

## MISSION

To support our members' viability, growth and development

## VISION

AWT will be the standard and voice of the water treatment industry.

## VALUES

- Welcoming Community
- Servant Leadership
- Innovation, Adaptability
- Integrity, Honesty, Transparency

## STRATEGIC OUTCOMES

### Thriving Members

S1.1 Develop a marketing strategy to attract diverse professionals and new companies.

S1.2 Enhance member experiences at events and provide resources for career development and science & technology education.

S1.3 Expand advocacy resources.

S1.4 Implement initiatives to attract younger professionals.

S1.5 Facilitate sharing of innovations among members.

S1.6 Offer relevant topics and resources for education, professional development, and networking.

S1.7 Evaluate market needs and address different areas of the water treatment industry.

### Influential Representation

S2.1 Cultivate thought leaders and ambassadors.

S2.2 Create legislative and regulatory plans.

S2.3 Create an RTO strategy.

S2.4 Position CWTs as leaders in the industry.

S2.5 Conduct market and advocacy research.

S2.6 Elevate AWT's presence through effective marketing.

S2.7 Reinforce governance and infrastructure to support the plan.

### Industry Impact

S3.1 Enhance supplier relationships.

S3.2 Increase the number of CWTs.

S3.3 Educate member companies on new technologies.

S3.4 Develop a public relations plan to raise awareness of the industry.

S3.5 Support our charity partner.