

WQA MID-YEAR LEADERSHIP CONFERENCE ROI TOOLKIT



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What's in the Toolkit?

- What's Included With Your Registration
- Reasons to Attend
- Value of Attending Letter
- Expense Worksheet

2023 WQA Mid-Year Leadership Conference

WHERE MEMBERS SPARK INNOVATION TO ELEVATE OUR INDUSTRY

SEPTEMBER 19-21, 2023 | OLYMPIC VALLEY (LAKE TAHOE), CA

Dear

I would like to attend the 2023 WQA Mid-Year Leadership Conference September 19-21 in Olympic Valley (Lake Tahoe), California. The event will give me the opportunity to take part in industry-impacting discussions and build new connections with industry colleagues.

I’ve reviewed the agenda and identified some sessions that I would like to attend, including:

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While at MYLC, I plan to achieve several objectives:

- Objective 1: _____
- Objective 2: _____
- Objective 3: _____

Here is a breakdown of the anticipated costs:

Airfare	\$
Transportation	\$
Hotel	\$
Registration Fee	\$
Other (WQRF Golf, WQRF Dinner, etc.)	\$
Other (Meals, Per Diem, etc.)	\$
TOTAL	\$

I will submit a post-conference report that will include major takeaways and a set of recommendations to improve the way we’re currently conducting business. I also will be happy to share relevant information with colleagues throughout our organization.

If you’d like to learn more about the conference, you can visit wqa.org/mylc.

Thank you for considering this request. I look forward to your reply.

Regards,

EXPENSE WORKSHEET

CONFERENCE EXPENSES	COST-SAVING TIPS	COSTS
CONFERENCE REGISTRATION FEE Member: \$425 Non-Member: \$525	Make sure you're a WQA member to save big! If you need more information, reach out to membership@wqa.org	\$
SEPARATE REGISTRATION FEES (for additional WQRF events) WQRF Golf: \$300 (Club rental: \$75) WQRF Dinner: \$350		\$
FLIGHT OR OTHER TRANSPORTATION		\$
LODGING Event rate: Approx. \$289/night \$229+ \$28 Resort Fee + Taxes = Approx. \$289/night	Book your lodging before Saturday, August 26 th , to ensure you get the best rate.	\$
AIRPORT TRANSFER OR RENTAL CAR	<ul style="list-style-type: none"> • Share a ride with a colleague. Many will be arriving around the same time. • Rent a car to have more flexibility. Self-parking at the resort is only \$20/night. • Take one of the airport shuttles offered from Reno Airport. 	\$
MILEAGE REIMBURSEMENT (if driving own car)		\$
PARKING FEES: Overnight Self: \$25/night Overnight Valet: \$65/night		\$
FOOD PER DIEM	Save by attending meal functions included with your registration. Breakfast will be provided on Wednesday and Thursday, while lunch will be offered Tuesday and Wednesday.	\$
TOTAL COST		\$



WHAT'S INCLUDED

- 15+ hours of open industry-impacting discussions
- 10+ hours of opportunities to build connections and forge relationships
- Welcome Reception
- Lunch Tuesday & Wednesday
- Breakfast Wednesday & Thursday

WHY YOU SHOULD ATTEND

ENHANCE

Sit in on industry-impacting discussions and learn about the different aspects of the industry you may not be familiar with. New faces and voices are welcomed and encouraged to attend. Our agenda includes:

- Understanding the wealth of great information you can glean from WQA's industry reports to improve your business
- Learning about the latest water industry research and what might be ahead

SUPPORT

The Mid-Year Leadership Conference offers the most in-person opportunities to support the Water Quality Research Foundation (WQRF) fundraising. When you participate in a WQRF event, you are not only creating the opportunity to meet new industry peers, but you are supporting future studies within the drinking water treatment industry that will improve water quality through relevant research.

WQRF | Water Quality
Research Foundation

BUILD

Reconnect with friends and make plenty of new relationships. You'll be amazed to see how much you can learn from each other regarding similar challenges. Maybe you have a conversation with someone from a different state, or from a different segment of the industry (Dealer or Manufacturer/Supplier) and gain a whole new perspective on a topic. The possibilities are endless as long as the opportunities are there... and they are. Connection opportunities include:

- Attendee Takeover: Engagement Sessions
- Lunch (Tuesday/Wednesday)
- Breakfast (Wednesday/Thursday)
- **WQRF Golf Outing (additional fee)**
- WQA Business Unplugged: Meet Up & Connect
- Welcome Reception
- **WQRF Benefit Dinner (additional fee)**

CREATE

Work hard, play hard – it's not just about learning, it's about creating an experience that is memorable. Explore the surrounding area, create new relationships, and be a part of crucial conversations to help us shape and advance the strategy of our industry and our association.