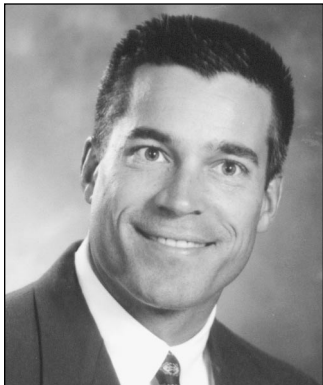


# AWPCA PRESIDENT'S MESSAGE

by Jim Pembroke



**A**s I begin my term as President of the Water & Pollution Control Association (AWPCA), I am very excited about the opportunity to leave what I hope will be a positive mark on our Association. Knowing the great volunteers that make up the AWPCA, I am confident that that will happen. For those who don't know me, I was raised in South Dakota and received my undergraduate degree from South Dakota School of Mines in 1986. I have been in Arizona since 1987 working as a consulting engineer and I have been a member of AWPCA since 1988.

The AWPCA is so rich in history that I once thought it to be intimidating. The fact is, it is not. I have sometimes heard it referred to as a "good ol' boys" organization. I may have even thought that at one time. It is not. In fact, I think it is the opposite. Having worked in various capacities in the Association, I now see it is an organization of volunteers committed to serving the water and wastewater industry, both in the near term and the long term. It is an organization that is constantly searching for volunteers to serve at all levels. So, if there is one thing I want to impress upon each and every member of our Association, it is that there is something for everyone in this organization

to contribute, regardless of the level. If you want to be more active, talk to a Board Member or Association Manager and they can help direct you. Their names are listed on page two of this Newsletter.

So with that, let me just say why I think our service in AWPCA is important and also mention a few things that I think are important that our Association accomplish over the next year.

Why is our service in AWPCA important? Personally, I think it is our civic obligation. Just as we expect a medical doctor to stay abreast of current medical practices, it is our obligation to be active participants in the improvement of the water and wastewater field. Our customers and clients are owed nothing less than the best. And outside of our everyday work lives, the AWPCA is the best means of improving our industry. By being active participants, we also raise the level of stature within our industry. We should be proud of what we do. We should take advantage of the fact that we live in a country where this sort of participation is promoted and often supported by our employers. What we do is as important as any of the other so-called prestigious fields. What the AWPCA also provides is a network to develop both personal and professional relationships. What a great feeling it is to be at a business meeting and know that the person across from you is your friend.

Throughout the next year, there will undoubtedly be many great accomplishments by individuals and committees. They will be done without any significant direction from the Association Board; they will just simply get done. But there are some key areas that I think will be important to the near and long-term success of the AWPCA.

First and foremost is a commitment to serving the diverse make-up of the AWPCA membership. Our primary membership generally falls within six key areas: utility management, facility operations, consulting, manufacturing, regulatory, and academia. But within these areas, there is a multitude of members that all have their own specific needs and areas of interest based on the type and size of customers and clients they serve. I can assure you the AWPCA leadership is continually striving to serve the vast needs of the membership. While that is no easy task, we do feel our Board make-up is one that best allows us to serve those needs. If you feel there is a particular area that is not being met by the Association, and should be, let a Board Member or our Association Manager know. It may just be an opportunity for you to be an active participant.

Included as part of our membership is a group termed Young Professionals. This group of members are the under 35 crowd. It has been recognized locally in the AWPCA and nationally in AWWA and WEF that this is an important group within our associations since they will be the future leaders. As such, we will see a focus on our Young Professionals within the AWPCA.

By now, everyone understands the power of the Internet. Its capabilities for serving our membership is unlimited and it is time we take full advantage of that. Our current web page has come a long way under its current volunteer leadership. With that same leadership and with the assistance of other web page experts, we intend to take the AWPCA web page to the next level. That includes such things as key links, on-line registration for events, and general information regarding our industry activities. I invite you to review the page throughout the year to see the improvements.

The AWPCA must also continue to educate our members on trends in the industry, whether it be new technologies, new environmental regulations, or new procurement methodologies.

In closing I want to thank you for your support of me as President of the AWPCA. I also want to thank Jim Broderick for all he has done in the past year, as well as those before him. When considering the conviction and accomplishments of those volunteers that served before me in this role, the standard is quite high. But I know with your support, the AWPCA can have another successful year.