

Transformative Progress

2021 Annual Report



Message From the Outgoing Chair



Elizabeth Williams

OUTGOING CHAIR

I have had the privilege to serve on several water industry boards, from certification to state association, and now an international board with my year as Chair of ABC coming to an end. All these experiences have provided me with opportunities to be directly involved in the professionalization of our water and wastewater operator industry. Through the years, I have come to appreciate these unique perspectives and the different avenues organizations take to develop and grow today's water workforce.

At ABC, the effort to professionalize our workforce has been 50 years in the making. This foundation has put us in a position to make a meaningful impact today. The ABC team of volunteers and staff have worked well over the past decade to improve the certification and exam services delivered to programs throughout North America and beyond. The Board has evolved into a strategic- oriented board, focused on ensuring our financial and human resources are utilized to the benefit of our members and testing clients. The day-to-day operations are in the capable hands of professionals who take their lead from the Board in providing a servant leader philosophy. That combination has led to greater financial security and given the Board an opportunity to think about how the Association can make the biggest impact with its resources.

This past year we implemented a new strategic plan and took calculated risks to position the Association for the foreseeable future to be a contributing member of the water community. In the coming months when we recognize our 50th anniversary, we will usher in the new year of the all new "ABC." It promises to be course changing for the Association and for all of us invested in its success through service to our members.

Sincerely,

Elizabeth Williams

Certifications



■ PO Certifications (167) ■ ABC Certifications (567)

Balance Sheet

Assets

Cash & Cash Equivalents	\$548,979
Investments	\$2,426,315
Accounts Receivable	\$523,845
Prepaid Expenses	\$13,412
Net Fixed Assets	<u>\$451,770</u>
Total Assets	<u>\$3,964,321</u>

Liabilities & Net Assets

Accounts Payable	\$70,333
Accrued Expenses	\$80,043
Deferred Revenue	\$29,625
Notes Payable	<u>\$230,389</u>
Total Liabilities	\$410,390
Unrestricted Net Assets	<u>\$3,553,931</u>
Total Liabilities & Net Assets	<u>\$3,964,321</u>

Revenue

Revenue & Support

Member Dues	\$119,394
-------------	-----------

Services	\$1,622,337
----------	-------------

Conference	\$44,182
------------	----------

Government Grants	\$341,157
-------------------	-----------

Royalties	\$12,223
-----------	----------

Investment Income	\$496,103
-------------------	-----------

Total Revenue & Support	<u>\$2,635,396</u>
------------------------------------	---------------------------

Expenses

Expenses

Program Expenses	\$873,397
------------------	-----------

Investments	\$974,596
-------------	-----------

Total Expenses	<u>\$1,847,993</u>
-----------------------	---------------------------

Unrestricted Net Assets

Net Increase	\$787,403
--------------	-----------

Alison McGee, PO and Paul D. Bishop, CAE

Message from WPI Board Chair 2022 and President & CEO



**Alison McGee,
PO**

WPI BOARD CHAIR 2022



**Paul D. Bishop,
CAE**

PRESIDENT AND CEO

As you've turned the page of this annual report you may have noticed something different about these pages! Keeping reading to find out why...

For many of us, 2021 has been quite the year. Whether you were dealing with Covid-related or workplace issues, or the "new normal," it was a year that we might like to put in a box and leave there! Certainly, for ABC it was a year of change. Dramatic change at that!

We began by outsourcing our digital marketing and communications efforts to an award-winning firm in Chicago, the David James Group (DJG). DJG was brought on to assist in defining the future brand of ABC and strategy for messaging the incredible work of our volunteers and industry standards we develop for operator competence. In addition, we retained the services of Bâton | Global to further assist us with industry-wide initiatives. Both organizations have been instrumental in developing a data-driven approach to shape the future brand, image, and marketing strategies for this organization.

However, none their work would be possible if it wasn't for the amazing work of the team at ABC. Their energy and devotion to our mission of supporting a competent water and wastewater workforce is second to none. They made some things possible that others said were impossible, and their dedication to seeing our members and clients satisfied never ceases to amaze me. No two days are the same around here and the challenges along the way are always met with "How can I make things better?" vs. "That's the way we've always done it." From onboarding a record number of clients to moving to standardized exams or remote proctoring, the ABC team has done their best to meet our clients where they are at and bring workable solutions for their challenges. I could not ask any more of them and the effort they've put forward.

...As we mentioned above, ABC retained the services of two reputable organizations to assist us in determining what "ABC" would look like in the future. The reason we put "ABC" in quotes is that through surveys and focus groups it was determined that "The Association of Boards of Certification" no longer describes who we are, the population served, or the critical nature of the work being done by the organization. After considerable research and discussion, the Board of Directors decided on a new name, Water Professionals International (WPI), as the organizational name and brand moving forward! The name speaks to the incredible people we serve, our geographic reach, and the embodies the mission of supporting the professionalism of today's water and wastewater operators.

In the coming year, we will share more on how the new name and brand came to be and our vision for the future as we celebrate ABC/WPI's 50 years of service to the water industry.

Sincerely,

Alison McGee, PO
WPI Board Chair 2022

Paul D. Bishop, CAE
President and CEO



The Associated Boards
of Certification

CERTIFICATION REIMAGINED

