

Good morning, Board, staff, guests and, to all of you fathers, happy Fathers' Day.

My first two years as a director and Vice President have been challenging, produced new opportunities, and been fun. Particularly, as I have worked closely with many of you to birth and complete the affiliation agreement. My board service brought new friendships! Friendship, respectful understanding, and good communication are the glue that brings us together to continue AWWA's movement from "Good to Great". We have proven that - "Together we are stronger"

Today, I want to briefly let you know what my focus will be as a Presidential Officer and I will close by describing what AWWA has meant to me personally.

As a Presidential Officer I will work to strengthen three areas.

FIRST - The Value of the Water Utility Professional

Two good steps toward promoting the utility professional have already been taken.

The California/Nevada Section's recently produced video, "In the Trenches" that highlights the people of the water utility profession and AWWA's role in the AWWA and WEF "Work for Water" campaign that focuses on the looming challenge of bringing talented workers to our profession.

Both can be used as a springboard to a new "Value the Utility Professional" campaign.

To succeed, the effort must be branded with a simple and recognizable message, similar to the well known "Tap Water Delivers".

The public we serve needs to know about the value of the greatest asset in the utility system; its dedicated professional career workers.

SECOND - Becoming the Source for Ideas and Initiator of Water Policy

AWWA, through our Washington DC office, has done an outstanding job of responding to and positively impacting proposed legislation and regulation. However, I believe we need to reposition ourselves as the sole initiator, influencer, and leader of water policy reform and regulation. We have the assets - a knowledgeable membership base and organizational framework to become the Genesis of water policy founded on sound scientific and technical knowledge.

THIRD - Increase the depth and breadth of service to Operators and Small Systems

AWWA has carved out excellent services for mid and upper level utility leadership. Our member value survey revealed that the number one valued publication was OpFlow. I believe it is time to consider the expansion and diversification of operator and small system services. To grow our membership and increase professionalism of the industry we must broaden our outreach.

Will any of this be easy? Certainly not, it will take hard work! But we are up to the challenge. AWWA exemplifies a style of leadership that inspires learning more, doing more, and becoming more.

The leadership challenge I am ready to confront is how to keep us at the front of the line on these three initiatives.

Finally, I want to tell you why I love AWWA. My journey into the water career field was unexpected and has been genuinely rewarding. Academically, I prepared myself for a life of chemistry but life had other plans. After graduation I joined an aircraft manufacturer as a chemist working on the F111 fighter/bomber aircraft. But, the Vietnam War was raging, the draft was in high gear, and I was given an invitation to serve our nation that simply read, "*Greetings, you are ordered to report*". The U.S. Army taught me principles of leadership and teamwork and broadened my world view. After the Army, I was hired by the City of Arlington and was introduced to AWWA. I became actively involved serving on committees, reading publications, and attending conferences. Networking with seasoned and more experienced AWWA members improved my skill sets, provided valuable leadership learning opportunities, and enabled me to grow professionally.

AWWA made a positive and value added difference in my water career. I am deeply indebted and grateful to AWWA and all it stands for.

My combined 40 year public and private experiences, managerial and executive leadership, and volunteer participation have prepared me for the challenges and opportunities that come with the Presidential offices.

One of my favorite quotes is "Courage is being scared to death but saddling up anyway!"

AWWA Board service has put all of us in the saddle. I will be calling each of you in the months ahead to chat and learn more about your vision for AWWA.

I humbly ask for your support and look forward to working with each of you. Thank you for allowing me the opportunity to share with you this morning.