



SWANA[®]

SOLID WASTE ASSOCIATION
of North America

SWANA Update

**Old Dominion Chapter
Glen Allen, VA
October 17, 2016**



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FY2016 - An All-Star Year

SWANA is a stronger, larger and more relevant association than a year ago – guided by the 2015 Strategic Plan

Mission

SWANA is an organization of professionals committed to advancing from solid waste management to resource management through their shared emphasis on education, advocacy and research.

SWANA Strategic Plan, FY 2016 to 2020

Adopted March 2015

Strategic Plan

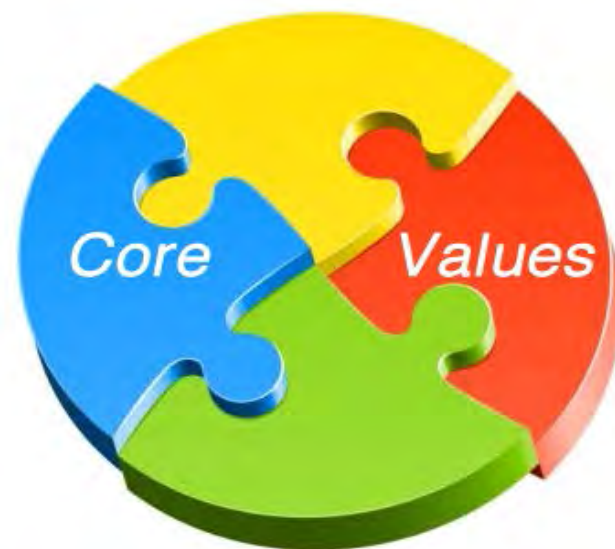
The Strategic Plan laid the foundation for our recent and future success and growth

Education: opportunities for training, certification, and research

Advocacy: support of responsible and practical environmental initiatives

Collaboration: networking and partnerships

Respect: encouragement of diverse ideas and opinions



Membership Growth

We ended FY 2016 with 8,512 members

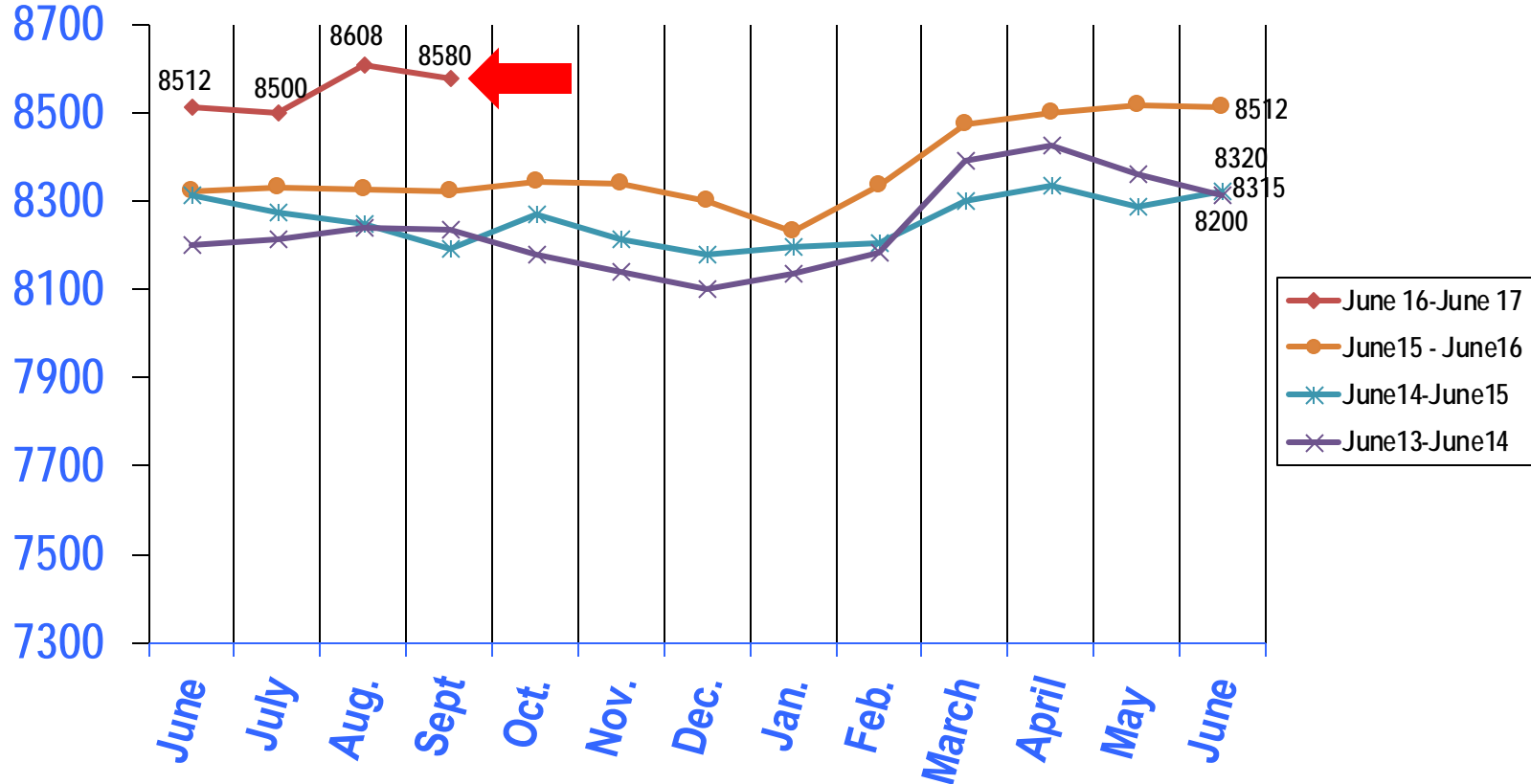
- About 200 members more than end of FY 2015*
- Exceeded our aggressive goal - 8,462*
- 1,665 new members joined SWANA in FY 2016***
 - Exceeded new member goal of 1,562*
 - 21% growth over previous year*



Membership Comparative Data

(as of 9/30/2016)

FY2017 Goal = 8582 (2%) Growth
September 2016= 8580 (0.80%) Growth



Financials Are Strong

Fiscal year 2016	Percent
Revenue	106.7%
Expenses	96.3%

Fiscal Year 2016 ended:

- ***Pre-audit net of \$374,644***
- ***More than \$400,000 ahead of budget***
- Events did better than budgeted
 - WASTECON-Orlando (\$190k over budgeted net)
 - SWANApalooza (\$159k over budgeted net)
 - NAWTEC (\$35k over budgeted net)
 - Safety (\$29k over budgeted net)
- Cost controls had intended effect and will continue
- Certification/training had very strong revenue

Balanced FY 2017 Budget

- Implements strategic plan
- **No change in dues or event registration fees**
- Aggressive membership goal
- Major event focus w/ISWA
- Addresses staff retention and growth needs

Approved Fiscal Year 2017 Budget	
Revenue	\$6,508,389
Expenses	<u>(6,456,782)</u>
Net from operations	51,607
Special projects expense	(121,160)
Investment income	<u>71,000</u>
Total	\$1,447

The FY 2016 dues increase and cost controls make the FY 2017 budget possible



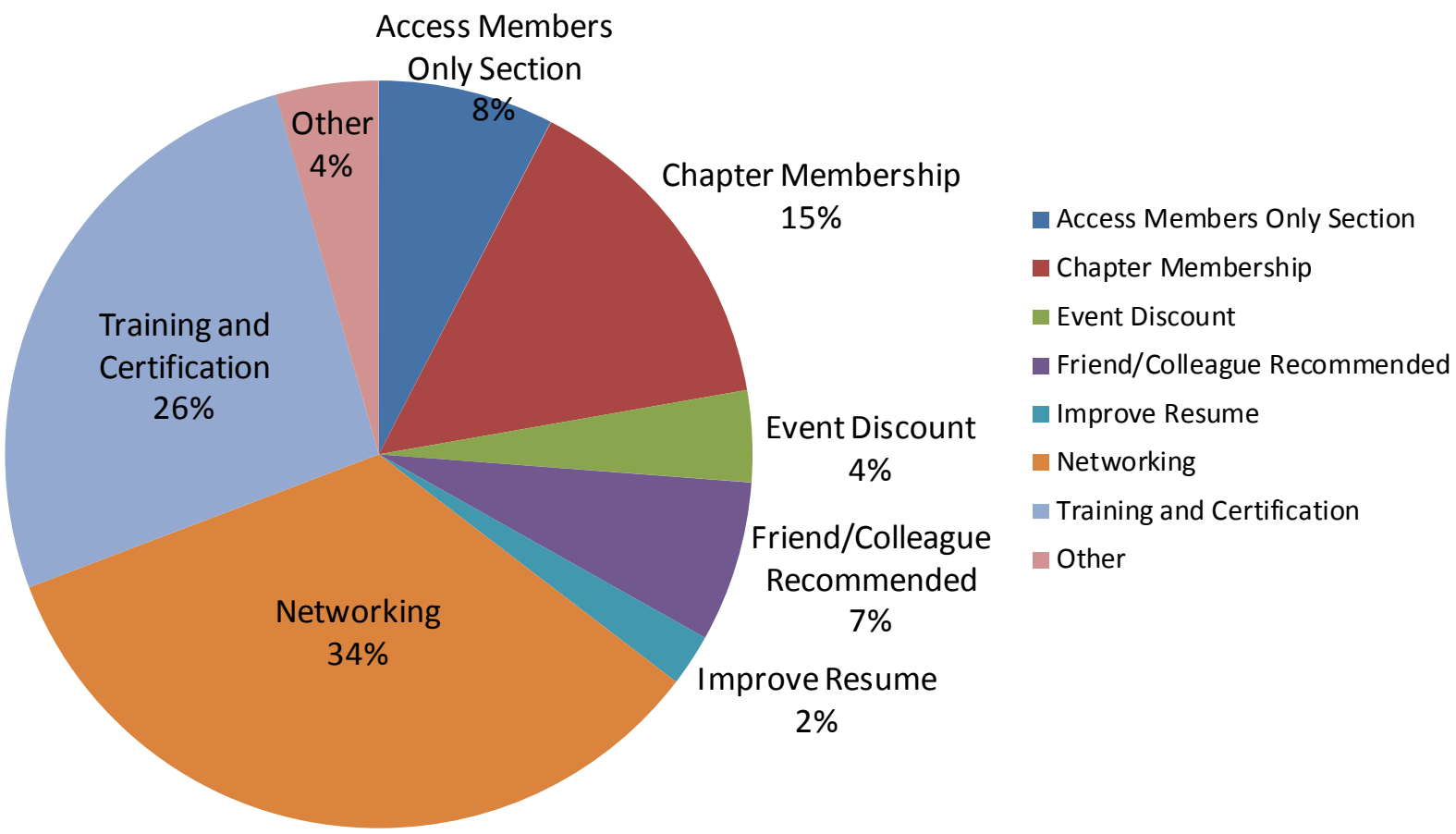
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Why Did You Join?

Total Responses: 3668

New Online Members
(March 2012 – Sept. 2016)





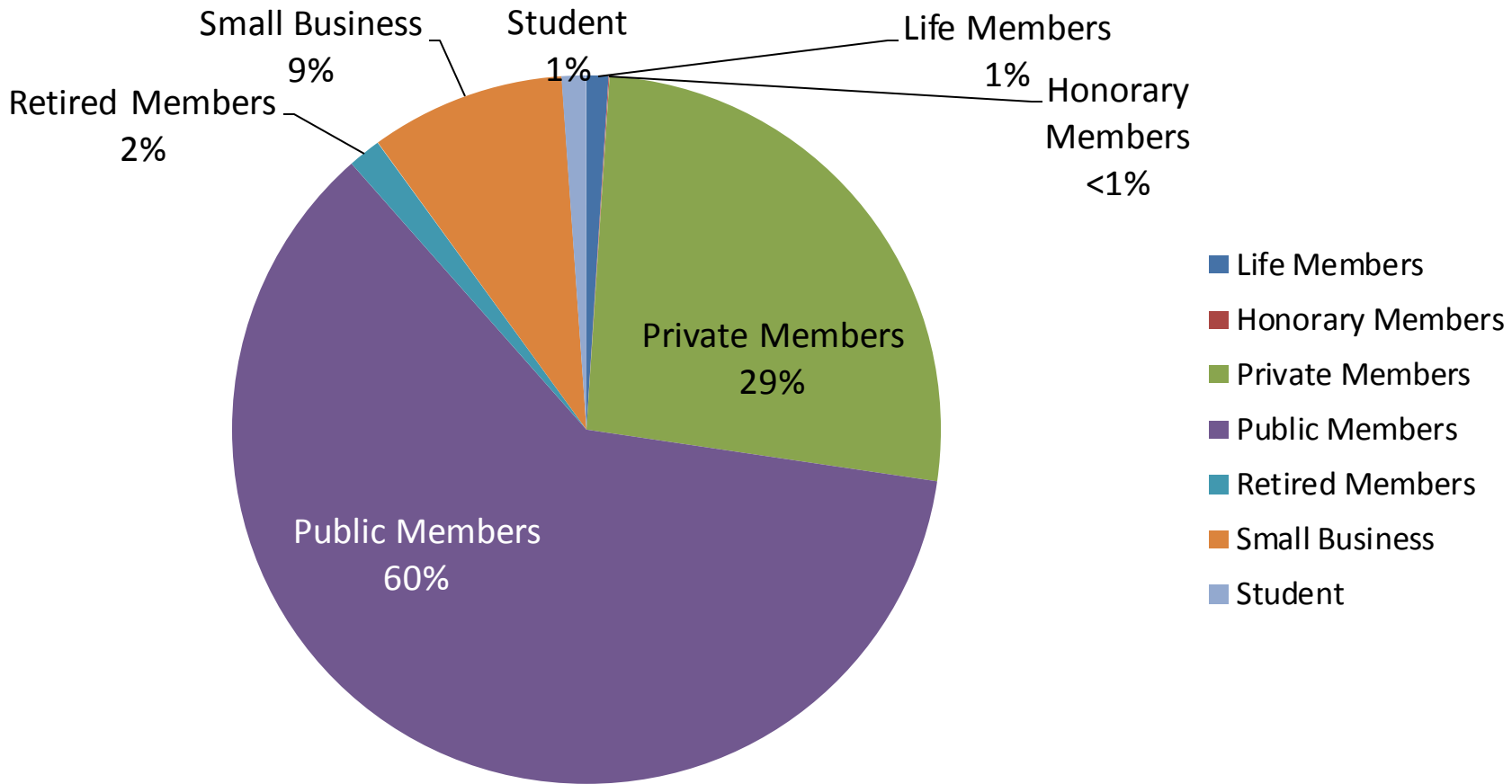
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Membership by Type

(as of 9/30/2016)

8580



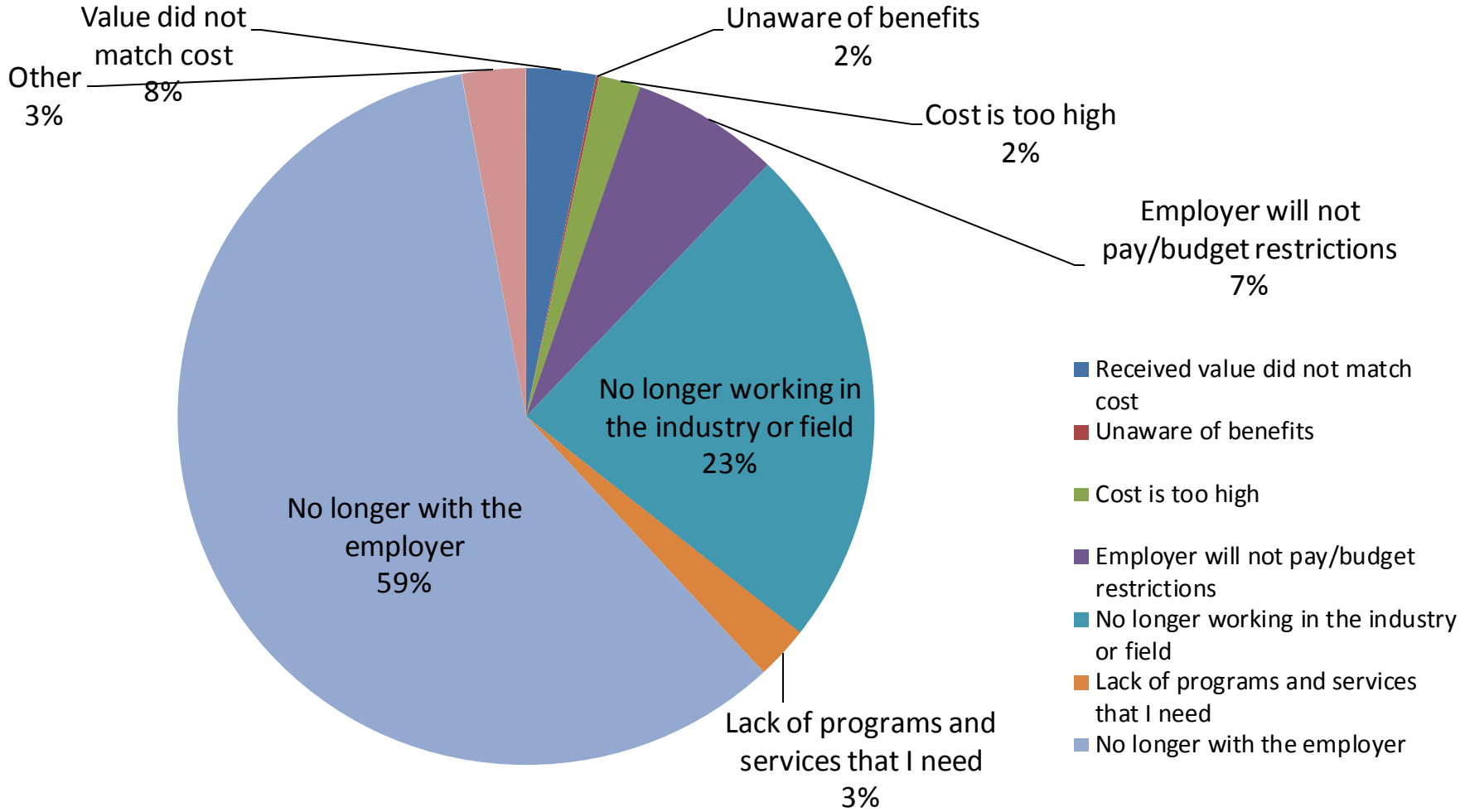


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Why Are You Leaving SWANA?

Total Responses: 777 Non-Renewing Members
(February 2013 – Sept. 2016)





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Student Membership

Student membership is free starting January 1, 2017

FREE

Member Benefits

- Networking and Idea Sharing
 - Live Events
 - SWANA Chapters
 - SWANA Technical Divisions
 - MySwana
 - Young Professionals Group
- Member-Only Discounts
 - Event Registration
 - Courses & Training
 - Professional Services Directory
 - ISWA free trial membership
 - ARF reports and industry publications

LEADERS IN SOLID WASTE TRAINING



I Am SWANA
Training





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Technical Divisions



Member Benefits

- **Industry Information & Best Practices**

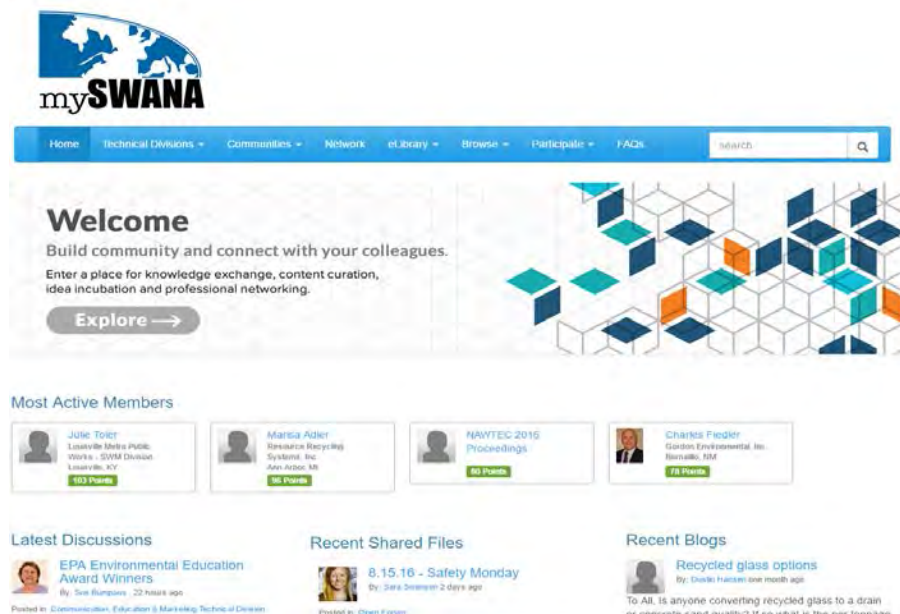
- *I AM SWANA News*
- *Safety Monday eNews*
- *MWS Management Magazine*
- Webinars
- eLibrary

- **Leadership Positions**

- Committee positions
- Technical Divisions
- International Board
- Young Professionals



- **Exclusive website for SWANA members**
- **Join and manage communities and e-groups**
- **Access member benefits**
 - Member Directory
 - eLibrary
 - Discounts
 - MySWANA blogs



The screenshot shows the MySWANA website interface. At the top is the mySWANA logo and a navigation menu with links for Home, Technical Divisions, Communities, Network, eLibrary, Browse, Participate, and FAQs. A search bar is located on the right. Below the navigation is a 'Welcome' section with the text 'Build community and connect with your colleagues. Enter a place for knowledge exchange, content curation, idea incubation and professional networking.' and an 'Explore' button. To the right is a decorative graphic of blue and orange cubes. Below this is a 'Most Active Members' section featuring four member profiles: Julie Toller (153 Points), Marisa Adler (87 Points), NAWTEC 2015 Proceedings (63 Points), and Charles Proffler (78 Points). At the bottom, there are three sections: 'Latest Discussions' with 'EPA Environmental Education Award Winners', 'Recent Shared Files' with '8.15.16 - Safety Monday', and 'Recent Blogs' with 'Recycled glass options'.



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Affinity Program



CARD PAYMENT SERVICES

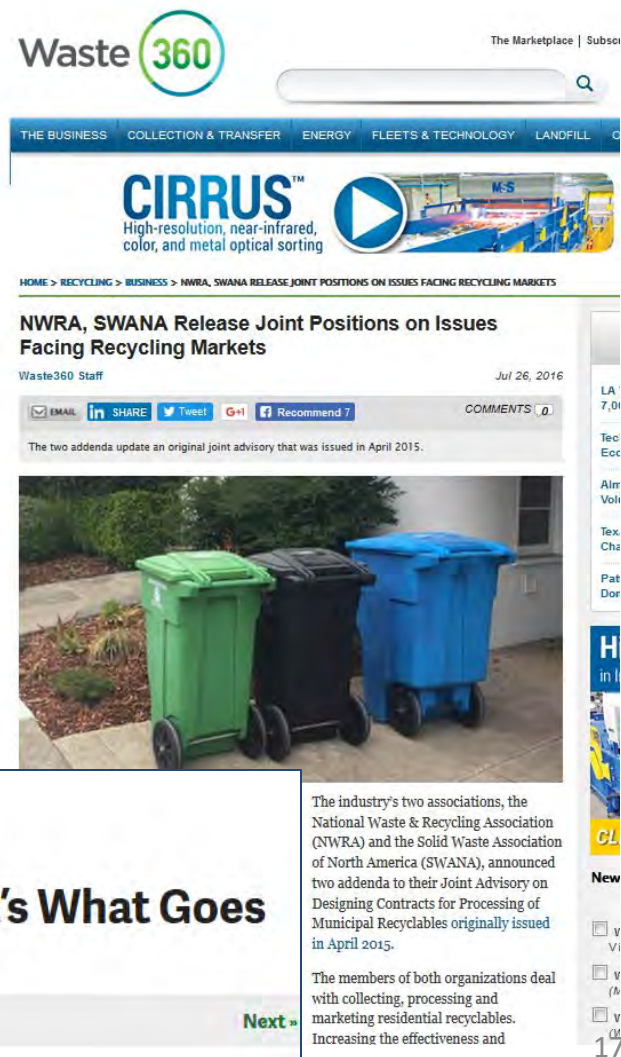
CONCORDE
INC.

COMPLIANCE | SCREENING | SAFETY

amazon smile
You shop. Amazon gives.

Increased Visibility

SWANA has become a critical “go to” resource on a wide variety of solid waste related topics/issues for the national media (e.g., NY Times, CNN, NPR), local media, (Waste Dive, Waste360)



- 2016 WASTECON Safety Summit - 6 sessions
- **New for 2016**
 - Municipal injury/accident data
 - Safety Awards @ WASTECON
- Safety Ambassadors in chapters
- Fatality info to chapters
- Safety Monday – now in Spanish
- Slow Down to Get Around
- Classroom safety/compliance training
- Partnering with NWRA/ISRI – Stand Downs
- Partnering with NGVA – natural gas trucks



2017 Event Schedule

Senior Executive Seminar – February 19-21, 2017 ● Tampa, FL

EC Winter Meeting will be held Feb 18-19 at same location

SWANApalooza – March 28-31, 2017 ● Reno, NV

2017 Safety Summit will be held at Palooza

NAWTEC – April 24-26, 2017 ● Minneapolis, MN

WASTECON[®] - September 25-28, 2017 ● Baltimore, MD

ISWA World Congress will be co-located at WASTECON!



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ISWA Scholarship Programme

Trading Trash for Education

Professional, direct support and care on
the ground

<https://player.vimeo.com/video/146035569?autoplay=1>



Conclusions

Thank you for your past, present and future support of our efforts to grow SWANA and make it a stronger association for YOU, its members!

