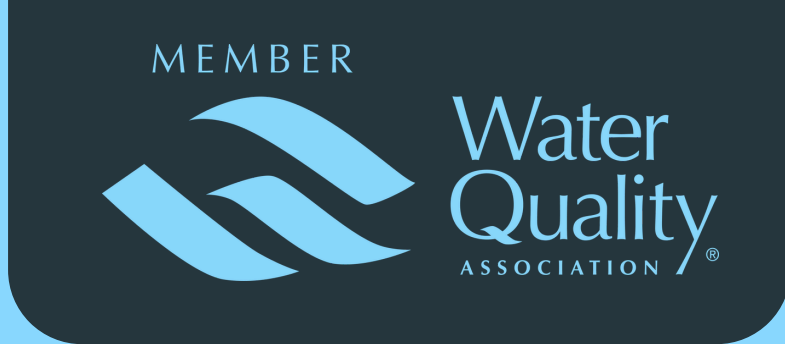




2026 MID-POINT HIGHLIGHTS

for WQA members



Did You Know?

WQA membership is working behind the scenes every day to grow your business.

Putting Your Business In Front of Customers

You are backed by a trusted, recognized standard in water quality, and end-users are paying attention:

5,100+ unique visits to WQA's *Find a Member* tool (January–June 2026)

95% of consumers say product certification influences their purchase decisions

79% of consumers prefer working with a certified professional

Advancing the Industry on Your Behalf

While you focus on running your business, WQA is working to:

Advocate for smart water policy. Supporting POU/POE grants, a FIFRA alternative compliance pathway, and preserving the distinct role of water treatment professionals

Equip you to stay competitive with business tools, insights, and connections when you need them

MILESTONES & WINS:

180+

Bills Tracked

20

Bills Signed into Law

150+

Policymaker Meetings

10+

Advocacy Letters Sent

WQA members work in all 50 U.S. states

WQA became a partner of the Reservoir Center in Washington, D.C.

10 published articles + 5 speaker engagements

26% increase in attendance by Water Quality Professionals at the 2026 Convention

THERE'S EVEN MORE...

- **NEW:** Employees of WQA member companies can take exclusive advantage of WQA's learning library with curated training videos at no additional cost. [Learn more here.](#)
- Sign-up coming soon to join WQA's new mentorship webinar series, *From Role Player to Industry Professional: A Practical Webinar Series for Field Technicians, Office Staff, and Early-Career Water Treatment Professionals*. Curated by the LEAD Engagement Network.
- Influence shaping the industry environment. Instead of reacting to external forces, be part of the collective influence shaping the industry by [joining a WQA volunteer group](#).
- Operate with defensible credibility, backed by recognized professional certification, to be better protected from scrutiny and challenges. Already have experience? Learn about WQA's [accelerated path to professional certification](#).

Visit wqa.org or email us at membership@wqa.org to learn more



Click here to schedule a meeting