



ACE¹⁷
ANNUAL CONFERENCE & EXPOSITION

UNITING THE WORLD OF WATER

PHILADELPHIA, PA

JUNE 11-14, 2017

WWW.AWWA.ORG/ACE17

JUSTIFICATION TOOLKIT

GENERAL TIPS: JUSTIFY THE EXPENSE.

- Focus on the knowledge and information you will bring back to your team and the organization as return on the initial investment.
- Offer to deliver a short presentation and Q&A session to your colleagues regarding your ACE17 experience and all that you have learned.
- Remind your supervisor that ACE17 offers the most convenient and cost effective opportunity to brainstorm ideas and challenges facing the industry, a variety of professional sessions to help solve those challenges, and even earn CEUs/PDHs.
- Be ready with a plan that shows who will help cover your workload while you are attending ACE17.
- Register early and reserve your hotel accommodations by March 30, 2017, to receive best registration rates.

SOME SPECIFIC DETAILS YOU'LL NEED TO IDENTIFY

- **Session Content:** Identify specific sessions that are relevant to your organization's work.
- **Vendor Contacts:** Identify specific exhibitors and tools being showcased at ACE17 that your organization either currently uses or would like to evaluate using.
- **Products and Services:** Highlight the fact that the most relevant and innovative technologies and ideas in the water industry will all be offered at ACE17.
- **Best practices:** Spotlight all the pertinent training sessions from which your group will immediately benefit.
- **Training:** Emphasize relevant workshops designed to teach specific skills that will assist you and your team.
- **Registration:** Check out the registration page where you can choose from a variety of options to tailor ACE17 to fit **you/your organization's needs.**

EXPENSE WORKSHEET

Conference expenses are affected by a number of factors. Before you can even begin to justify your expenses, you need to calculate what those expenses are. Use the worksheet below to develop a cost estimate for attending ACE17. Refer to the registration and hotel information or the conference announcement for details.

EXPENSE	GUIDELINE	
Conference Registration	Full-Conference (best value)	\$
Sunday Workshop	Optional: (Additional Fee) Targeted content and additional CEUs	\$
Ticketed Events	Optional: Facility Tours, Water Industry Luncheon, AAEEES/AIDIS/AWWA Luncheon	\$
Certificate Program	Optional: Public Officials only	\$
Flight	Try an online travel service to get a quick estimate.	\$
Lodging	Refer to ACE17 housing options.	\$
Transportation: Airport to Hotel	Taxi, shuttle, rental car, etc.	\$
Transportation: Hotel to Airport	Taxi, shuttle, rental car, etc.	\$
Mileage Reimbursement	Driving to conference or to the airport for your flight? Use an online mapping tool to calculate distances, then multiply miles by 53.5 cents per mile. (IRS standard for 2017)	\$
Parking Reimbursement	Airport parking for flight departure, or at location where conference is located (convention center or hotel).	\$
Food Per Diem	Check your organization's policies.	\$
Total		\$

BENEFITS WORKSHEET

Although you might understand the benefits of attending ACE, your manager may not. To be most effective in justifying the conference, you need to clearly articulate the connection between your organization's knowledge requirements and the conference program. **DO NOT** assume your manager will be able to automatically make those distinctions.

To support this process, use the worksheet below to help you focus on the benefits. Use whatever makes sense for your particular situation and organization and omit the rest.

YOUR ORGANIZATION'S BENEFITS	SPECIFIC NEEDS AND THE CONFERENCE SESSIONS
Networking Benefits	ACE17 will allow _____ to network with other professionals and exhibitors in the industry. We will be able to take the pulse of what is happening for tools, technologies, and processes and hear ideas we may not have considered.
Team Building (if sending a big part of your group)	This conference will help motivate our team, providing a forum for team members to discuss tools and technologies, and how we might apply them in our company to improve our information, products, workflow, and processes.
Current Tools	
Future Tools Exploration	
Current Technologies	
Future Technologies Exploration	
Current Processes	
Future Processes Exploration	
Vendors With Tools & Technologies You Are Exploring	

After you have identified the specific educational advantages of attending the conference, provide both the expenses and benefits for your manager to realize and approve the value of your proposition.

Sell your conference proposition!

SAMPLE LETTER 1: BASIC

LETTER TO MANAGER

<Date>

Dear <supervisor's name>,

I would like to attend AWWA's Annual Conference & Exposition, ACE17, being held in Philadelphia, Pennsylvania, June 11-14, 2017. The conference will enable me to attend a number of professional sessions directly applicable to my work and will allow me to network with a variety of water industry experts and colleagues from around the world. Many of their presentations are tailored to the <your specific profession> water professional and give information on how to <list benefits to your responsibilities>.

After reviewing the ACE17 program, I have identified a number of professional sessions that will allow me to gain knowledge and understanding about how we can improve our operations. The presentations are all facilitated by industry experts who have faced similar challenges. This is a valuable training opportunity to advance my skills, improve efficiency in my position, and transfer knowledge back to my team. By attending, I can transform our organization's challenges into solutions that can help <organization's name> reduce costs and continue to provide safe water for our city/county.

<INSERT A SAMPLE SELECTION OF SESSIONS YOU WANT TO ATTEND>

Here is the breakdown of conference costs:

Conference Fee:	<\$XXXX>
Round-trip Airfare:	<\$XXXX>
Transportation:	<\$XXXX>
Hotel:	<\$XXXX>
Meals:	<\$XXXX>

The total estimated cost associated with attending this conference is <\$XXXX> (if registered before March 30, 2017).

Again, the opportunity for me to develop better contacts and gain knowledge in specific areas of the water industry makes my attendance at AWWA's ACE17 a wise investment for <organization's name>. Feel free to view the conference agenda at www.awwa.org/ACE17. I look forward to your approval.

Sincerely,

<your name>

After you have identified the specific educational advantages of attending the conference, provide both the expenses and benefits for your manager to realize and approve the value of your proposition.

Sell your conference proposition!

SAMPLE LETTER 2: BEST VALUE

LETTER TO MANAGER

<Date>

Dear <supervisor's name>,

I would like to attend AWWA's Annual Conference & Exposition, ACE17, being held in Philadelphia, Pennsylvania, June 11-14, 2017. The conference will enable me to attend a number of professional sessions directly applicable to my work and will allow me to network with a variety of water industry experts and colleagues from around the world. Many of their presentations are tailored to the <your specific profession> water professional and give information on how to <list benefits to your responsibilities>.

After reviewing the ACE17 program, I have identified a number of professional sessions that will allow me to gain knowledge and understanding about how we can improve our operations. The presentations are all facilitated by industry experts who have faced similar challenges. This is a valuable training opportunity to advance my skills, improve efficiency in my position, and transfer knowledge back to my team. By attending, I can transform our organization's challenges into solutions that can help <organization's name> reduce costs and continue to provide safe water for our city/county.

<INSERT A SAMPLE SELECTION OF SESSIONS YOU WANT TO ATTEND>

Here is the breakdown of conference costs:

Full-conference:	\$810 (member rate)
Roundtrip Airfare:	<\$XXXX>
Transportation:	<\$XXXX>
Hotel:	<\$XXXX>
Meals:	<\$XXXX>

The total estimated cost associated with attending this conference is <\$XXXX> (if registered before March 30, 2017). I can attend the entire professional program and devote time to networking, plus my registration fee includes access to ACE Online and conference proceedings for six months following the conference.

Again, the opportunity for me to develop better contacts and gain knowledge in specific areas of the water industry makes my attendance at AWWA's ACE17 a wise investment for <organization's name>. Feel free to view the conference agenda at www.awwa.org/ACE17. I look forward to your approval.

Sincerely,

<your name>

After you have identified the specific educational advantages to attend the conference, provide both the expenses and benefits for your manager to realize and approve the value of your proposition.

Sell your conference proposition!

SAMPLE LETTER 3: ONE DAY

LETTER TO MANAGER

<Date>

Dear <supervisor's name>,

I would like to attend AWWA's Annual Conference & Exposition, ACE17, being held in Philadelphia, Pennsylvania, June 11-14, 2017. The conference will enable me to attend a number of professional sessions directly applicable to my work and will allow me to network with a variety of water industry experts and colleagues from around the world. Many of their presentations are tailored to the <your specific profession> water professional and give information on how to <list benefits to your responsibilities>.

After reviewing the ACE17 program, I have identified a number of professional sessions that will allow me to gain knowledge and understanding about how we can improve our operations. The presentations are all facilitated by industry experts who have faced similar challenges. This is a valuable training opportunity to advance my skills, improve efficiency in my position, and transfer knowledge back to my team. By attending, I can transform our organization's challenges into solutions that can help <organization's name> reduce costs and continue to provide safe water for our city/county.

<INSERT A SAMPLE SELECTION OF SESSIONS YOU WANT TO ATTEND>

Here is the breakdown of conference costs:

One-day <insert day>:	\$465 (member rate)
Roundtrip Airfare:	<\$XXXX>
Transportation:	<\$XXXX>
Hotel:	<\$XXXX>
Meals:	<\$XXXX>

The total estimated cost associated with attending this conference is <\$XXXX> (if registered before March 30, 2017). By attending ACE17 for one day, I can choose from up to 54 professional sessions to attend.

Again, the opportunity for me to develop better contacts and gain knowledge in specific areas of the water industry makes my attendance at AWWA's ACE17 a wise investment for <organization's name>. You may view the conference agenda at www.awwa.org/ACE17. I look forward to your approval.

Sincerely,

<your name>

After you have identified the specific educational advantages to attend the conference, provide both the expenses and benefits for your manager to realize and approve the value of your proposition.

Sell your conference proposition!

SAMPLE LETTER 4: FIELD OPERATORS

LETTER TO MANAGER

<Date>

Dear <supervisor's name>,

I would like to attend AWWA's Annual Conference & Exposition, ACE17, being held in Philadelphia, Pennsylvania, June 11–14, 2017. The conference will enable me to attend a number of professional sessions directly applicable to field operators and will allow me to network with a variety of water industry experts and colleagues from around the world.

After reviewing the ACE17 program, I have identified a number of professional sessions that will allow me to gain knowledge and understanding about how we can improve our operations. The presentations are all facilitated by industry experts who have faced similar challenges. This is a valuable training opportunity to advance my skills, improve efficiency in my position, and transfer knowledge back to my team. By attending, I can transform our organization's challenges into solutions that can help <organization's name> reduce costs and continue to provide safe water for our city/county.

Tuesday, June 13, 2017 is Field Operators' Day and will feature these sessions, plus more!

<INSERT A SAMPLE SELECTION OF SESSIONS YOU WANT TO ATTEND>

TUE15 | Partnership for Safe Water Promotes Water Utility Excellence in Pennsylvania
TUE22 | Leveraging Nonrevenue Water Data
TUE24 | What We Learned From Initiating Our Active Lead Service Line Replacement Program
TUE40 | Utility Optimization—Innovations & New Technologies
TUE48 | Membranes: The Importance of Pre-Treatment
TUE50 | Water Loss Programs at State and Utility Level
TUE51 | Using Hydraulic Models to Enhance Water System Operations From Treatment Plant to Customers
TUE53 | Flint's Path From Crisis to Distribution System Optimization

Here is the breakdown of conference costs:

One-day Tuesday, June 13:	\$125 (member rate)
Roundtrip Airfare and Transportation:	<\$XXXX>
Hotel:	<\$XXXX>
Meals:	<\$XXXX>

The total estimated cost associated with attending this conference is <\$XXXX> (if registered before March 30, 2017). By attending ACE17 for one day, I can choose from up to 54 professional sessions to attend.

Again, the opportunity for me to develop better contacts and gain knowledge in specific areas of the water industry makes my attendance at AWWA's ACE17 a wise investment that for <organization's name>. You may view the conference agenda at www.awwa.org/ACE17. I look forward to your approval.

Sincerely,

<your name>

After you have identified the specific educational advantages to attend the conference, provide both the expenses and benefits for your manager to realize and approve the value of your proposition.

Sell your conference proposition!

SAMPLE LETTER 5: SMALLER-UTILITIES

LETTER TO MANAGER

<Date>

Dear <supervisor's name>,

I would like to attend AWWA's Annual Conference & Exposition, ACE17, being held in Philadelphia, Pennsylvania, June 11-14, 2017. The conference will enable me to attend a number of professional sessions directly applicable to my work and will allow me to network with a variety of water industry experts and colleagues from around the world. On Wednesday, June 14 a special discount will be offered to smaller-utilities to attend.

After reviewing the ACE17 program, I have identified a number of professional sessions that will allow me to gain knowledge and understanding about how we can improve our operations. The presentations are all facilitated by industry experts who have faced similar challenges. This is a valuable training opportunity to advance my skills, improve efficiency in my position, and transfer knowledge back to my team. By attending, I can transform our organization's challenges into solutions that can help <organization's name> reduce costs and continue to provide safe water for our city/county.

Highlighted sessions tailored to smaller-utilities include:

- WED02 | Financial Sustainability as a Prerequisite for SDWA Compliance
- WED13 | Communicating and Evaluating Health Risks Associated With Inorganic Contaminants
- WED17 | Lead Identification, Release and Transport Through Premise Plumbing
- WED21 | Novel Design Approaches for Small Water Systems
- WED25 | Design-Build for the Future
- WED31 | Innovations in Groundwater Management

Here is the breakdown of conference costs:

One-day Wednesday, June 14:	\$125 (member rate)
Roundtrip Airfare and Transportation:	<\$XXXX>
Hotel:	<\$XXXX>
Meals:	<\$XXXX>

The total estimated cost associated with attending this conference is <\$XXXX> (if registered before March 30, 2017). By attending ACE17 for one day, I can choose from up to 38 professional sessions to attend.

Again, the opportunity for me to develop better contacts and gain knowledge in specific areas of the water industry makes my attendance at AWWA's ACE17 a wise investment that for <organization's name>. You may view the conference agenda at www.awwa.org/ACE17. I look forward to your approval.

Sincerely,

<your name>