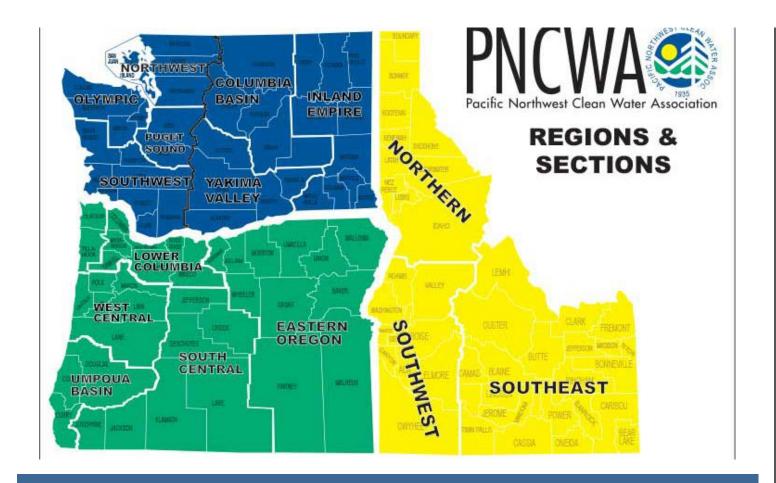


#### **PNCWA Summit Series**

Haley Falconer | PNCWA President





Three states, four regional sections

• 1,600 members

• 22 committees

About PNCWA

### Mission Statement

Be the premier association in the Northwest dedicated to <u>educating</u> and <u>connecting</u> members to promote a healthy water environment in our region.

# Managers retired

2020

COVID changes

Demand for content

#### Summit Series is Born!



 Six, three hour sessions, organized around a theme

 Balance of education and networking

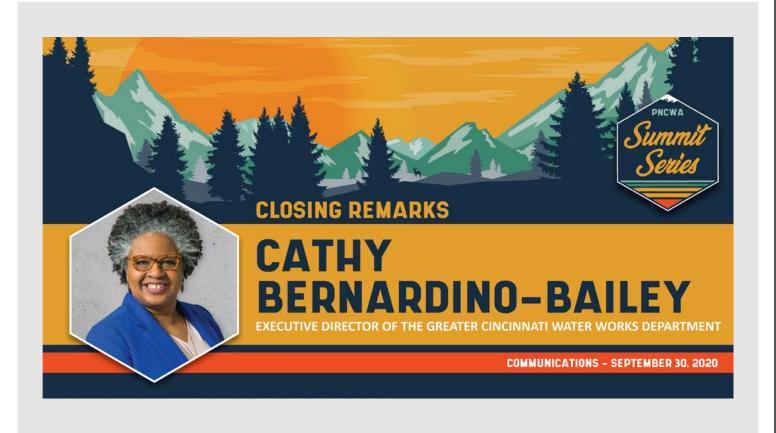
# How did we get there?

- July: idea is shared
- August:
  - leads identified for Summits
  - Sponsors engaged
  - CEU approval
  - Social media and email messaging
- September to February
  - Market events
  - Develop sessions
  - Deliver content



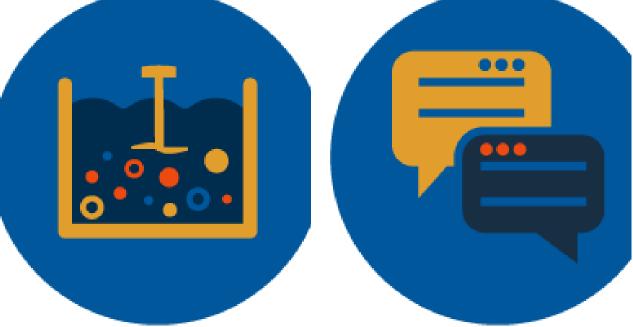


## Details



- Sponsorship
- Platform
- Marketing





#### Session Details

Communications

Nutrients

Leadership

Stormwater

Construction

Women of Water

# Challenges





Volunteer time



**Platform** 

# Benefits

Diversification of revenue stream

New attendees

## What's Next?

Planning for PNCWA 2021 – Hybrid Conference

Lessons Learned led to new opportunities

Incorporating virtual education throughout the year: Lunch and Learns, Webinars

Potential for future Summits