

Greetings fellow APWA members! As I write to you, we are only two months away from the annual APWA Conference & Equipment Show. Please join us May 10-12, 2017 in Fredericksburg, Virginia for the best opportunity you will have all year to access the latest information impacting our industry and network with fellow public works professionals.

Speaking of the conference, the Executive Board recognizes that branding and marketing play a key role in communicating what the annual conference has to offer and in attracting the right audience. The Mid-Atlantic Chapter has a long standing tradition of providing education sessions and an exhibit floor full of vendors showcasing the latest technology and equipment to help find solutions for your communities. This event has been known as the Annual Conference and Equipment show for 59 years.

Following National APWA's lead with the re-branding of the national conference in 2016 as PWX, or Public Works Expo, we want to update the name of our Chapter's conference to revitalize what the event has to offer. We are seeking your help! A competition is currently underway to solicit suggestions for an exciting and memorable name that people will recognize and look forward to attending year after year. The goal is to create brand loyalty and consistency while conveying new innovations, technologies and networking opportunities as part of the learning experience for all generations and all levels of public works professionals.

Please consider submitting your suggestion for a conference name and tagline. Information on how to enter can be found in our *Chapter Works Weekly* email. The top five suggestions will be shortlisted by the Board of Directors and put to our membership for a vote. The winning submission will be awarded a free registration to our 2018 conference and a \$50 gift card.

While the annual conference is the largest event sponsored by the Chapter throughout the years, plans are continuously underway for other events throughout 2017. Lunch and Learn programs will be held in Hampton Roads, Richmond and Northern Virginia and the Public Works Institute is gearing up for another session this April. We have many active, volunteer members working to bring relevant topics to you. Please support these events and be on the lookout for the *Chapter Works Weekly* email where you can find details and links to our website for registration.

My term as Chapter President will come to a close at the annual conference in May. It has been an honor to serve as your President. I will continue to stay involved and look forward to future volunteer opportunities. Last year when I accepted this office, I challenged members in the audience to become an active participant or volunteer so they could REAP the many benefits that come with your APWA membership:

- **REACH** a network of over 28,500 members throughout North America and share common goals, challenges and solutions. APWA's infoNOW communities can be accessed anytime you are faced with difficult questions concerning your community's public infrastructure.
- **EDUCATE:** Lunch and Learn programs and the Public Works Institute supported by the Mid-Atlantic Chapter offer a wide variety of topics and training. In addition, members have free access to the Members' Library, an online collection of educational resources via the National APWA site.

- **A**DVOCATE: “APWA Advocates” is the network of APWA members committed to promoting APWA’s legislative priorities to Congress through outreach and education. You can easily sign up via the National APWA website.
- **P**ARTICIPATE: The Mid-Atlantic *Chapter Works Weekly* email and *Chapter Works* quarterly newsletter have information on events and opportunities close to home.

Again, it has been my honor to serve as Chapter President. I look forward to seeing you at upcoming events.

Dawn Odom
Chapter President