



Strategic Communications: H2O

Mission-Driven Communications for Today's Clean Water Utilities

June 6 - 7, 2018

Palmer House Hilton

Chicago, IL

All Meeting Rooms are located on the 6th Floor unless otherwise noted.

Wednesday, June 6

Morning

8:00 – 10:00 **Registration**

Adams Foyer

9:00 – 9:30 **Welcome & Opening Remarks**

Adams Room

Paul Vogel

Executive Vice President

Greeley and Hansen LLC

Chicago, IL

Introductory Remarks

Tony Viardo

Director, Communications & Marketing

NACWA

Washington, DC

9:30 – 10:30

Adams Room

Keynote & Panel

Building a Long-Term Strategic Narrative in Today's Evolving Clean Water Landscape

The Long-term Strategic Narrative: Every clean water agency needs to have one. It will **shape and inform** all of a utility's communications efforts and tactics, whether they be internal communications, customer/ratepayer relations, or outreach to stakeholders, governing bodies, lawmakers and the general public. What is your story? Define it, or others will define it for you.

Keynote/Panelist

Richard Levick

Chairman & Chief Executive Officer

LEVICK

Washington, DC

Panelists

Alan Heymann

President
Blue Drop, LLC
Washington, DC

Brad Talley

Superintendent
Lafayette Renew
Lafayette, IN

10:30 – 11:45
Adams Room

Comprehensive Project Communications for Innovative Clean Water Utilities

Project-based Communications: Clean water agencies grow through Project Initiatives. Oftentimes the product of years of planning and financial creativity, the Project Initiative will define the utility on multiple levels for many years—even permanently. The Project’s communications plan is vital to its ultimate success, not just in terms of public support, but internal support and implementation as well. Learn successful communications strategy and tactics to employ *before, during* and—just as importantly, but often overlooked—*after* the project is completed. Communication firms discuss best practices as utility leaders share successful case studies.

Panelist

John Lisle

Chief of External Affairs
DC Water
Washington, DC

Mike Wayman

Senior Director and Water Practice Lead
West Monroe Partners
Chicago, IL

Tricia Anklan

Manager, Water Practice
West Monroe Partners
Chicago, IL

Afternoon

12:00 – 1:00

*Wabash Room, 3rd
Floor*

Luncheon & Presentation

WaterXchange: Get more done...faster!

With so many search engines and productivity tools available, shouldn't it be easier to locate materials, share products, and work with industry peers? Join former NACWA President (and current WaterXchange board member) Jeff Theerman for an introduction to the WaterXchange, a growing social

networking platform that enables municipal water professionals like you to connect, collaborate, and find the right industry resources to help you get more done...faster!

Jeff Theerman

Board Member
WaterXchange
St. Louis, MO

Craig Goehring

Executive Chairman
Brown and Caldwell
Walnut Creek, CA

1:15 – 2:00
Adams Room

Focused Media Outreach & Leveraging Local Media

Proactive Goal-based Media Outreach: Is there a *focus* or *objective* to your media outreach? Can you state it in one sentence? And is it geared toward *effectiveness*, which doesn't always mean stalking the *NYTimes* or *CNN*? An objective focus that includes leveraging diverse media outlets—especially local or regional—is vital to shaping public opinion directly with our all-important *ratepayers*. Learn strategy and best practices as panelists and actual journalists discuss the principles of focused, effective media outreach.

Panelists

Lance LeComb

Vice Chair, NACWA Communications & Public Affairs Committee
Manager of Public Information
Metropolitan St. Louis Sewer District
Saint Louis, MO

Lauren Baltas

Managing Editor
Storm Water Solutions
Chicago, IL

2:00 – 3:00
Adams Room

Advancing in Adversity: Crisis Communications That Keep Utilities Proactive

Whether a crisis involves a life-altering hurricane, or a media narrative that is influencing your ratepayers, be assured that *crisis is coming*. The effective utility communications team knows the principles that not only handle the crisis to reduce negative PR, but can produce positive long-term communication outcomes for the utility and its staff. Learn the principles of proactive crisis communications from PR professionals discussing best practices, and from utility leaders sharing actual case studies.

Panelists

Richard Levick
LEVICK

Robert Miller
Director of Public Works
City of Jackson, MS
Jackson, MS

Sheryl Nelson Lauder
Communications Program Manager
Louisville & Jefferson County Metropolitan Sewer District
Louisville, KY

3:00 – 3:15

Break

3:15 – 5:00
Adams Room

Innovative Community Outreach for the Growing Clean Water Utility

From facility tours to multi-partnered, multi-faceted public events, a utility's Community Outreach Program is vital to building long-term relationships between utility and ratepayer; and also, between utility and staff. Learn the elements of effective, impactful, community outreach—on a budget of any size—as utility leaders present case studies of successful programs, and PR experts discuss grass roots communication best practices.

Panelists

Jean Smith
Chair, NACWA Communications & Public Affairs Committee
Manager of Community and Media Relations
Northeast Ohio Regional Sewer District
Cleveland, OH

Jennifer Elting
Senior Public Information Specialist
Northeast Ohio Regional Sewer District
Cleveland, OH

Lisa Van Riper
Director of Enterprise Communications
Alexandria Renew Enterprises
Alexandria, VA

High-Impact Customer Relations

For any clean water utility, customers and rate-payers should be the top priority and the bottom line. This roundtable discussion will cover bread and butter customer relations topics—e.g., public awareness campaigns, ratepayer/

affordability plans, consent decree issues, *more*—and successful case studies. The session will feature a breakout/small group format to ensure every participant has the opportunity to speak and interact.

Speaker

Brianna Wooten
Communications Coordinator
Montgomery County Environmental Services
Kettering, OH

Evening

5:00

Adams Room

Closing Remarks/ Adjourn

Tony Viardo
NACWA

5:30 – 6:30

*Mezzanine Lobby,
Mezzanine Floor*

Reception

6:45

Optional: Group Outing on Magnificent Mile

Please meet in the lobby if you're interested in joining an informal outing to great spots nearby.

Thursday, June 7

Morning

8:00 – 10:00

Adams Foyer

Registration

9:00 – 9:10

Adams Room

Introductory Remarks

Adam Krantz
Chief Executive Officer
National Association of Clean Water Agencies
Washington, DC

9:00 – 10:30

Adams Room

High-Effort vs. High-Value: Creating Plans that Ensure ROI

Developing communications plans built on measurable results are key to BOTH (1) ensuring you're focused on the tactics that will not waste time and money; and (2) showing value to utility leaders, stakeholders and governing bodies. Learn the latest public opinion trends that should be impacting your communications goals and tactics, and the best principles of implementing data-based strategic communications.

Panelists

Adam Davis
Founder & Principal
DHM Research
Portland, OR

Karyn Le Blanc
Senior Vice President
Stratacomm
Washington, DC

Jennifer Rusch
Communication Director
Burns & McDonnell Engineering Company Inc.
Kansas City, MO

10:30 – 10:45

Break

10:45 – 12:15

Adams Room

Innovative Digital Strategy: Web and Social Media Tactics That Should be Adopted Right Now

Digital & Social Media platforms are valuable tactics, and the most cost-efficient; getting them right saves time and resources and builds the long-term narrative in a unique and powerful way. Learn the latest trends in social media and web-based outreach, backed by recent market data, and the best practices that will help you both improve your outreach now, and prepare for what's coming.

Panelists

Jenny Taylor
Senior Manager of Managed Services
Higher Logic, LLC
Arlington, VA

Afternoon

12:30

Closing Remarks/Adjourn

Tony Viardo
NACWA