



PNCWA Summit Series

Haley Falconer | PNCWA President



Mission Statement

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

2020

Managers retired

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

CLOSING REMARKS

CATHY BERNARDINO-BAILEY
EXECUTIVE DIRECTOR OF THE GREATER CINCINNATI WATER WORKS DEPARTMENT

COMMUNICATIONS - SEPTEMBER 30, 2020

- Sponsorship
- Platform
- Marketing



Session Details

- Communications
- Nutrients
- Leadership
- Stormwater
- Construction
- Women of Water

Challenges



Cost



Volunteer time



Platform

Benefits

Speakers from outside MA

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