The meeting was called to order at 9:45 am by President Lou Storino.


1. The minutes from the 2013 and 2014 Long Range Planning meetings were reviewed to identify any items that still needed attention.

2. A SWOT analysis was done to help identify future goals.

3. Continuing goal to build the young professional base.
   a. The average age in the industry is going up.
   b. All organizations are facing this same challenge of recruiting and engaging and new industry professionals.
   c. Actions identified to support this goal included:
      i. Mailing campaign to top management regarding the benefit of sending YP’s to events.
      ii. Challenge each committee to recruit 4 YP’s.
      iii. Possibly coordinate YP’s and Public Ed.
      iv. Make sure YP’s are being integrated at events.
      v. Personal phone calls to new volunteers.

4. Committee Liaisons were reviewed and reassigned as needed.

5. Committee Revisions
   a. Small systems will be a sub-committee of Plant Operations
   b. Social Media is a newly formed committee.
   c. Local Arrangements will be a subcommittee of Annual Conference.
   d. Golf Outing will be a formal committee.

6. WEFTEC 2016 Involvement
   a. Reception with CSWEA
   b. Waterpalooza
   c. WaterJam
   d. Operator Bus
   e. Rain Garden

7. 2016 Conference
   a. Mobile sessions could be used to help bring traffic to both exhibition spaces.
   b. Use the hallways for overflow exhibitors.
   c. Give IEPA two free registrations.

8. Miscellaneous
   1. Check with IEPA for a list of operators in the state.
2. Use WEF content in E-News as appropriate.
3. 10 Day Water Curriculum-No update necessary as it is not included in state curriculum.
4. Add teacher and student resource links to the website.
5. Apply for MA of the Year in 2017
6. Key positions, executive manager, treasurer and website chairperson, should begin tracking their tasks and time to evaluate future paid staff.

Respectfully Submitted by Laurie Frieders, Executive Manager.

I certify that these minutes are an accurate account of the April 17, 2015 Long Range Planning Meeting.

Louis Storino, President

Date Approved