

October 3, 2017

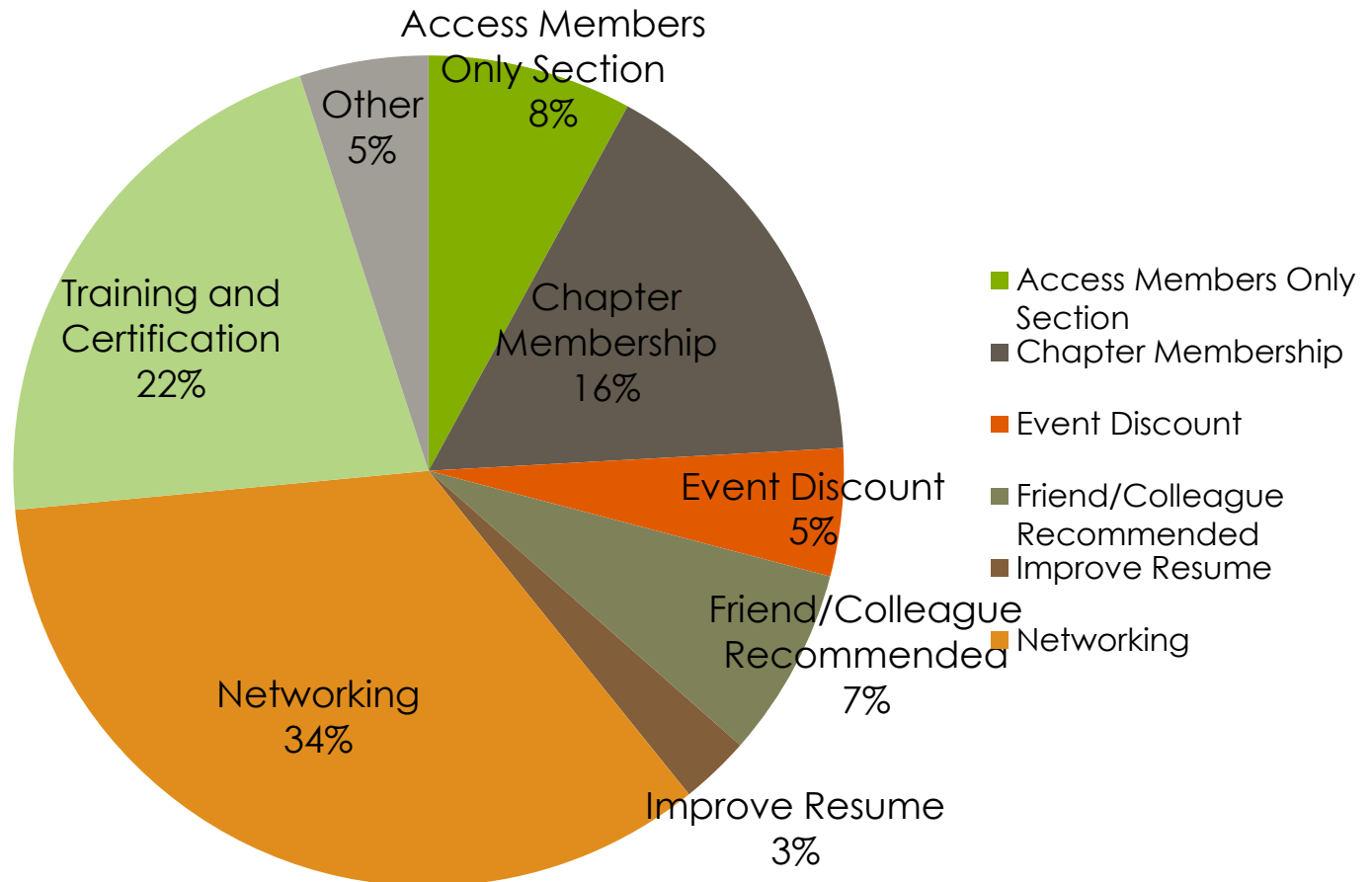


**SWANA**®

SOLID WASTE ASSOCIATION  
of North America

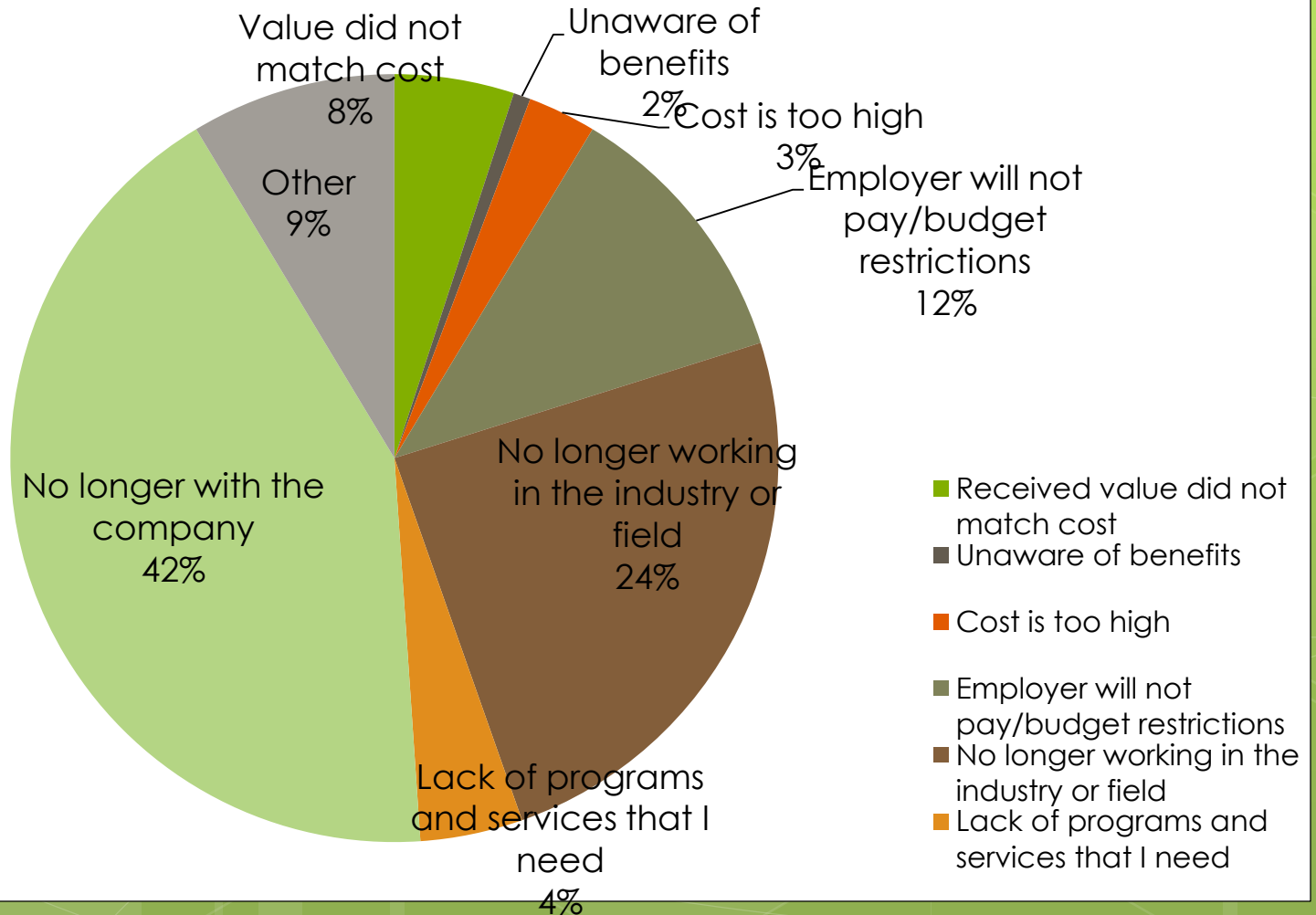
# Membership Growth with Arizona Chapter

# Why Did You Join SWANA?



# Why Are You Leaving SWANA?

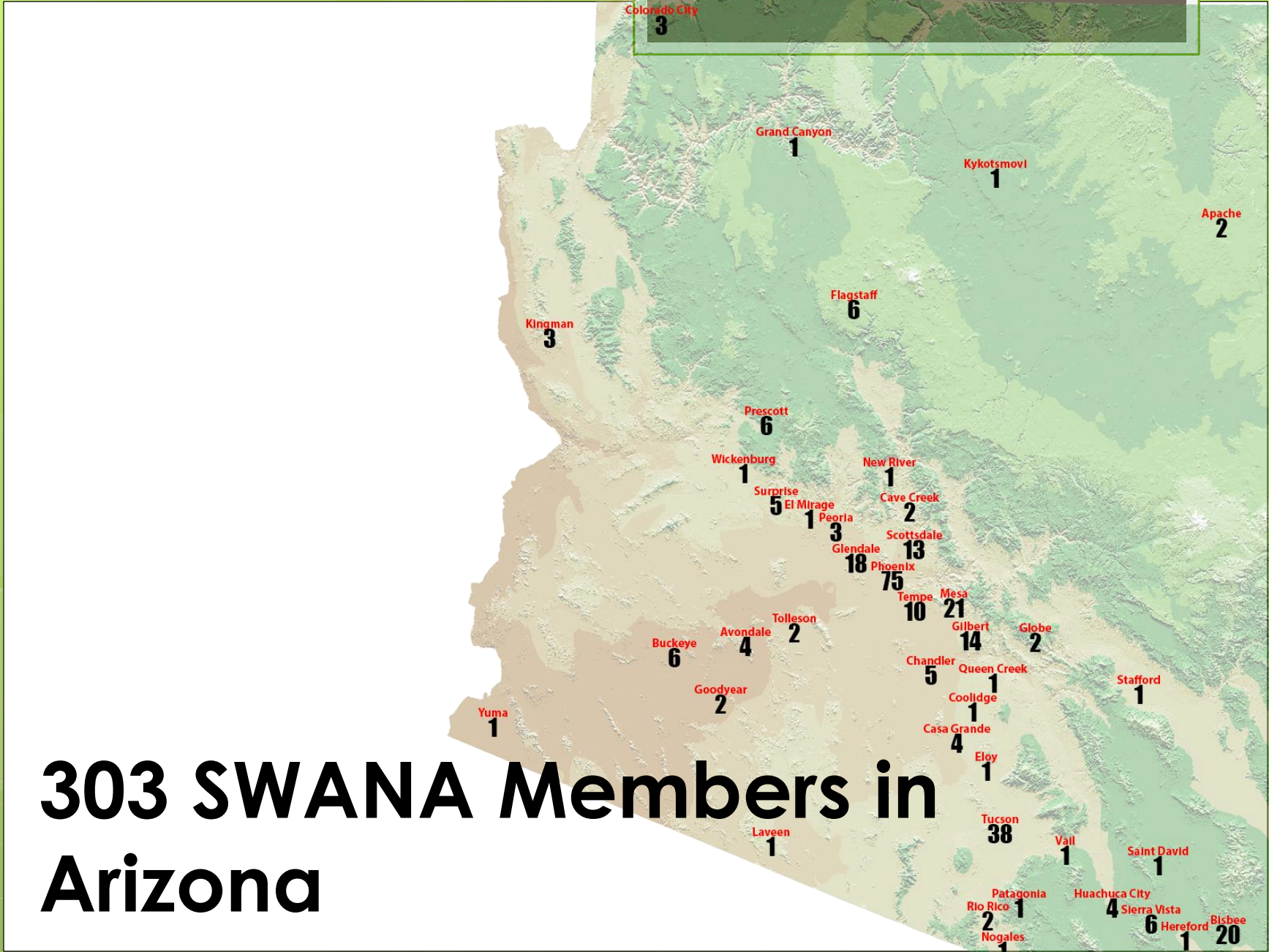
132 responses as of 8/31/14



# 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



# 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!

# I AM SWANA *Membership*



## 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!**

**Estela Martinez**

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