



## 2025 Strategic Communications: H2O Workshop

June 10 - 11 | DoubleTree Suites by Hilton Detroit Downtown | Detroit, MI

*All meeting rooms are located on the 2<sup>nd</sup> Floor unless otherwise noted.*

*As of June 2, 2025*

### **Tuesday, June 10**

*Morning*

**8:00 – 11:30**

*Pre-Function*

#### **Registration**

**9:00 – 12:00**

*Crystal Ballroom*

#### **Plenary Session I**

*Opening Remarks*

**Jeannie Smith**, Co-Chair, Communications and Public Affairs Committee  
Director of Administration and External Affairs  
Northeast Ohio Regional Sewer District | Cleveland, OH

*Welcoming Remarks*

**Melia Howard**, Deputy Mayor  
City of Detroit | Detroit, MI

**9:10 – 10:00**

#### **Local Perspectives**

Local Perspectives will focus on a range of issues affecting Great Lakes Water Authority and Detroit Water and Sewerage Department, both of which serve Detroit. Attendees will hear about the role communication plays in educating residents about climate, infrastructure and resilience. followed by a moderated conversation highlighting crisis communication (including digital media), community engagement, and practical takeaways.

*Moderator*

**Jeannie Smith**, Co-Chair, Communications and Public Affairs Committee

*Panelists*

**Navid Mehram**, Chief Operating Officer, Wastewater Operating Services  
Great Lakes Water Authority | Detroit, MI

**Bryan Peckinpugh**, Public Affairs Director  
Detroit Water and Sewerage Department | Detroit, MI

**Kierra Smith**, Public Affairs Specialist  
Detroit Water and Sewerage Department | Detroit, MI

**Aubrey Ziems**, Public Affairs Specialist  
Detroit Water and Sewerage Department | Detroit, MI

**10:00 – 10:30**

## **Networking Break**

**10:30 – 11:45**

## **The Power of Rebranding in Infrastructure and Public Utilities**

This three-part panel discussion will focus on how water utilities can enhance public perception and build stronger community connections through effective branding and communication strategies.

### *Moderator/Panelist*

**AJ Axtell**, Director of Community Relations  
Western Lake Superior Sanitary District | Duluth, MN

### *Panelists*

**Holly Bomba**, Education & Outreach Associate  
Pittsburgh Water | Pittsburgh, PA

**David Kennedy**, Marketing Manager  
Pittsburgh Water | Pittsburgh, PA

### *Closing Remarks*

**Jeannie Smith**, Co-Chair, Communications and Public Affairs Committee

*Afternoon*

**12:00 – 1:45**

*Terrace Room,  
Basement Level*

## **Featured Discussion & Luncheon**

### **United Voices for Clean Water: Redefining the Public Utility Narrative**

Learn more about NACWA's exciting new communications initiative, designed to elevate the role and perception of public clean water utilities and strengthen the Association's national presence. Understand how this effort will benefit both NACWA and its members, and the clean water sector as a whole.

### *Opening Remarks*

**Adam Krantz**, Chief Executive Officer  
NACWA | Washington, DC

### *Keynote Speakers*

**Mack Bradley**, President  
StandPoint Public Affairs | St. Louis, MO

**Braxton Payne**, Senior Strategist, Director of Research &  
Digital Communications  
The Kelley Group | St. Louis, MO

**Josh Weinstein**, President & Creative Director  
Creative Co-op | Exeter, NH

**Gabrielle Cherre**, Chief of Staff  
StandPoint Public Affairs | St. Louis, MO

**1:45 – 4:30**

*Pre-Function*

## **Registration**

**2:00 – 3:15**

*Fort Wilkens*

## **Choose Your Own Adventure – Breakout Sessions I**

### *Option 1*

### **Using Communication to Attract the Next Generation of Talent to the Water Sector**

In today's competitive market, attracting top talent is more challenging than ever. Delve into communications strategies for enhancing workforce development at multiple levels.

**Courtney Kubu**, Strategic Communications Specialist II  
AECOM | Greenville, SC

**Katie Shea**, Educational Outreach Manager  
Springfield Water and Sewer Commission | Springfield, MA

*Fort Brady*

*Option 2*

### **Engaging Your Workforce: Strategies for Building Trust, Alignment and Advocacy through Internal Communications**

This session will explore how clear internal communication builds trust, boosts morale, and drives employee engagement. Attendees will learn strategies to recruit, train, and mobilize non-communications staff to support their organization's education and outreach efforts, improving performance, creativity, and innovation in the process.

**Kenetta Ridgell**, Director of Communications and Community Engagement  
Little Rock Water Reclamation Authority | Little Rock, AR

**Brantley Bissette**, Community Education and Outreach Specialist  
Hampton Roads Sanitation District | Virginia Beach, VA

*Fort Lernoult*

*Option 3*

### **Making Quality Content Easy**

Learn how to tell meaningful stories with high-quality visuals without massive budgets and fancy gear. Arm yourself with the tools to elevate their storytelling and increase execution speed.

**Jason Matthews**, Public Affairs Specialist  
Great Lakes Water Authority | Detroit, MI

**Brett McDonald**, Public Affairs Specialist  
Great Lakes Water Authority | Detroit, MI

**3:15 – 3:45**

### **Networking Break**

**3:45 – 5:00**

### **Choose Your Own Adventure – Breakout Sessions II**

*Fort Wilkens*

*Option 1*

### **From Data to Decisions: How to Use Customer Insights to Improve Communication and Influence Leadership**

In this hands-on session, explore various tools to gather customer feedback and opinions to shape messaging, influence decision-making, and position communication as a strategic function within their organization. Learn best practices for public opinion surveys, how to align research goals with strategic outcomes, and communicate results to earn buy-in from leadership.

**Bess McCoy**, Co-Chair, Communications and Public Affairs Committee  
Public Affairs Manager  
Metropolitan St. Louis Regional Sewer District | St. Louis, MO

**Braxton Payne**, Senior Strategist, Director of Research & Digital Communications

Fort Brady

Option 2

### **Making an Impact with Visual Communication**

How do you take complex environmental data and turn it into something that resonates with local residents? Find out how to use interactive visual tools to enhance storytelling, from water quality to capital projects.

**Heather Haskell**, Senior Consultant  
EMA, Inc. | Grand Rapids, MI

**Leneyde Chavez**, Engagement and Public Affairs Manager  
Carollo Engineers, Inc. | Los Angeles, CA

Fort Lernoult

Option 3

### **Learning from Failure: Post-Mortem Lessons in Proactive Communications**

In this interactive session, learn how to better frame communications for capital projects and identify some of the less visible symptoms of communications challenges before they cause greater damage. Sharpen skills for best practices for keeping customers and stakeholders engaged before, during and after critical projects.

**Mack Bradley**, StandPoint Public Affairs

Evening

**5:30 – 6:30**

Motor City Kitchen,  
Lobby Level

### **Networking Happy Hour**

Join us with other *Workshop* attendees at the Networking Happy Hour. Connect with fellow attendees, rekindle old connections, and network in a beautiful atmosphere. All attendees and their guests are welcome.

## **Wednesday, June 11**

Morning

**8:30 – 11:00**

Pre-Function

### **Registration**

**9:00 – 12:00**

Crystal Ballroom

### **Plenary Session II & Breakouts**

Opening Remarks

**Bess McCoy**, Co-Chair, Communications and Public Affairs Committee

**9:05 – 10:15**

### **Harnessing the Power of Community Collaboration**

Listen to examples of utilities using deep collaboration, cross-sector coordination, and strong community relationships to educate, engage, and empower the public in addressing the complex challenges of water management—together.

Moderator

**Bess McCoy**, Co-Chair, Communications and Public Affairs Committee

Panelists

**Daniel Gold**, Management Professional – Watershed & Systems Planning  
Great Lakes Water Authority | Detroit, MI

**Melissa Reeves**, Community Relations Manager  
Johnson County Wastewater | Johnson County, KS

**Mary McMurray**, Director  
Johnson County Museum | Overland Park, KS

**Andrew R. Gustafson**, Curator of Interpretation  
Johnson County Museum | Overland Park, KS

**Chantel Dominguez**, Community Campaigns and Engagement Director  
American Rivers | Reno, NV

**10:15 – 10:45**

### **Networking Break**

**10:45 – 12:00**

### **Choose Your Own Adventure – Breakout Sessions III**

*Crystal Ballroom*

*Option 1*

#### **Addressing PFAS Communication with Clarity and Transparency**

This dynamic session will focus on effective PFAS customer education and outreach and also provide strategies for communicating PFAS while maintaining—and strengthening—customer trust. Attendees will come away knowing how to handle sensitive media interactions, protect reputations, calm public anxiety, and keep essential stakeholders informed, all while ensuring long-term success in PFAS management.

**Emily Barnett**, Communications and Government Relations Manager  
Central Contra Costa Sanitary District | Martinez, CA

**Alyssa Downs**, Manager of Communications  
California Association of Sanitation Agencies | Sacramento, CA

**Mike McGill**, President  
WaterPIO | Hampstead, NC

*Fort Brady*

*Option 2*

#### **Letters and Columns: An Overlooked Way of Touting Your Utility Success**

Utility communicators don't have to rely solely on reporters to secure coverage in local and regional newspapers. Find out how to use letters to the editor, columns and other tactics to spotlight utility achievements.

**Karyn Le Blanc**, Chief Executive Officer  
KGL Communications | Washington, DC

*Fort Lernoult*

*Option 3*

#### **Pipes, Pavement and People: Keeping Communities in the Construction Loop**

Construction is disruptive, but smart communications can transform chaos into community buy-in. Drawing from real-world successes learn key public engagement strategies at every project stage. Expect practical exercises and real-world application, helping turn projects into proof points, not pain points.

**Matt Wittern**, Senior Consultant  
Raftelis | Greenwood Village, CO

*Afternoon*

**12:00 – 1:45**

### **Lunch on Your Own**

**1:30 – 3:30**

*Pre-Function*

## **Registration**

**1:45 – 4:00**

*Crystal Ballroom*

## **Plenary Session III**

*Opening Remarks*

**Bess McCoy**, Co-Chair, Communications and Public Affairs Committee

**1:45 – 2:45**

## **Building Customer Trust Amid Rate Increases**

In this interactive session, discover how to effectively communicate rate increases while building trust. Learn how to frame a narrative message that helps ratepayers understand the necessity of the increase, and not just the financial impact.

*Moderator*

**Tricia Garrison**, Public Affairs & Education Manager  
NEW Water | Green Bay, WI

*Panelists*

**Erin Collar**, Public Affairs & Education Specialist  
NEW Water | Green Bay, WI

**Matt Wittern**, Raftelis

**Karen Thomas**, Marketing Manager  
City of Dayton Department of Water | Dayton, OH

**2:45 – 3:00**

## **Networking Break**

**3:00 – 4:00**

## **Campaigns in a Box: Plug and Play Success Stories**

This discussion blends research, creativity and action! as panelists share insights from recent public opinion research. Discover messaging strategies to energize voters and learn science-backed approaches to inspire lasting behavioral change in communities. Plus, get an exclusive behind-the-scenes look at the development of an award-winning campaign.

*Moderator/Panelist*

**Josh Weinstein**, Creative Co-op

*Panelists*

**Amy Steger**, Communications & Marketing Specialist  
Madison Metropolitan Sewerage District | Madison, WI

**Lara Wyss**, President  
Responsible Flushing Alliance | Seattle, WA

**Amy Souers Kober**, Vice President of Communications  
American Rivers | Portland, OR

**Sinjin Eberle**, Managing Director  
American Rivers Action Fund | Durango, CO

**4:00**

*Crystal Ballroom*

## **Closing Remarks**

**Bess McCoy**, Co-Chair, Communications and Public Affairs Committee