometimes need a sense of direction, like a committee description and timelines

- WI section – Dan B.
 - Management Seminar attendance is declining, only 35 this year. Will hold a Cabella's next in hopes of getting attendance up.
 - Talked about using excess section funds; public education, S&YP's, send YP's to WEF Summit – contribute \$500.
 - Main challenge – get new members and get them engaged

- Other Big Ideas:
 - Use our magazine as a tool to advertise for committee activities, needs and committee member recruitment
 - Better use a targeted email blasts from CSWEA