



Marketing & Member Services Committee Minutes

April 10, 2024

2:00 – 3:30 p.m.

Mt. Vernon Room

Hilton Washington DC National Mall, Washington, DC

A. Call to Order

Francisco Alvidrez, Chair

- Called to order at 2:00 pm

B. Self Introductions

1. Tyler Hogensen - Kubota
2. Jay Swoboda - WRT

C. Approval of Agenda

Francisco Alvidrez, Chair

1. Chairman Francisco Alvidrez will review the agenda and ask if there are any additions to be placed under New Business (see agenda item J). Members will be reminded of the WWEMA Antitrust Policy.
2. John Forrest seconded to accept minutes.

D. Approval of Minutes

Francisco Alvidrez, Chair

1. Committee Chair Alvidrez will request a motion to approve the minutes of the November 8, 2023, Marketing & Member Services Committee meeting.
 - Attachment: Meeting Minutes
 - Ron Dollar

E. Review of Final 2023 WWEMA Membership and 2024 Renewals

1. Full Members - 71
2. Associate Members - 29
3. New Members – 4 in 2024
4. 2 Members did not renew

F. 2024 MMS Committee Work Plan

1. Refresh and shorten. Asked what you would like addressed in the plan? What do you want to see?
2. Chris Thomson – Communication, 2 main audiences, external comms-new members and internally with better communication.
3. Need to redo and make sure it aligns with strategic plan which they will be redoing
4. What is WWEMA's plan to help each company grow on their end and deliver value back to the member companies
5. Use 3 principles of company, inform, connect

G. Update on Communication Sub-Committee

Beth Boeh, Chair; Chris Thomson, Vice Chair

1. Chris - internal/external, who what, when where why
2. What is effective? Newsletters not effective as in the past,

- a. Guest columns by members, marketing concepts, company intro, guest article and company spotlight? Digital
 - i. Mark Turpin – blog where someone is being interviewed and interview different members
 - ii. Travis Kennedy – quarterly WWEMA updates, using water online studio, what value did we deliver this quarter, what is value to members, talk about what has been done on past 3 months and this is what was contributed on how to market better, streamline rep force, etc... Do a webinar type 30-45 minutes of what has been happening, (maybe connect newsletter to the video)
 - iii. Vanessa did presentations for members and their reps/sales/suppliers, etc. Many didn't know this was available.
 - iv. Beth Boeh – do we need both communications? Yes, we need both
 - v. Deliver value 365, and not just twice a year
 - vi. Beth wants to know what we are doing? What are biggest values to members? Networking, ability to reach out to DC, voice to enter hill of mfgs., value to tap and know what affects member companies in the future
 - vii. Develop a training library, get input from members
 - viii. Did you know? Topics for social media posts, make as landing page and drive traffic back to website, use for drip campaigns, AMWA develop buyer's guide type and how that would work???
3. Where?
4. When? Maybe quarterly
5. Why? show value to existing and attract new members
6. Onboarding has some work

H. Update on Young Professionals Sub-Committee

1. Mark Turpin, Chair; Logan Stringfellow, Co-chair
2. Get a group of young people who are part of or connected and enroll as co-chairs of subcommittee. Go through voice of customer exercise, phone calls with open-ended questions to ask YP within orgs and ask what they like or have trouble accessing. Have YP to be the ones who make the calls, collect data and put together a report for 2 purposes: 1) present at annual meeting so we hear what YP are struggling with and how do we train and get them up to speed 2) working with M&MS and working with how and what we learned and inform work plan
3. Co-chairs would be members of M&MS committee for difference perspective
4. Maybe have 2 different levels: YP
5. Also, how do we retain people who are mid-range, and not YPs? Do we offer presentations on future leadership? Maybe a future sub-committee

I. Update on Current Marketing & Member Services Activities

Claudio Ternieden, Diane Meyer, WWEMA Staff; Francisco Alvidrez, Chair

- Membership update – renewals, new members, etc.
- EMGAM Program – start small and build elements
- IWA World Water Congress & Exhibition 2024 (Toronto) – U.S. Pavilion
- AWWA & WEFTEC
- WWEMA Website
- Future Meetings – F&CA, Presidents Council, Annual
- Email blasts – using marketing automation in ACT
- Miscellaneous Business

J. New Business

Francisco Alvidrez, Chair

1. Opportunity for any committee member to bring issues to the table for discussion.
2. Asking for nominees to serve as Vice Chair; Travis Kennedy, and Chris Thomson seconded the motion, go to BOD for approval.
3. Don Kerr, Wet-Tek - topics for discussion

- At discretion of member companies, the recipient list for WWEMA's newsletters and member alerts to be expanded to include Executives, Department Managers, key staff, etc.
- Expanded contact list held closely by WWEMA and not published/disclosed. No change to published member info on WWEMA site.
- In this way, the next generation of WWEMA member companies is developed and nurtured, with little or no risk of outsiders approaching these employees.

K. Next Meeting

Francisco Alvidrez, Chair

Chairman Alvidrez will announce the next face-to-face meeting of the full Marketing & Member Services Committee to be held in conjunction with the 116th Annual Meeting.

L. Adjournment

Francisco Alvidrez, Chair

Chair Alvidrez will request a motion to adjourn.

Motion to adjourn at 2:38 seconded by Ron Dollar