Membership Growth with Arizona Chapter

October 3, 2017

SWANA
SOLID WASTE ASSOCIATION
of North America
Why Did You Join SWANA?

- Networking: 34%
- Training and Certification: 22%
- Improve Resume: 3%
- Event Discount: 5%
- Friend/Colleague Recommended: 7%
- Chapter Membership: 16%
- Access Members Only Section: 8%
- Other: 5%

Access Members Only
Chapter Membership
Event Discount
Friend/Colleague Recommended
Improve Resume
Networking
Why Are You Leaving SWANA?

132 responses as of 8/31/14

- No longer with the company: 42%
- No longer working in the industry or field: 24%
- Lack of programs and services that I need: 8%
- Value did not match cost: 8%
- Unaware of benefits: 2%
- Cost is too high: 3%
- Employer will not pay/budget restrictions: 12%
- Other: 9%

- Received value did not match cost
- Unaware of benefits
- Cost is too high
- Employer will not pay/budget restrictions
- No longer working in the industry or field
- Lack of programs and services that I need
Benefits of Joining SWANA

Involvement in your local chapter means:

• Engagement in/around your community
• Networking events
• Discounts on local SWANA chapter training registration fees
• Staying on top of local regulation changes and technology advances
• Convenient access to professional development opportunities
303 SWANA Members in Arizona
Recruiting Ideas

- Low Hanging Fruit
- Snail Mail
- Date First
- “And 1” Member Promotion

National office has many resources at your disposal and we are here to help!
CONGRATULATIONS!!

SWANA Chapter Awards

- Central California Sierra Chapter
  - Largest Percentage Increase in Membership
  - Increased by 25% to 128 Members

- Northern Lights Chapter
  - Largest Increase in Membership
  - Increased by 59 Members to 382 Members
Benefits of Joining SWANA

Networking and Idea Sharing
• Live events
• SWANA Chapters
• SWANA Technical Divisions groups
• MySWANA: Members-Only section of website
• Young Professionals group

Member-Only Discounts
• Event registrations
• Courses & Training
• Professional Services Directory
• ISWA free one-year trial membership
• ARF reports and industry publications

Leadership Opportunities
• Committee positions
SWANA Technical Divisions

- Landfill Management
- Waste-to-Energy
- Planning & Management
- Recycling and Special Waste
- Landfill Gas
- Collection & Transfer
- Communication, Education & Marketing

"My leadership position in SWANA’s Landfill Gas Technical Division has allowed me to make connections with experts in the field from around North America."

- Bob Watts, Landfill Gas and Biogas Vice Director

NEW Members’ Benefit:
1 Free Technical Division Membership!
It’s a TEAM Effort!
THANK YOU!

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Memberships and Chapter Services Manager

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