2026

CWEA

SUSTAINING **PARTNERSHIP PROGRAM**

ADVANCING CALIFORNIA'S WASTEWATER WORKFORCE TOGETHER

CWEA SUSTAINING **PARTNERSHIPS**

PARTNER WITH CWEA

CWEA Sustaining Partners are more than event sponsors—they are **strategic partners in strengthening California's clean water workforce** through education, leadership development, technical training, and professional connection.

Through statewide training programs, conferences, safety events, leadership development opportunities, and expanding digital learning initiatives through OWEN, CWEA equips water professionals at every career stage with the knowledge and support needed to serve their communities.

As a **Sustaining Partner**, your organization helps expand access to high-quality workforce development while building meaningful relationships with the professionals shaping the future of California's wastewater industry.

BECOME A PARTNER OF CWEA >

CWEA **AT-A-GLANCE**

11,000+
Members

17
Local Sections

500+
Annual Training Events each Year

400
Volunteer Leaders Statewide Reach Across California's Water Sector

Statewide Reach Across California's Water Sector

CWEA

SUPPORT WORKFORCE DEVELOPMENT ACROSS CALIFORNIA

WHY PARTNER WITH CWEA?

California's wastewater profession is facing increasing workforce challenges, including succession planning, frontline leadership development, technical training needs,
and equitable access to education throughout the state.

CWEA plays a central role in helping agencies and industry professionals meet those challenges through:

- Technical education and certification support
- Safety and operational training
- Leadership development programming
- Regional and statewide networking opportunities
- Digital learning and on-demand education through OWEN
- Workforce connection and professional growth opportunities

Your partnership directly supports the development of the next generation of wastewater professionals while strengthening the industry as a whole.

Build **Trusted** Industry Relationships

Photo by SPN Photography

CWEA partnerships create meaningful opportunities to connect with professionals throughout California's clean water community—from operators, maintenance staff, laboratory professionals, and supervisors to consultants, manufacturers, contractors, engineers, and utility leaders

These relationships help position your organization as a trusted industry resource and committed workforce partner.

Gain Year-Round **Visibility**

Photo by Sal Ochoa

CWEA hosts more than 500 training events and networking opportunities annually through statewide programs and 17 local sections, creating consistent opportunities for visibility and engagement throughout the year.

From conferences and safety days to workshops and digital learning initiatives, CWEA connects your organization with water professionals where they live, work, and learn.

Demonstrate Industry Leadership

Photo by SPN Photography

Supporting CWEA sends a strong message about your organization's commitment to California's wastewater workforce and the long-term success of the industry.

Sustaining Partners are recognized as organizations that invest in:

- Professional growth
- Leadership development
- Workforce readiness
- Continuing education
- Industry collaboration
- Public and environmental health

Sustaining Partnership
$5,000 Annual Investment

CWEA SUSTAINING PARTNERS RECEIVE PREMIUM BENEFITS DESIGNED TO MAXIMIZE VISIBILITY, ENGAGEMENT, AND CONNECTION ACROSS THE ORGANIZATION.

Industry Visibility & Engagement

- Priority access to secure major event sponsorships and exhibit spaces at all CWEA State-level events
- Recognition on a dedicated Sustaining Partner sign displayed at State-level events
- Logo placement on key CWEA digital platforms, including the CWEA homepage, job board, and additional high-traffic pages
- Enhanced listing in the Annual Conference On-site Guide
- Permission to use the CWEA Sustaining Partner logo in your own marketing materials and outreach

Workforce Development Connection

- Association with statewide workforce development and education initiatives
- Support for leadership development, technical education, and safety programming
- Participation in the continued expansion of digital learning opportunities through OWEN
- Opportunities to strengthen connections with California wastewater professionals across all career stages

Access & Networking

- Attendee lists for select State-level events, including:
  - Annual Conference
  - P3S Conference
  - Northern Safety Day
- Opportunities to engage directly with decision-makers, industry leaders, and emerging professionals throughout California

Looking **Ahead**

CWEA CONTINUES TO EXPAND YEAR-ROUND WORKFORCE DEVELOPMENT OPPORTUNITIES THROUGH IN-PERSON TRAINING, LEADERSHIP PROGRAMMING, SAFETY EDUCATION, AND DIGITAL LEARNING INITIATIVES.

IN ADDITION TO THE ANNUAL AND P3S CONFERENCES, TRAININGS IN 2026-27 WILL INCLUDE:

- 6 Collection Systems Fundamental Workshops
- 2 Leadership Workshops focused on Frontline Leadership
- Collection Systems Mid-Summer Workshop, with hands-on Spills Training
- Northern Safety Day, with a new hands-on component
- 30 new content offerings in OWEN, plus 30 additional on-demand offerings
- 3 in-person workshops, partnered with CASA

BECOME A PARTNER OF CWEA >

As workforce needs continue to evolve across California's wastewater sector, CWEA is committed to building stronger connections between education, agencies, industry partners, and the professionals who keep our communities running.

Sustaining Partners play an important role in helping CWEA respond to these changing needs and expand access to high-quality education and professional development opportunities throughout the state.

For questions or to join, please contact:

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CWEA

PROTECTING CALIFORNIA'S MOST CRITICAL RESOURCE

Photos by Becky Polcyn, OC San; Edward Mackowski, IEUA; Joe Zumbo, Central San; Luis Ortega, City of Oxnard; Biology Section Lab Staff, City of San Jose; SPN Photography; Sal Ochoa; CWEA