

Strategic Map 2015-2017

OUR VISION

To be the respected voice of drinking water and wastewater technology manufacturers and providers at the federal, state, and local levels.

OUR MISSION

- Advance the water and wastewater industry to ensure a sustainable water future.
- Improve our members' economic viability.

Our Strategy

- Advocate and Influence
- Inform and Educate
- Connect and Create opportunity



OUR UNIQUE VALUE

- Over 100 years of service to the water and wastewater industry.
- The **only** organization representing the interests of equipment manufacturers, service providers, and manufacturers reps.
- Exclusive market intelligence reports and the most up-to-date news and analysis of legislative and regulatory activities affecting the water industry.
- Opportunities to connect with colleagues, industry policy and decision-makers, and potential clients.