OUR VISION
To be "The Voice of Water and Wastewater Technology Providers" at the federal, state, and local levels.

OUR MISSION
• Promote the advancement of technology solutions for clean water that ensures a future sustainable environment.
• Improve our members’ economic viability.

OUR STRATEGY
• Advocate and Influence
• Inform and Educate
• Connect and Create Opportunity
• Assure Organizational Sustainability

Strategic Map 2021-2023

OUR UNIQUE VALUE
• Over 110 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.