

STRATEGIC  
COMMUNICATIONS: H2O

2019 PROGRAM

SPEAKERS AND

EXPERTS



The *StratComm: H2O* speaker lineup features top experts from award-winning, private sector PR/Marketing & Communications firms; leaders from non-profit organizations; and innovative MarComm practitioners from publicly owned clean water utilities.

This collective expertise gives *StratComm:H2O's* slate of sessions *must-not-miss* status for all utility leaders, marcomm pros and stakeholders looking to elevate their strategic communications programs to the next level.

CLEVELAND, OH  
JUNE 3-4, 2019



# 2019 AGENDA

MONDAY, JUNE 3

## Welcome & Opening Remarks

Kyle Dreyfuss-Wells →

## Does My Utility Have to Be Cool? Building Brand Equity with Your Unique Service Community

MODERATOR

Lisa Van Riper →

PANELISTS

Todd Morgano →

Gary Belan →

Vince Morris →

## Can You Hear Me Now? Customer Relations That Influence Consumer Behavior

MODERATOR

Bess McCoy →

PANELISTS

Josh Weinstein →

Marty Flynn →

Michelle Zdrodowski →

## Luncheon with the H2duO

Arianne Shipley & Stephanie Zavala →

## River on Fire: Partnering with Media to Tell the Clean Water Story

MODERATOR

Jean Smith →

PANELISTS

Micki Byrnes →

Todd Mesek →

Ed Stevens, APR →

## River on Fire: Crisis Communications That “Win”

PANELISTS

Bruce Hennes →

Allen Pfenninger →

Alanna Reed →

## Blazing a Trail: Building Proactive MarComm Campaigns

MODERATOR

Jamie Samons →

PANELISTS

David Martin →

Rukiya Campbell, APR →

## Spreading Like River-fire: Innovative Community Outreach

MODERATOR

Karyn Le Blanc →

PANELISTS

Todd Danielson →

Katie Knoll →

Bryan Stubbs →

Jennifer Elting →

TUESDAY, JUNE 4

## Say What You Mean: The Communicator’s Role in Organizational Success

MODERATOR

Tom Sigmund →

PANELISTS

Josh Weinstein →

Alan Heymann →

## Results of the 2019 National Water Utility Survey Report

Adam Davis →

## Mean What You Say: The Communicator’s Role in Workforce Recruitment

MODERATOR

Victoria Johnson →

PANELISTS

Jaclyn Vincent →

Jennifer Rice →

Ben Brugler →



# PRIVATE FIRM

# SPEAKERS

## FALLS COMMUNICATIONS

Falls is an integrative marketing communications firm based in Cleveland, Ohio. We believe an ending is the perfect place to start. And at every end, we always find the same thing.

A person. Maybe it's a consumer, savvy business professional or constituent in some specialized industry. In any case, you need that person to listen, care and act in a way that benefits your bottom line and brand. So that's what we pour our energy into doing. Because it's not about us. Or even about you. It's about them.

### SESSION

Does My Utility Have to Be Cool?  
*Building Brand Equity with Your Unique Service Community*

## TODD MORGANO

Senior Vice President, Public Relations  
Falls Communications  
Presentation Topic: Building Brand Equity



Todd Morgano joined Falls in 2016 and has more than 25 years of experience developing and managing strategic communications plans for a variety of business-to-consumer and business-to-business companies. During his career he has held leadership positions with several Fortune 500 companies and prominent institutions where he directed communications and provided counsel to C-level executives.

Before joining Falls, Todd ran the public relations, social media and business-to-business practices at Marcus Thomas. Prior to that, he served as the public information officer at the Federal Reserve Bank of Cleveland. There he oversaw the bank's external communications and the development of its social media and measurement platforms.

He also has worked as vice president of corporate communications at National City Bank—now PNC—and lead consumer public relations at Progressive Insurance. He launched his marketing career as a management supervisor, copywriter and producer at a number of agencies, including Dix & Eaton and Northlich. Prior to that, he worked as a television journalist, where he developed a talent for telling compelling stories under the tightest of deadlines.

Todd is currently on the board at The Hunger Network of Greater Cleveland and previously served as the marketing chair of the Cleveland Council on World Affairs and as a committee member of the Great Lakes Theater Festival.



## CREATIVE CO-OP

Founded in 2001, Creative Co-op is a full-service communications firm committed to helping clients shape perceptions of their brands and get results.

The firm's work in the water and utility industries covers the spectrum from rate case communications and infrastructure investment messaging, to environmental sustainability and customer engagement. Creative Co-op's depth of knowledge of the water sector and utilities allows their work to be strategic, insightful and focused. To date, Creative Co-op's work has been honored with more than 400 regional and national awards for excellence and measurable results.

### SESSION

Can You Hear Me Now?  
*Customer Relations That Influence  
Consumer Behavior*

## JOSH WEINSTEIN

President & Creative Director  
Creative Co-op  
Presentation Topic: Customer Relations & Public  
Education



Josh's experience transforming the reputation of "the most hated company in America" will yield valuable insights for your own customer relationships. As President and Creative Director of Creative Co-op, a full-service branding, marketing and advertising agency, Josh and his team have established best practices for influencing stakeholder and customer perceptions through effective water industry and utility communications. With more than 25 years of experience shaping perceptions and building brands through strategic communications, Josh is a firm believer in the power of the big idea.

Landmark challenges in Josh's career include the rebranding and launch of American Water and its subsidiaries, which comprise the largest publicly traded water and wastewater utility in North America; the creation of a new brand and strategic messaging for the National Association of Water Companies, the only organization exclusively representing the private water industry; and the reputation restoration of Pepco, the Mid-Atlantic energy utility formerly known as "the most hated company in America," as named by Business Insider.



## STEVENS STRATEGIC COMMUNICATIONS, INC.

Originally founded in 1976, Stevens Strategic Communications is one of Ohio's oldest and most respected public relations agencies, with over 40 years of experience helping clients with their branding, awareness, marketing and crisis challenges.

SSC is an award-winning agency with extensive expertise including b2b, corporate, retail, non-profit, government, food, education, environment, automotive and healthcare.

The agency has earned Addys, Rocks, Vision, Tower, Niagaras and Rooster Awards for creative, crisis and communications results. And SSC is a long-standing member of Public Relations Society of America, American Advertising Federation, WIRE-Net, Public Relations Global Network, Web Association, Society of Professional Journalists, Council of Smaller Enterprises, and Lorain County and Cincinnati Chambers.

### SESSION

River on Fire: Partnering with Media to Tell the Clean Water Story

## ED STEVENS

Chairman & Chief Executive Officer  
Stevens Strategic Communications, Inc.

Presentation Topic: Media Storytelling



Ed has one of the industry's best strategic minds. He is able to blend all communications in cost effective programs for meaningful results; well-schooled in branding, inquiry management, crisis communications, investor relations, media relations and marketing communications—regularly speaking and writing on these subjects. Every program that Ed writes has a research component that measures the effectiveness of the programs that Stevens Strategic presents. He has significant experience in manufacturing, food/foodservice, safety, healthcare, education, chemicals, banking, professional services, distribution, utilities and building/construction. He is also an authority on special needs, mental health and water quality. Ed has served as president of the Public Relations Global Network as well as president of both the American Advertising Federation in Cleveland and Erie and the Public Relations Society of America (PRSA) in Cleveland and Erie. He also was involved on the Boards of numerous community organizations in both cities.



## IDEASTREAM

ideastream serves the people of Northeast Ohio as a trusted and dynamic multimedia source for illuminating the world around us.

Publicly supported and locally owned, ideastream is highly valued for its unique ability to strengthen its community. ideastream is the consolidation of WVIZ/PBS, with five channels of public television service (WVIZ/PBS-HD, WVIZ/PBS Ohio, WVIZ/PBS World, WVIZ/PBS Create and WVIZ/PBS kids); 90.3 WCPN, Northeast Ohio's NPR news; WCLV 104.9, classical music station; ideastream Education, with resources, services and the award-winning children's series NewsDepth; and management of The Ohio Channel and the Ohio Public Radio and Television Statehouse News Bureau on behalf of all Ohio's public broadcasting stations.

## SESSION

River on Fire: Partnering with Media to Tell the Clean Water Story

## TODD MESEK

Chief Marketing Officer  
ideastream

Presentation Topic: Media Storytelling



Todd Mesek serves as Chief Marketing Officer of ideastream, Northeast Ohio's public media. As part of the executive leadership team at ideastream, Mesek oversees marketing and development strategies and implementation. Before beginning at ideastream in July 2019, Mesek served as the Vice President of Marketing & Communications at the Rock and Roll Hall of Fame. Earlier in his career, he worked at Vantage One Digital Communications, Wyse Advertising and other marketing communications agencies managing research, strategy and marketing campaigns for several major brands including Renaissance Hotels, Applebee's, KeyBank, American Greetings, and BP. Mesek also serves on the Boards of the Cleveland International Film Festival and Ingenuity Cleveland, as well as on the Professional Advisory Board for the School of Journalism and Mass Communication at Kent State University.





## HENNES COMMUNICATIONS

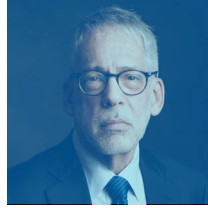
Hennes Communications is a crisis management and crisis communications consulting firm based in Cleveland, serving government agencies, corporations, public and private schools, colleges, universities, manufacturers and healthcare institutions -- as well as law firms whose clients are “on trial” in the Court of Public Opinion; also offering litigation communication support, media training, pre-crisis preparation and crisis drills to its clients.

In 2009, Hennes Communications won the coveted “Best of Show” award from the Cleveland Chapter of the Public Relations Society of America (PRSA) for its work with another agency on the national peanut butter recall. Hennes Communications also won Gold Rocks Awards in 2010 and 2011 for its work on behalf of The MetroHealth System and Saint Joseph Academy. In 2012, the firm won another Gold Rocks Award for its Crisis Comm & Media Relations E-Newsletter; another Gold Rocks Award In 2013, along with a Best of Show Award for its work on a ferry boat crash; and won its 6th Gold Rocks Award for a program it created for a forestry client in Australia.

In 2017, the firm received two Silver Anvil awards from PRSA for their work on behalf of the Cleveland Host Committee for the Republican National Convention. And in 2019, CEO Bruce Hennes, was named to the 2019 Lawdragon 100 Leading Consultants and Strategists, the definitive guide to the financiers, recruiters, marketing and communication gurus on whom the legal profession relies.

## BRUCE HENNES

Senior Vice President, Public Relations  
Falls Communications  
Presentation Topic: Crisis Communications



Bruce Hennes is CEO of Hennes Communications, one of the few firms in North America focused exclusively on crisis management and crisis communications. With over 40 years' experience in communications, Bruce and the firm's past and present clients include the Cleveland,

Ohio Host Committee for the 2016 Republican National Convention; Ohio University; Avery Dennison and the National Aeronautics and Space Administration; as well as scores of law firms and municipalities across the US. Active in his community, Bruce has served for ten years on the board of the Cleveland Metropolitan Bar Association -- including nine years on the board's executive committee -- making him one of only two non-attorneys in the country to serve on the board of a major metropolitan bar association. He is also an adjunct professor at Cleveland State University's Levin College of Urban Affairs.

## SESSION

River on Fire: Crisis Communications That “Win”



## FAHLGREN MORTINE

Fahlgren Mortine is an integrated communications company headquartered in Columbus, OH, with locations in Cleveland and Dayton; Charleston, WV; Boise, ID; Denver, CO; Myrtle Beach, SC; Miami, FL; Los Angeles, CA; Chicago, IL and New York City.

The agency is a member of the global IPREX network. Its full-service capabilities include digital services, advertising, public relations, branding, media planning and buying, creative and design.

The agency consistently achieves a Net Promoter Score that places it in the Score's "world-class" range, and consistently earns Best Place to Work and Agency of the Year honors from various trade organizations. It was also named a finalist for PRWeek's Outstanding Midsize Agency Award in 2019, and honored as PRWeek's "Top Place to Work" in 2018. Additionally, the agency received Bulldog Reporter's 2019 Global Agency of the Year, and was a national finalist for Holmes Report's Corporate/B2B Agency of the Year for the past three years.

### SESSION

River on Fire: Crisis Communications That "Win"

## ALLEN PFENNINGER

Vice President  
Fahlgren Mortine

Presentation Topic: Crisis Communications



Allen is a strategic thinker logging over 30 years as a public relations and marketing communications professional in both agency and corporate capacities. His specialties include marketing communications, media relations and publicity, crisis communications and corporate communications. He is a

graduate of the Institute for Crisis Management and MIT-Harvard University's Public Disputes Program. His diverse client experience includes companies such as Cleveland-Cliffs, Avery Dennison, the Cleveland Indians and ArcelorMittal. A native Clevelander, Allen is a past board member and Treasurer of Greater Cleveland PRSA.

Allen's prior experience includes serving as the Director of Press Relations/Public Affairs at Moen Incorporated, where his work helped establish Moen as the number one brand of faucet in North America. His work there with a new water filtration product line led him to the position of Director, Marketing and Communications at Kinetico Incorporated, a manufacturer of consumer, industrial and municipal water filtration and purification products.





## STRATACOMM

Stratacomm is a full-service communications consultancy with specialties in Energy & Environment, Infrastructure, Transportation, Public health & Safety and Education, among others.

With more than 40 industry awards to its credit, Stratacomm has spent more than 20 years supporting mobility issues and clients, providing deep insight into relevant industries and a wealth of existing relationships to help reach objectives.

## SESSION

Spreading Like River-fire: Innovative Community Outreach

## KARYN LE BLANC

Senior Vice President  
Stratacomm

Presentation Topic: Creative Community Outreach Campaigns



Karyn Le Blanc is a Senior Vice President leading Stratacomm's infrastructure and development practice, identifying and developing opportunities to help clients implement communication strategies that will bring them success. Her expertise includes integrated community relations, public affairs and media campaigns, with clientele including the American Geophysical Union, the National Association of Clean Water Agencies and the District Department of Transportation.

Ms. Le Balanc spent five years as marketing and communications director with the DowntownDC Business Improvement District, eight years with the District Department of Transportation as it evolved into a national leader in transportation innovation, and oversaw extensive and complex public and media outreach programs for multi-million dollar-transportation projects including, the lowering of the Frederick Douglass Memorial Bridge, the first design-build project with the 11th Street Bridge and numerous Great Streets and streetscape projects.



## DHM RESEARCH

DHM Research is a highly respected leader in opinion research, providing consultation for private, public, and non-profit clients with planning and decision-making through telephone and online surveys, focus groups, large group studies, one-on-one interviews, public outreach, and the development and utilization of online panels.

DHM is non-partisan and independent, specializing in providing high-quality and advanced research tailored to client needs. With offices in Portland, Seattle, and Washington DC, DHM's reputation for objectivity and thoroughness is demonstrated its decades-long track record of qualitative and quantitative opinion research successes and long-standing client relationships.

### SESSION

Say What You Mean: The Communicator's Role in Organizational Success

## ADAM DAVIS, J.D.

Co-Founder & Senior Counsel  
DHM Research

Presentation Topic: Internal Communications



Adam Davis co-founded DHM Research in 1977. Adam's passion is providing clients with in-depth understanding of public opinion through quantitative and qualitative research. He is nationally recognized as a leader in opinion research supporting public policy and planning initiatives, and has studied attitudes about water systems - including customer satisfaction studies, public needs assessments, project priority studies, and communications research from the local to the national level. His clients include NACWA, Capital Region Water, Clean Water Services, Ecotrust, Unfiltered Regulatory Work Group, Tennessee Valley Authority, and the City of Portland Bureaus of Water and Environmental Services. He has been a guest speaker at utility management conferences including NACWA and AWWA, is a regular contributor to local and national periodicals, and has served as an expert witness.



## AKHIA COMMUNICATIONS

Founded in 1996, Akhia Communications evolved from a public relations agency into a full-service communications firm, specializing in PR, advertising, marketing, creative services, branding, digital marketing, corporate communications and content strategy and development.

But those who work with Akhia know that the agency does more than create, they think about their client organizations holistically to provide communications solutions to answer business challenges.

### SESSION

Mean What You Say: The Communicator's Role in Workforce Recruitment

## BEN BRUGLER

President and Chief Executive  
Akhia Communications  
Presentation Topic: Workforce Recruitment



Previously holding the title of President and Vice President, Ben Brugler transitioned into the roles of President and Chief Executive Officer in 2018. Under Mr. Brugler's leadership, the agency has grown from 15 to more than 60 employees, earning a spot as a Top 100 Workplace in Northeast Ohio, as well as placement on the Weatherhead 100 List of fastest-growing companies in the region.

With more than 15 years of experience in the industry, Mr. Brugler is well-known among clientele and regional business community as a master facilitator and speaker on topics ranging from content marketing to thought-leadership positioning. In 2011, he was named to Crain's "Forty Under 40 List" for his leadership in Akhia's growth.



# WATER SECTOR ADVOCATES AND MEDIA



## THE H2duO

The H2duO co-founded both Rogue Water and the Water In Real Life podcast. Rogue Water is a public communication company that works with both public and private sector organizations exclusively in the water sector. Water In Real Life is the only podcast in the water space dedicated to communication, public education, and outreach. To date, the podcast has garnered over 30,000 downloads. Podcast guests are thought leaders from inside and outside the industry, and include a current presidential candidate.

They've garnered awards from EPA, AWWA, Texas Municipal League, the Texas Water Development Board, TAWWA, and the Texas Association of Municipal Information Officers, City-County Communications and Marketing Association, and most recently received the 40 Under 40 Dynamic Duo Award presented by Fort Worth, Inc. Both women worked in municipal water utilities for 10 years each, and together they are known as the H2duO. They can be found on Twitter and Instagram @THE\_H2duO.

## STEPHANIE ZAVALA

CEO and Co-Founder  
Rogue Water



Stephanie is the Co-Creator and Host of the Water In Real Life podcast. She is a certified public communicator and received both her Bachelor and Masters degrees from Texas Christian University.

## ARIANNE SHIPLEY

COO and Co-Founder  
Rogue Water



Arianne is the Co-Creator and Host of the Water In Real Life podcast. She is a certified public communicator and received her Bachelor of Science from Texas A&M University.

**SESSION**  
Lunch



## WKYC CHANNEL 3

WKYC is an NBC-affiliated television news station in Cleveland, OH, servicing the Cleveland-Akron (Canton) media market totaling nearly 1.5 million homes.

WKYC's news teams have won countless regional Emmy awards, and several local and national awards for its journalism and community service.

### SESSION

Does My Utility Have to Be Cool?  
*Building Brand Equity with Your Unique Service Community*

## MICKI BYRNES

President & General Manager  
WKYC Channel 3 News  
Presentation Topic: Media Storytelling



As President & General Manager of WKYC Media, Micki Byrnes oversees all operations of the broadcast station and its digital platforms. She joined Channel 3 in 1997 as Director of Marketing and was named Vice President, Advertising and Promotion in 2000, and Station Manager in 2014. Byrnes

has held broadcast management positions in Boston, San Francisco, Atlanta and Orlando. She is a past Chair and Director of PROMAX International, the television industry's premiere marketing association. Byrnes has also served on the marketing advisory boards of CBS Television, ABC Television and Fox Broadcasting and is the past Chairperson of the NBC Affiliate Promotion Committee.

Micki has won numerous regional Emmy, Telly and Addy Awards, was inducted into the Cleveland Association of Broadcasters' Hall of Fame in 2013, and has recently been named a 2016 YWCA Woman of Achievement and a 2016 Crain's Woman of Note.



## AMERICAN RIVERS

American Rivers is a national environmental non-profit dedicated to protecting wild rivers, restoring damaged rivers and conserving clean water for people and nature.

Founded in 1973, American Rivers has worked over the years on the cutting edge of river conservation and water management – working on areas as wide-ranging as dam removal, water conservation and green stormwater infrastructure. With a focus on practice and policy, American Rivers staff consider themselves practical problem-solvers, and focus their work on building partnerships to advance equitable solutions for rivers and the communities that depend on them. In recognition for this long history of work, American Rivers was presented with the 2018 Stroud Award for Freshwater Excellence.

### SESSION

Does My Utility Have to Be Cool?  
*Building Brand Equity with Your  
Unique Service Community*

## GARY BELAN

Senior Director Clean Water Supply  
American Rivers  
Presentation Topic: Utility Branding



Gary works to promote green infrastructure in the United States, a concept that includes specific engineering and policy tools to improve the way communities manage their water resources. Gary works with a variety of groups to achieve this goal, including grassroots environmental organizations, business interests, as well as local, state and federal government agencies. He particularly loves the fact that his work allows him to empower local environmental groups, while simultaneously working on federal policy. Gary joined American Rivers in May 2003. Prior to American Rivers, he worked as a project engineer for the Clark Construction Group, working on large commercial building projects.





## CLEVELAND WATER ALLIANCE

The Cleveland Water Alliance (CWA) coordinates a growing network of forward-thinking corporations, universities, research institutions, public agencies, and utilities dedicated to the expansion of the region's water innovation ecosystem, or "blue economy"—an emergent economic sector dedicated to the sustainable stewardship of bodies of freshwater around the globe through innovation.

With its network partners, The Alliance seeks to accelerate innovation, increase collaborative research, advocate for sound policy, and educate stakeholders and the public on freshwater preservation and the vitality of Lake Erie.

### SESSION

Does My Utility Have to Be Cool?  
*Building Brand Equity with Your Unique Service Community*

## BRYAN STUBBS

Executive Director and President  
Cleveland Water Alliance  
Presentation Topic: Crisis Communications



Bryan Stubbs is a recognized leader in building and implementing stronger, innovative, and more resilient economies and communities. Since 2014, he has led the Cleveland Water Alliance from its nascent state, to an internationally recognized network (cluster) of corporations, universities, research institutions, public agencies, and utilities—all dedicated to the expansion of Northeast Ohio's water innovation ecosystem, or "blue economy."

Stubbs is the Chair of the Water Environment Federation's Water Technology Innovation Clusters Program, developed by the EPA to form regional partnerships between businesses, government groups, research institutions, and others focused on developing innovative technologies to provide clean and reliable water. Additionally, he was appointed by the US Secretary of Commerce to serve on the Environmental Technologies Trade Advisory Committee (ETTAC) to develop recommendations to expand US exports of environmental technologies.

Before joining CWA, Stubbs led technology-based economic development projects including the Oberlin Project where he served as the Managing Director. He has also served as the Director of Entrepreneurship at the Chicago Westside Entrepreneurship Center—a partnership program of the Illinois Department of Commerce, the University of Illinois at Chicago, and Chicago Community Ventures.



## BlueW

blueW.org is a unique community-based program dedicated to promoting municipal tap water as a healthy, easily accessible alternative to purchasing bottled drinks.

The organization provides mapped details on where to find clean, free, public and commercial sources to fill your reusable bottle without compelling you to make additional purchases—just look for the blueW.org decal in participating shop and restaurant windows.

### SESSION

Does My Utility Have to Be Cool?  
*Building Brand Equity with Your Unique Service Community*

## DAVID MARTIN

Global Strategic Partnerships

blueW.org

Presentation Topic: Proactive Marketing Campaigns



David Martin has over 28 years of innovation experience across the globe, helping build better products and services from automotive to consumer products, and utility to multinational beverage sectors, and also helping solve some of the toughest social and commercialization challenges

that companies face. He has worked in the “C-suite” of several companies in Europe and Canada, including MethodCapital, inCTRL Solutions, WCI Environmental, Voltea, and evandtec, helping them reaching global markets.

He is presently responsible for Global Partnerships at blueW, working with agencies, governments, associations and other stakeholders to bring positive promotion of tap water-usage to cities, states and nations across the world. As a member of the Federation of Canadian Municipalities Green Municipal Fund Council, David joins recognized leaders in the federal, municipal and environmental sectors to carefully manage a \$1 billion fund.



## BLUE DROP, LLC

Blue Drop, LLC is DC Water's nonprofit sales and marketing arm.

Established in 2016, Blue Drop handles the sale of products such as the Bloom biosolids soil amendment, and services such as peer-to-peer consulting for utilities. Blue Drop has served eight consulting clients in six states and one Canadian province since 2016.

### SESSION

Does My Utility Have to Be Cool?  
*Building Brand Equity with Your Unique Service Community*

## ALAN HEYMAN

President  
Blue Drop, LLC  
Presentation Topic: Internal Communications



Alan Heymann has spent more than two decades in public, government and nonprofit communications -- leading teams of two to more than 100 people who use words and images to inspire positive change in society. Since 2015, Alan has served as a senior leader at DC Water and president of its

nonprofit spinoff, Blue Drop. He has led Blue Drop's marketing and sales efforts and served as a communications subject-matter expert for other utilities while building a leadership coaching practice.

From 2010-2013, Alan served as Chief of External Affairs at DC Water, where he led a nationally recognized re-branding campaign that reconnected the utility with its customers. He launched an aggressive tap-water marketing effort that continues to this day, established DC Water's social media presence, and expanded the Authority's government relations efforts.

Alan was previously Vice President of Communications for The Humane Society of the United States, where he led a team of more than 100 people across seven departments and three time zones to produce and disseminate hundreds of pieces of content across multiple platforms every month. Prior to his work at DC Water, Alan held various roles in the Government of the District of Columbia, including agency public information officer, mayoral speechwriter and legislative staffer. Earlier in his career, Alan was a television reporter, producer and anchor in his native Illinois.



## RAFTELIS

For 25 years, Raftelis has been the trusted advisor to utilities and the public sector equipping them with insights and expertise to help them operate as high-performing, sustainable entities that provide essential services to their citizens.

Raftelis helps clients solve financial, organizational, and technological challenges; achieve their objectives; and ultimately, make their communities better places to live, work and play. With more than 80 consultants focused in utility finance, organizational management, technology and communications, Raftelis is an industry-leader, shaping the standards for water and wastewater utility finance and management.

### SESSION

Does My Utility Have to Be Cool?  
*Building Brand Equity with Your Unique Service Community*

## KATIE KNOLL

Senior Consultant  
Raftelis

Presentation Topic: Community Outreach Campaigns



Katie Knoll has 15+ years of experience in community, government and public relations in natural resource management, and water treatment and distribution. Prior to joining Raftelis, Ms. Knoll managed the community relations efforts at Denver Water, creating public engagement strategy for large

infrastructure projects and pioneering the implementation of the Good Neighbor Promise to build and maintain a positive reputation and trusted relationships in the community, and help customers cope with construction impacts.

Throughout her career, Ms. Knoll has been working and communicating with a variety of constituent groups, ranging from leaders in education funding to environmentalists and sportsmen, to water utility ratepayers and local government officials. Prior to accepting her position at Denver Water, Ms. Knoll spent almost a decade as the public involvement unit manager for Colorado Parks and Wildlife.



## JACOBS

Jacobs is an international technical professional services firm.

With \$15 billion in fiscal 2018 revenue and a talent force of more than 80,000, Jacobs provides a full spectrum of services including scientific, technical, professional and construction- and program-management for business, industrial, commercial, government and infrastructure sectors.

## SESSION

Does My Utility Have to Be Cool?  
*Building Brand Equity with Your Unique Service Community*

## VICTORIA JOHNSON

Consultant, Water  
Jacobs

Presentation Topic: Workforce Recruitment



Victoria Johnson is an accomplished strategic communications professional with 15 years of experience in corporate communications, marketing, journalism, and project/program management. She is a Program Consultant leading strategic communications for water/wastewater

utilities, projects and clients. She also serves as Jacobs' Leader for National Association of Clean Water Agencies (NACWA) engagement.

Ms. Johnson is a Water Equity Program Consultant with Louisville Metropolitan Sewer District (MSD), in which she is partnering with Louisville MSD Executive Director Tony Parrott and his management team to implement and execute their One Water Initiative and comprehensive water equity goals, including workforce development, economic inclusion and environmental justice. Ms. Johnson has been instrumental in working with Louisville MSD in launching their inaugural jobs portal, JobLink; as well as developing its emerging Community Benefits Program, exploring workforce development opportunities in partnership with The Brookings Institution's Renewing the Water Workforce report; and working with other peer-utilities, community partners and non-profit organizations that include the US Water Alliance. Ms. Johnson has worked with utilities throughout the US, including the Miami-Dade Department of Water and Sewer, the City of Atlanta Department of Watershed Management and the New York Department of Environmental Protection.



# PUBLIC AGENCY

## SPEAKERS

### KYLE DREYFUSS-WELLS

*NACWA Board Member*  
Chief Executive Officer  
Northeast Regional Sewer District  
Cleveland, OH



The Northeast Ohio Regional Sewer District is a regional entity providing sanitary and stormwater management services to Cleveland and 61 suburban communities in Northeast Ohio.

As CEO, Kyle Dreyfuss-Wells oversees the operation of one of the largest clean-water agencies in Ohio, a district that treats 90 billion gallons of water every year thanks to the work of more than 750 employees. She works closely with seven Trustees and nine directors to ensure efficient management of hundreds of miles of sewer and stream networks, a multi-billion-dollar 25-year Project Clean Lake program, and a regional wet-weather strategy for the health of Lake Erie and more than one million residents.

Before becoming CEO, Ms. Dreyfuss-Wells coordinated the District's watershed management, including the Regional Stormwater Management Program and the application of stormwater control measures to reduce combined sewer overflows under the District's Green Infrastructure Policy. She is past chair of the National Association of Clean Water Agencies (NACWA) Stormwater Management Committee and the One Water Council of the US Water Alliance. She serves on the NACWA Board and chairs the District 1 Natural Resources Assistance Council for the Ohio Public Works Commission's Clean Ohio Conservation Program. In 2012, Ms. Dreyfuss-Wells received the Stormwater Professional of the Year award from the Ohio Stormwater Association and the NACWA President's Award.

### VINCENT MORRIS

Head of Government Relations  
DC Water  
Washington, DC  
Presentation Topic: Utility Branding



Vincent Morris currently serves as head of government relations for DC Water, which supplies drinking water for the capital and is the only three-jurisdiction wastewater utility in the country. He also manages the

social media and media relations functions at DC Water. Prior to that, he worked nearly a decade in Congress in both the House and Senate as a senior staff member to an array of active Democratic leaders, including Sens. Jay Rockefeller of West Virginia and John Kerry of Massachusetts, as well as Sens. Bernie Sanders of Vermont and Barbara Mikulski of Maryland. Before that, during the administration of DC Mayor Tony Williams, Morris worked as Communications Director and served as the Mayor Williams' primary spokesman and media advisor. Before his work in public affairs, Morris worked as a newspaper reporter for nearly 15 years and covered national politics and campaigns and the White House, as well as the war in Iraq in 2003. Originally from Massachusetts, Morris graduated from Boston University and has three daughters. In his free time he enjoys books, movies, swimming, tennis, motorcycles, hiking and Finland.





## MARTY FLYNN

Assistant General Manager  
Clark County Water Reclamation District  
Las Vegas, NV  
Presentation Topic: Customer Relations



Marty Flynn serves as Assistant General Manager and Spokesman for the Clark County Water Reclamation District, the largest wastewater agency in the State of Nevada, serving more than 248,000 business

and residential accounts. The District's residential and commercial customers reside in Las Vegas Valley, which includes the world famous "Las Vegas Strip." It also services the Blue Diamond, Indian Springs, Laughlin, Moapa Valley, and Searchlight communities. The District's collection system totals more than 2,000 miles of pipeline and 27 pumping stations to deliver the wastewater from homes and businesses to seven treatment facilities. The largest of its facilities—and also the largest in the state—is the Flamingo Water Resource Center, ensures the wastewater meets high treatment levels allowing the reclaimed water to be discharged to the Las Vegas Wash and back into Lake Mead. Lake Mead is the drinking water source for more than 95% of the population and businesses in Clark County.

## ALANNA REED

Director of Communications  
City of Houston, Public Works & Engineering,  
Public Utilities  
Houston, TX  
Presentation Topic: Crisis Communications



Alanna Reed is the Director of Communications for Houston Public Works, the nation's largest Public Works department with more than 4000 employees and a \$2 billion budget.

She manages internal and external communications, branding, marketing, public engagement and creative services for the organization. She has a background in marketing, digital communication, community engagement, and strategic planning, and began her career as an event planner for an environmental non-profit. Reed graduated from the Center for Public Policy Dispute Resolution at the University of Texas School of Law and St. Edward's University with a degree in Communications and Marketing, and a certification in UX/Visual Design.

## MICHELLE ZDRODOWSKI

Chief Public Affairs Officer  
Great Lakes Water Authority  
Detroit, MI  
Presentation Topic: Customer Relations



Michelle A. Zdrodowski is Chief Public Affairs Officer for the Great Lakes Water Authority (GLWA), bringing nearly 30 years of strategic communications and community engagement experience to the

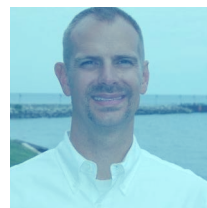
organization, and guiding its efforts to build and maintain strong relationships with internal and external stakeholder communities.

Immediately prior to joining the GLWA team, she served as Chief Communications Officer for Detroit Public Schools during a period of unprecedented challenge and change. Her previous public sector communications experience includes her tenure as Deputy Press Secretary to former Detroit Mayor Dennis Archer. She's also spent more than a decade leading the nonprofit/government practice group for a Detroit-based public relations agency.

Ms. Zdrodowski also serves on the Public Affairs Council of the American Water Works Association (AWWA), and as chair of the Communications Council for the AWWA's Michigan Section. She is also a member of NACWA's Communications & Public Affairs Committee.

## TODD DANIELSON

Chief Utility Executive  
Avon Lake Regional Water  
Avon Lake, OH  
Presentation Topic: Community Outreach



Todd Danielson is the Chief Utilities Executive for Avon Lake Regional Water, a water and wastewater utility on the shores of Lake Erie treating water for more than 200,000 people, and cleaning wastewater generated

by 30,000. Prior to joining the organization in 2010, he helped Loudoun Water in Ashburn, Virginia with the policy, design, construction, and operation of its community-based water and wastewater systems.



## RUKIYA CAMPBELL, APR

Director of Communications & Community Relations  
City of Atlanta, Department of Watershed Management  
Atlanta, GA  
Presentation Topic: Proactive Communication Campaigns



With over 20 years of experience, Rukiya Campbell serves as Director of Communications and Community Relations for the City of Atlanta's Department of Watershed Management, leading

the Department's branding, internal and external communications and outreach efforts. She serves as the District's primary communication liaison to various service communities.

Ms. Campbell's professional experience also includes development of short- and long-term strategic marketing campaigns that utilize digital, print, web, video and social media channels.

## LISA VAN RIPER

Director of Enterprise Communications  
Alexandria Renew Enterprises (AlexRenew)  
Alexandria, VA



Lisa Van Riper is responsible for internal and external communications, community outreach and education, and events. She started at AlexRenew in November 2014. She was previously assistant VP

of Communications at the University of Richmond, where she turned around the communications department to ensure that it was a sought-out partner on campus. Ms. Van Riper also founded the communications department at CarMax, Inc., including the social media practice and the CarMax Foundation. Lisa is a graduate of Trinity College in Hartford, Connecticut. She received her B.A. in English. In her free time, she fly fishes and is a cheer mom for her daughter that she adopted from China.

## JACLYN VINCENT

Chief of Staff  
Washington Suburban Sanitary Commission  
Laurel, MD  
Presentation Topic: Internal Communications / Workforce Recruitment



Jaclyn Vincent is Chief of Staff at the Washington Suburban Sanitary Commission (WSSC) where she serves as principal advisor to the General Manager/CEO and provides strategic leadership to all departments

within WSSC—one of the largest water utilities in the country. In her current role, Jaclyn supervises daily operations of WSSC's STAT office, overseeing implementation of agency-wide key performance indicators. Her leadership and communications skills have been instrumental in building strong relationships with key stakeholders, fine tuning the organization's message platform and developing WSSC's new brand identity. Jaclyn also serves as General Manager's proxy on the NACWA Board of Directors.

Before joining WSSC, Jaclyn served as chief of staff and assistant director for policy and planning at the Maryland Lottery and Gaming Control Agency. She has previously served as senior policy advisor to former Maryland Speaker of the House Michael E. Busch, a policy special assistant in the office of Maryland Governor Martin O'Malley, as acting policy director for the Maryland Higher Education Commission, and as director of legislative and intergovernmental affairs at the Maryland Department of Labor, Licensing, and Regulation.

Jaclyn began her career in education, teaching 5th grade at Glen Haven Elementary School in Montgomery County for three years. She earned her Master of Education degree in Elementary Curriculum and Instruction from the University of Maryland.



## JEANNIE SMITH

Manager of Community & Media Relations  
Northeast Ohio Regional Sewer District  
Cleveland, OH



Jeannie Smith joined the Northeast Ohio Regional Sewer District (Cleveland, OH) in 2006 as a Public Information Specialist. She currently serves as Manager of Community and Media Relations, and is

responsible for public outreach and education as well as media relations. She serves at the Chair of the NACWA Communications Committee.

Prior to the Sewer District, Jeannie worked for the American Red Cross Northern Ohio Blood Services Region handling communications and media relations for 19 counties. She worked for Clear Channel Communications, including as Promotions Director for 96.5 Kiss FM and Mix 106.5.

A native of Columbus, Ohio, she holds a Bachelors degree from Baldwin Wallace University and a Master of Public Administration Degree from Cleveland State University (CSU). Currently, she's working on her Master of Business Administration Degree from CSU.

Jeannie lives in Lakewood, which sits on the beautiful Lake Erie, with her husband Brad, daughter Harper, son Declan, pup, Jack, and cat, Mac.

## JAMIE SAMONS

Public Affairs Manager  
Narragansett Bay Commission  
Providence, RI



Jamie Samons manages the Public Affairs department for the Narragansett Bay Commission, Rhode Island's largest wastewater authority. She has overseen public relations and communications for over

\$1.2 billion in clean water infrastructure. Jamie has a BA in Latin and History from Baylor University and an MS in Mass Communications and Public Relations from Boston University. She is a very thirsty member of the Rhode Island Sommelier Society and serves on the Rhode Island Food Policy Council.

## BESS MCCOY

Public Affairs Specialist  
Metropolitan St. Louis Sewer District  
St. Louis, MO



Bess McCoy is a Public Affairs Specialist with the Metropolitan St. Louis Sewer District (MSD), serving on a team of four in the district's Public Affairs Division.

Driven by her passion for public engagement and government transparency, Bess leads MSD's employee communication and municipal communication efforts. She is responsible for engaging more than 1,000 employees and 88 municipalities in MSD's efforts to protect the public health and water environment. Bess also serves as an official spokesperson for MSD, and is the primary representative for MSD's proactive media engagement including their educational campaigns and stories highlighting their preventative activities.

MSD is two utilities in one; it is a wastewater utility and a stormwater utility. With over 9,000 miles of sewer lines and seven wastewater treatment plants, MSD is the fourth largest sewer system in the United States, serving more than 1.3 million customers in a 520 square-mile service area that includes all of St. Louis City and 90% of St. Louis County.

## TOM W. SIGMUND, P.E.

Executive Director  
NEW Water  
Green Bay, WI



Tom Sigmund is a NACWA Board Member, and the Executive Director of NEW Water, the brand of the Green Bay Metropolitan Sewerage District, where he has been since 2007. NEW Water is a regional

clean water utility serving 230,000 people in 18 municipalities providing wholesale conveyance and treatment services. NEW Water has 98 employees and an annual budget of \$39 million. NEW Water expresses its attitude of viewing the material sent to its facilities as a valuable resource to be recovered and reused and a commitment to continued improvement in the watershed. Before coming to NEW Water, Mr. Sigmund was a Vice President with CH2M HILL where he was responsible for clients and projects in the Midwest.



## JENNIFER RICE

Lead Sr. Analyst, Workforce Planning | San Francisco Public Utilities Commission (SFPUC) San Francisco, CA  
Presentation Topic: Internal Communications / Workforce Recruitment



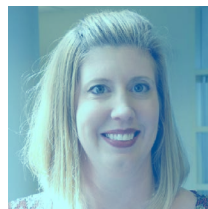
At the San Francisco Public Utilities Commission, Jennifer Rice leads a team of workforce planning analysts using innovative, behavioral science-based consulting to create a workplace with thriving,

diverse, and engaged employees, and to prepare the SFPUC's workforce to deliver critical services into the future. Jennifer is also the lead strategist for the SFPUC's Effective Workforce goal, working to upskill internal and external workforce staff in the areas of establishing and tracking metrics for data-driven decision making and applying maturity modeling and strategic planning frameworks to guide and align workforce and employee development efforts across the agency.

Over the last four years, Jennifer has provided direction and expertise across several major initiatives at the SFPUC to transform talent management practices to be more modern, effective, meaningful, and provide a greater employee and candidate experience. These initiatives include developing and implementing a new competency framework across the employee lifecycle, establishing new processes for workforce planning, increasing employee engagement through people analytics and action planning, and internal consulting to solve organizational and management issues. Jennifer is a practitioner of Industrial-Organizational Psychology from Xavier University in Cincinnati, Ohio.

## JENNIFER ELTING

Senior Public Information Specialist | Northeast Ohio Regional Sewer District  
Topic: Community Outreach



Jenn Elting joined the Northeast Ohio Regional Sewer District in 2008 and is Senior Public Information Specialist, part of the agency's Community and Media Relations team. Ms. Elting is an agency spokesperson

and is actively involved in media relations, crisis communications and community relations, and says she never imagined learning so much about clean water, and it's never a dull day at the Sewer District (if you ever need a good poop joke, Jenn's your girl).

For nearly 20 years, Ms. Elting has been fortunate to work in a variety of public relations fields, including corporate communications, crisis management, employee relations, media relations, event planning and community relations; holding communications positions at Agilysys, Crain's Cleveland Business, BrandMuscle, Cox Communications and Miracle Software Systems. She is currently Treasurer of Public Relations Society of America Greater Cleveland.



STRATEGIC  
COMMUNICATIONS: H2O

**2019 PROGRAM**

**SPEAKERS AND**

**EXPERTS**