



Strategic Map 2021-2023

OUR VISION

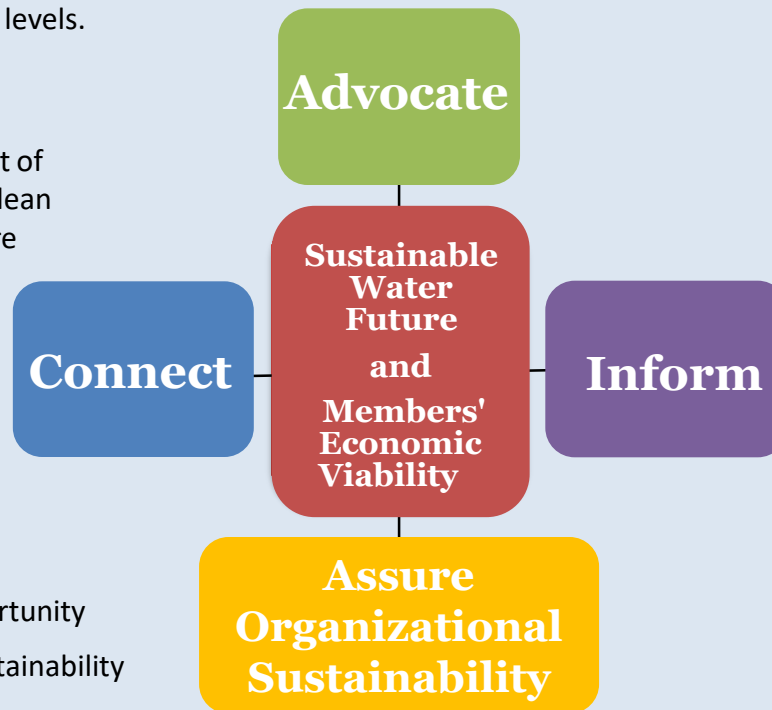
To be "The Voice of Water and Wastewater Technology Providers" at the federal, state, and local levels.

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



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.