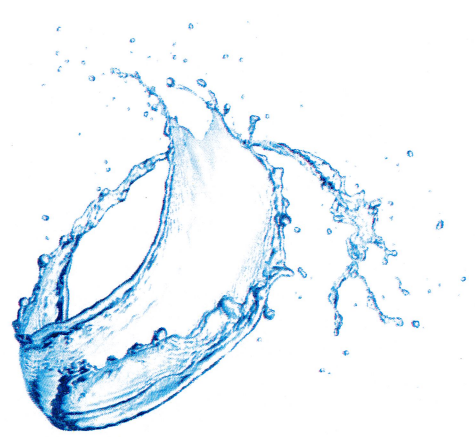


# Making a Splash



*Michelle Farmerie  
Marketing Director, GLA Water  
Consultants, Inc.*

### **What prompted you to start volunteering with AWT?**

I've been attending AWT conventions and training events for years, always as an observer or trainee, and it wasn't until a year ago that the idea of getting more involved with AWT programs was presented to me by none other than Angela Pike. At first I started out by joining the Membership Committee, which I am still proudly a part of as we work to grow AWT. Since then, I've branched out and joined the Marketing Committee. With the encouragement of Heidi Zimmerman, Mark Lewis, and Casey Walton, I've also taken on a much bigger role in AWT by heading up the new Young Professionals Group, which is currently in the task force stage as we work to grow the group. The group's purpose is to solidify the future of AWT with today's youth by educating and mentoring them, encouraging involvement, and networking.

### **What has been the most rewarding thing about volunteering?**

To me, it's a tie. Obviously, by being involved in various groups within the association, I have been able to meet so many new people to network with and learn from, and hopefully I can enlighten them about a few things myself. The other aspect that I find so rewarding about volunteering with the association is the fact of knowing what I'm doing matters, that what I'm doing is helping to make a difference for the organization, whether by growing it or helping to secure the future of the association.

### **How has volunteering improved your professional career?**

Volunteering with the various groups within AWT has helped me professionally by expanding my supplier and customer base through the contacts I have made. But more importantly, it has helped to teach me more about being balanced in work affairs, being a better public speaker, how not to be afraid to share my input. It has also helped improve me professionally by showing me how to take chances on things that are new and outside of the box.

### **Why would you encourage others to become a volunteer?**

I would encourage others, especially newer, younger members (but not only them), to become more involved by volunteering because we are the future of AWT. The seasoned members of AWT aren't going to be doing this forever, and we need to get involved so as to share in their wisdom and knowledge, help grow the association, and be a part of defining the organization for the future. Plus, volunteering gives you a chance to meet a lot of new people, grow your professional career, and end up with business contacts worldwide who could be beneficial to your future business (or even personal endeavors).

### **Tell us about a current project you or your committee is working on.**

Currently, the biggest thing I am working on is spreading the word about the new Young Professionals Group. The purpose of this group is to help solidify the future of AWT. Through the use of happy hours at 2013's convention and the training seminars earlier in 2014, as well as social media pages on both LinkedIn and Facebook, I have dedicated myself to sharing this new opportunity with younger, less experienced members of AWT so that they know about the opportunity to be a part of the future of AWT. As this group



grows, our hope is to have more networking and learning opportunities, along with educational and fun events in which these new faces of the association can take part, as well as to get the Young Professionals Group members to take a more active role within the association itself. With the support of AWT's board of directors as well as several Past Presidents and other seasoned members of AWT, the Young Professionals Group has access to the plethora of knowledge that all of these individuals possess and are willing and eager to share with the leaders of tomorrow.

**What is a past project that your committee produced that you feel has had the greatest impact on AWT and why?**

There are actually two projects that my committees have undertaken that I feel are vital to AWT. The first is a project that the Membership Committee took on. We're taking the time to reach out to all AWT Member companies to let them know how much AWT values their membership and loyalty to the association, and we also want to get their feedback as to what they like

about AWT and what changes they would like to see, if any. I feel that this is of great importance to AWT because it allows the association to know what it's doing right as well as what areas they could improve upon. It also lets member companies know they are cared about and are not taken for granted. The second project is one that was worked on jointly with the Young Professionals Group Task Force and the Marketing/SEED Committee. We reached out to members of the AWT and asked them to film short videos of themselves answering a handful of questions, such as to why they got into the industry, what they do, what is rewarding about their job, etc. in order to share the opportunities that exist in the water treatment industry with current college students. I believe this project was of importance to the AWT, as it helps to increase awareness about the industry as a whole, as well as the opportunities that exist not only with companies across the country/world, but also within AWT itself. This again will help to build the future foundation of AWT. ☺

			
<p><b>Water Treatment Technology Portfolio</b></p> <ul style="list-style-type: none"> <li>• Scale and Deposit Control Polymers</li> <li>• Corrosion Inhibition Technology</li> <li>• Phosphonates</li> <li>• Oxidizing and Non-Oxidizing Biocides for Microbiological Control</li> <li>• Reverse Osmosis Scale Control and Membrane Cleaners</li> </ul>	<p><b>Technical Expertise</b></p> <ul style="list-style-type: none"> <li>• Software for Scale Prediction, Corrosion Modeling and Inhibitor Optimization</li> <li>• 25 Years of Technical Experience</li> <li>• AWT Member since 1987</li> </ul>	<p><b>Innovative Equipment</b></p> <ul style="list-style-type: none"> <li>• Dual Containment Tank Systems</li> <li>• Biocide Feed Equipment</li> <li>• Microbial Testing</li> <li>• State-of-the-Art Process Control and Reporting</li> </ul>	<p><b>Supply Chain Solutions</b></p> <ul style="list-style-type: none"> <li>• Strategic Locations Across the U.S.</li> <li>• Global Shipping Capabilities</li> </ul>
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