THE VALUE OF WQA CORE MEMBERSHIP

EDUCATION

KNOWLEDGE BASE ACCESS:
• Searchable online repository of WQA’s education materials

CONVENTION & EXPOSITION:
• Member discounts to exhibit (manufacturers/suppliers) and attend
• Education to improve day-to-day business
• Discover innovations and trends and develop new strategies for success
• Stay up-to-date on current policy initiatives that impact the industry

PROFESSIONAL CERTIFICATION:
• Credibility for your company
• Market differentiation
• Exam discount

MODULAR EDUCATION PROGRAM (MEP)
• Members receive 55% discount
• Independent and engaged employees
• Confidence in front of customers

SECTIONS
• Commercial/Industrial: provides forum for key issues
• Dealer: allows exchange of best practices
• Manufacturer/Supplier/Retail: offers technology and regulator updates
• International: addresses global issues and reviews trends and updates from around the world
• State & Regional WQAs: exchanges views and ideas about best practices, trends, technology and regulatory issues

WEBINARS
• Up to 10 instructional webinars throughout the year
• Technical webinars offer Continuing Education credits for your staff
• Business Operations webinars to boost your success

PROGRAMS & SERVICES

CAREER CENTER:
• Significant discount on job posting fees
• Access to more than 15,000 resumes

FIND CERTIFIED PROFESSIONALS & WATER TREATMENT PROVIDERS:
• Lead generation to increase your customer base

HR TOOLS TO HELP WITH RECRUITMENT AND RETENTION

WQA MEMBER LOGO:
• Display on promotional material
• Demonstrate commitment to WQA’s Code of Ethics
**Volunteer Opportunities:**
- Share company expertise on a WQA committee or task force
- Be involved in the governance of the association

**Sponsorship**
- Stand out by showcasing your commitment to the industry and seen by thousands of potential customers
- Members pay half of non-member rates

**Business Excellence (must qualify)**
- Recognize members that demonstrate a commitment to the highest quality
- Helps members stand out in a crowded marketplace
- Boosts credibility with customers

**Videos and Podcasts**
- Instructional and onboarding videos
- Video highlights from key speeches and presentations
- Weekly podcast interviews featuring WQA experts and members

**E-news (Weekly)**
- New weekly updates straight to your inbox
- Latest news from WQA
- Industry news from around the globe

**Research & Industry Developments**

**International Resources Database:**
- Provides on-line country overview, including important legislation, standards, and certification requirements
- Database includes countries such as Germany, France, China, Brazil, South Korea, Mexico, India

**Regulatory Database**
- Provides on-line access to regulatory information by establishing a network of current laws, regulations, and codes that affect the membership of the association
- Over 1270 entries covering a variety of topics at the state and federal level

**Government Affairs & Regulations:**
- Receive assistance with regulatory questions and can intervene to help mediate discussion with regulators
- Guidance documents available online to help educate regulators on various topics, including product certification

**Member Technical Support**
- Access to WQA position papers on topics which impact the industry
- Assistance finding research studies (WQRF and otherwise) which have been published on a topic of interest to members

**Consumer Opinion Study**
- Access to a bi-annual study that measures consumer perceptions about water quality issues and treatment
- Detailed survey questions and results

**Market Trend Reports**
- Access to monthly shipping report to capture industry trend analysis
- Historical data and up to date information searchable by product type