Monday, June 3

Morning
8:00 – 12:00  Registration
Orchid Foyer

9:00 – 9:15  Welcome & Opening Remarks
Orchid West
Kyle Dreyfuss-Wells
NACWA Board Member
Chief Executive Officer
Northeast Ohio Regional Sewer District
Cleveland, OH

9:15 – 10:15  Does My Utility Have to Be Cool? Building Brand Equity with Your Unique Service Community
Orchid West

**Building Brand Equity:** The clean water utility’s relationship to its service community is its lifeblood, and for most that relationship begins with the utility’s brand. Building positive public perception improves value to and from the customer in countless ways—a negative one will have the opposite effect. Experts/panelists discuss the principles of building brand equity for clean water utilities, the role of traditional and nontraditional tactics like social media and leveraging the psychology of branding to generate customer support, increase value for operations, and ultimately increase communications ROI.

**Moderator**
Lisa Van Riper
Co-Vice Chair, NACWA Communications & Public Affairs Committee
Director of Communications
Alexandria Renew Enterprises
Alexandria, VA
Panelists

**Todd Morgano**
Senior Vice President, Public Relations
Falls Communications
Cleveland, OH

**Gary Belan**
Senior Director, Clean Water Supply
American Rivers
Washington, DC

**Vincent Morris**
Communications and Government Relations Manager
DC Water
Washington, DC

10:15 – 10:30 Networking Break

10:30 – 11:50 **Can You Hear Me Now? - Customer Relations That Influence Consumer Behavior**

*Orchid West*

**Customer Relations**: For utility communications teams, proactive public education should rank among its most important objectives as it is mission-critical not only in building brand equity, but in justifying rate increases, dealing with affordability issues, supporting operations/compliance, and promoting project initiatives. Having a communications platform that *influences* consumer behavior should be the goal of every utility. Expert panelists will discuss the principles of building a platform that is proactive and influential, as well as informative.

**Moderator**

**Bess McCoy**
*Co-Vice Chair, NACWA Communications & Public Affairs Committee*
Public Affairs Specialist
Metropolitan St. Louis Sewer District
St. Louis, MO

**Panelists**

**Josh Weinstein**
President and Creative Director
Creative Co-Op
Exeter, NH

**Marty Flynn**
Assistant General Manager
Clark County Water Reclamation District
Las Vegas, NV
Afternoon
12:00 – 1:00
Luncheon
Orchid East
As you take advantage of the opportunity to network, a private sector communications expert has been invited in to provide key tips and insight.

Arianne Shipley and Stephanie Zavala
Award-Winning Water Public Educators and Communicators
The H2duO
Fort Worth, TX

12:45 – 4:30
Registration
Orchid Foyer

1:00 – 2:00
River on Fire: Partnering with Media to Tell the Clean Water Story
Orchid West

Media Storytelling: The Cuyahoga River Fire national media story—and the resulting success of the Clean Water Act—is demonstrable proof that clean water communications can influence the public toward embracing and acting upon clean water priorities. As we proactively work with media, we must ask whether our story-telling, messaging and media pitching are benefitting our missions and objectives. Panelists—which include top media professionals—will discuss elements of the Clean Water Story—e.g., Utility of the Future, true “environmentalism,” community benefits and more—that not only have the potential to earn media hits locally, but also have the potential to create public impact that will help your utility’s local and national clean water mission.

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

Panelists
Micki Byrnes
President & General Manager
WKYC-TV Channel 3
Cleveland, OH

Todd Mesek
Chief Marketing Officer
Ideastream
Cleveland, OH
Ed Stevens  
Chairman and Chief Executive Officer  
Stevens Strategic Communications, Inc.  
Westlake, OH

2:00 – 3:00  
River on Fire: Crisis Communications That “Win”  
Orchid West

Crisis Communications: In a crisis no-one truly “wins,” but the Cuyahoga River Fire crisis shows that strategic communications can actually produce long term benefits for the utility and the communities they serve. Learn the principles of strong Crisis Communications planning, strategic response to natural disasters or local crises, and proactive communications principles that strengthen clean water's public standing.

Moderator  
Nathan Gardner-Andrews  
Chief Advocacy Officer  
National Association of Clean Water Agencies  
Washington, DC

Panelists  
Bruce Hennes  
Chief Executive Officer  
Hennes Communications  
Cleveland, OH

Alanna Reed  
Director of Communications  
City of Houston, Public Works & Engineering, Public Utilities  
Houston, TX

3:00 – 3:15  
Networking Break

3:15 – 4:15  
Blazing a Trail: Building Proactive MarComm Campaigns  
Orchid West

Planning and Executing Campaigns: Communications campaigns, properly executed, can build utilities and advance even the most difficult clean water initiatives. Experts discuss the successful communications campaigns—from data used to justify rate increases, to public education about project initiatives, to building the case for communications programs and ROI—that are building utilities like yours. Learn from case studies that can be scaled, with takeaways that can guide strategic planning for any utility, of any size, in any region.
Moderator

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

Panelists

David Martin
Global Strategic Partnerships
BlueW.org
Ontario, Canada

Rukiya Campbell
Communications Director
City of Atlanta, Department of Watershed Management
Atlanta, GA

4:15 – 5:00
Orchid West

Spreading Like River-fire: Innovative Community Outreach

Creative Community Outreach Campaigns: Community outreach begins with the word “community.” No matter what the objective, the success of any outreach does not depend primarily on a utility’s budget, but on deploying strategic efforts that are relevant, timely, and compatible with the utility’s unique service community. Panelists discuss the unique Community Outreach programs that they’ve deployed, and most importantly, the keys to the programs’ success, and the best practices that can be translated to any service community.

Moderator

Karyn Le Blanc
Senior Vice President
Stratacomm
Washington, DC

Panelists

Todd Danielson
Chief Utilities Executive
Avon Lake Regional Water
Avon Lake, OH

Katie Knoll
Senior Consultant
Raftelis
Denver, CO

Bryan Stubbs
Executive Director and President
Cleveland Water Alliance
Cleveland, OH
Jennifer Elting  
Community Relations Specialist  
Northeast Ohio Regional Sewer District  
Cleveland, OH

Evening  
5:00   Closing Remarks/ Adjourn  
Tony Viardo  
Director, Communications & Marketing  
National Association of Clean Water Agencies  
Washington, DC

5:30 – 6:30   Networking Reception  
Vanda North & South

Tuesday, June 4  
Morning  
8:30 – 10:00   Registration  
Orchid Foyer

9:00 – 9:15   Opening Remarks  
Adam Krantz  
Chief Executive Officer  
National Association of Clean Water Agencies  
Washington, DC

Matthew Gray  
Chief of Sustainability  
City of Cleveland  
Cleveland, OH

9:15 - 10:15   Say What You Mean: The Communicator’s Role in Organizational Success

Internal Communications: Building a strategic communications platform requires buy-in from everyone in the organization—from the Board, to the boss, to your colleagues. This is an increasingly crucial issue as the water sector evolves. Whether it’s communicating ROI or having a seat at the table during critical decisions; whether its reporting to the Board or speaking up staff meetings; relating the true value of strategic communications and getting buy-in is crucial to your—and your organization’s—success. Expert panelists will discuss strategies and best practices in properly communicating “Communications Value,” helping smart communicators to transform their organizations.
Moderator

**Tom Sigmund**  
*NACWA Board Member*  
Executive Director  
NEW Water  
Green Bay, WI

Panelists

**Josh Weinstein**  
President and Creative Director  
Creative Co-Op  
Exeter, NH

**Alan Heymann**  
President  
Blue Drop  
Washington, DC

10:15 – 10:30  
*Results of 2019 National Water Utility Survey Report*

*StratComm Data*: Sound communications strategy starts with strong data. Learn the surprising results from high-level national opinion surveying, and spot the trends that will help your utility reach, message and impact your communities.

**Presenter**

**Adam Davis**  
Co-Founder and Senior Counsel  
DHM Research  
Portland, OR

10:30 – 10:45  
*Networking Break*

10:45 – 12:00  
*Mean What You Say: The Communicator’s Role in Workforce Recruitment*

*Internal Communications*: We’ve all heard of the “silver tsunami” and the imminent challenge of recruiting young professionals to the clean water sector. Many in our organizations—even leadership—may not understand that this is as much a *communications* issue as it is about human resources. Is your utility attractive to young professionals? Are you communicating the utility’s true value? Your brand and internal communications will not only determine job satisfaction, but effectiveness in attracting the next generation of talented professionals. A critical and timely discussion for the future of all clean water agencies, experts will explore the latest principles of effective internal communication, employee branding, tactics (from social media to job boards), and proactive workforce outreach.
Moderator
Victoria Johnson
Program Consultant
Jacobs
Dallas, TX

Panelists
Jennifer Rice
Lead Senior Analyst, Workforce Planning
San Francisco Public Utilities Commission
San Francisco, CA

Jaclyn Vincent
Chief of Staff
Washington Suburban Sanitary Commission
Laurel, MD

Ben Brugler
Chief Executive Officer and President
Akhia Communications
Hudson, OH

Afternoon
12:00
Orchid West
Closing Remarks and Adjourn
Tony Viardo
National Association of Clean Water Agencies